BBA Fall 2015 Exit Survey Data

Question 1) If we were to revise the BBA program, what three elements should remain the same?

- **Course Offerings**
  - Course Availability – 10
  - Great exposure to other areas of business besides major
  - BUS 4750 requirement
  - Structure of courses – 3
  - Broad course offerings – 4
  - More global business classes
  - BUS 4750 is a great course – 4

- **Core Classes**
  - Number of needed classes – 3
  - Size of classes – 15
  - Introductory Courses – 6
  - Writing classes – 1
  - Finite Mathematics
  - BBA Requirements – 6
  - Credit Requirements to graduate
  - Pre-Business courses – 4
  - Requirement of taking a broad range of courses
  - Completing core classes first
  - Overall Curriculum
  - Earning the General Business Minor
  - Emphasis on math
  - Diversity of classes
  - Experiential Learning
  - Lecture to online class ratio

- **Electives**
  - Number of elective options for majors - 2

- **Accountancy Courses**
  - Introductory Accounting Courses – 3
  - Accounting department

- **Business Information Systems Courses**
  - Information writing courses
  - Computer classes – 3
  - Continue with CIS 1020

- **Finance Courses**
  - Great professors
  - Finance program – 4
  - Law program – 5
  - Meet the Firms
Management Courses
  - Human Resource classes are great and valuable to all majors – 2
  - Barclay Johnson
  - Management classes
  - Strategic management – 1
  - MGMT 2500

Marketing Courses
  - Sales & Business Marketing Program – 2
  - Food Marketing Program
  - Sales Program
  - Marketing Principles MKTG 2500 – 2
  - Sales teachers

Professors
  - Teachers that actually care
  - Quality Faculty & Staff – 27
  - Personable faculty
  - Dedicated faculty
  - Professional instructors – 2

Advising
  - The advising office staff – 13
  - Availability of advisors – 2
  - Provides a clear layout of classes to be taken

Career Center
  - Career Center office – 13
  - Career Fairs – 2
  - Urgency to participate in interviews and career fair
  - Internships

Computing
  - Computing resources – 2
  - Free Printing

Other
  - Sustainability focus – 2
  - Library resources
  - Internships
  - Professional competition availability
  - Awards & Recognition Opportunities
  - Networks
  - College pride
  - GPA Requirements
  - Professional environment – 2
  - Facilities – 5
Transferability
- 15 Credit Hours per semester
- Specialized Majors
- Study Lounges
- Grading Scale – 2
- Certification
- Study Abroad Opportunities
- Events for every major to participate in
- Resources
- I wouldn’t change anything
- Communication center
- Culture
- Team work

Question 2) If we were to revise the BBA program, what three elements should be changed?

- Course Offerings
  - Lack of challenging classes
  - More availability of classes for students who work full time
  - More options for major specific courses – 2
  - Include a regulations course
  - Include a project management course
  - More offerings than T/R – 2
  - Increase major curriculum hours needed
  - More unique course offerings – 2
  - Notice of future course offerings
  - Personal finance course
  - More evening classes – 2
  - Course prices
  - Lack of availability – 8
  - More transferable courses – 2
  - Classes could use more engagement – 2
  - Include a public speaking class
  - BUS 4750 should be offered to all years, not just seniors
  - More advanced programming courses
  - 2 Communications Courses
  - Size of classes
  - More classes on ethics
  - More IT training for all students – 2
  - BUS 3750 should be taught in a smaller classroom
  - Teach more about entrepreneurship
  - Senior class about etiquette
  - Tutoring for upper level classes
  - More sustainability classes
  - Better BUS 3700
  - BUS 3750—waste of time and money
  - Add more locations, like battle creek

- Core Classes
Math Requirements / No Finite Math –3
More global business courses
Allow more options for core classes – 2
Grading policies for non-major required courses
Decrease number of required courses
Core classes before major classes was bad
More Econ needed
Larger classes
Less unrelated required courses
Business Process Productivity Course could use some re-structuring – 3
More technology needed in classes
More core classes
Make it harder to get into the BBA program
Less emphasis on well-rounded classes
Less credit hours
Availability of BBA classes
Online work – 1
Required internship – 2

• Electives
  Increase number of available electives

• Accountancy Courses
  Require more accounting credits for Finance majors
  More accounting courses needed
  Teach more than just CPA career related goals.
  More accounting classes on Monday and Wednesday

• Business Information Systems Courses
  More computer classes
  CIS 1020
  Expand CIS
  Tutor for upper level CIS classes

• Finance Courses
  Finance courses (3700/3750)
  Bad Finance professors – 2
  More job opportunities so they don’t have to constantly apply online
  More finance courses/electives needed – 4
  Restructure the finance department
  Law professors
  Don’t allow Law 3800 to be taught in a large lecture (2000)

• Management Courses
  Supply Chain classes shouldn’t be required
  Management courses should be optional
• Marketing Courses
  o Information learned in courses is useless
  o Better sports marketing program
  o Expand on Marketing

• Professors
  o Favoritism
  o Some of the professors – 9
  o Office Hours of professors
  o Better professors for core classes
  o Make professors use E-learning to post grades
  o Burnt out faculty
  o New professors
  o Better communication from professors

• Advising
  o Entry Requirements
  o Office Hours
  o More availability for walk-in advising – 6
  o More clarity from advisors
  o Lack of help
  o More advisers
  o Bigger space for advisers

• Career Center
  o More help with career advising
  o Mandatory practice interviews
  o Mandatory resume critique
  o Inform students of services better – 4
  o Career Opportunities
  o More pressure for students to attend career related events – 3
  o Externship program options

• Computing
  o Computer Resources – 3
  o Slow computers – 2

• Other
  o Work load is very heavy for students who work full time
  o Grading Scale - 2
  o Add second language
  o Competition requirements should be required of all majors
  o More real-world relevance & exposure – 5
  o Study lounge – 2
  o Parking – 3
  o Books not being required in every course
  o Price / Increases in Tuition
Better T.A.’s for STAT 2160
- More online opportunities – 3
- More group work early on
- Better TA’s
- Microsoft office training
- More flexible for non-traditional students
- Available resources
- Less weight on exams
- Open source textbooks
- More professional development
- Lower Tuition - 2
- Off campus interactive experience
- Finals week
- Don’t have us take this survey after just finishing our final, everyone wants to get out ASAP
- Keep students informed on what they need to do to graduate

Question 3) Overall strengths of HCoB?
- Course Offerings
  - Good Curriculum – 5
  - Relevant Classes
  - Variety of classes – 3
  - Great exposure to different concentrations – 2
  - Well rounded

- Core Classes
  - Class sizes – 4

- Accountancy

- Finance

- Management
  - Strong ISM program

- Marketing
  - SBMA Program – 4

- Professors
  - Engage their students
  - Care about student success – 3
  - Availability of professors – 2
  - Knowledgeable in their areas of focus – 6
  - Great faculty/professors – 28
  - Networking help – 2
• Advising
  o Good advisors – 7

• Computing
  o Great technology – 2

• Career Center
  o Excellent services – 14
  o Career Fair – 2
  o Great resources to create resumes
  o Career preparation

• Other
  o Communication – 2
  o Quality of Lessons learned – 1
  o Highly ranked programs / Good Reputation – 4
  o Professional atmosphere – 3
  o Good support for students – 2
  o Networking – 2
  o Clean / Organized
  o Great resources for students – 2
  o Affordable
  o Helpful – 3
  o Facilities – 3
  o Student Organizations
  o Niche Programs
  o Diversity
  o Students – 2
  o One of the best programs in the country
  o Readiness for the real world
  o Scholarship
  o Nice building
  o RSO’s
  o Hard working culture
  o Perception of jobs after college
  o Team work

Question 4) Overall weaknesses of HCoB?
• Course Offerings
  o Course availability – 3
  o Bad hours/days – 2
  o Course variety – 2
  o Availability of CIS electives

• Core Classes
  o Human Resources class as a requirement
- Hard to learn in some courses
  - Economics courses
  - Unrelated courses – 2
  - More class work added
  - Hybrid BUS 3750 was awful, had to self-teach
  - More online classes

- Electives
  - Below par elective choices
  - More interesting electives

- Finance
  - Finance Department – 3

- Professors
  - A few professors’ teaching styles – 5
  - Tenure Profs – 2
  - A few BBA professors
  - Review of faculty - 2
  - Core professors
  - A few faculty seem like they don’t want to be here
  - Professors that seem to not care
  - Hard to understand some professors
  - Unprofessional staff
  - Some professors grading scales

- Advising
  - Office Hours
  - Availability
  - Busy advisors

- Career Center
  - Lack of interest in helping students get a job

- Computing
  - Deathly slow computers – 3

- Other
  - Not very friendly to non-traditional students – 1
  - Not enough real world experience available
  - Class material isn’t relevant to jobs associated within their majors
  - Reputation
  - Publicity
  - More parking – 5
  - Temperature
  - Students who don’t care about their education
  - Exposure to top companies
- Move Project Management away from 4990
- Price – 4
- Unaware of services
- Everything is old and out of date
- Transfers
- Less emphasis on technology
- Too much group work
- Less weight on exams
- Not enough outreach to students
- Global Business Center is not helpful with study abroad
- Classroom setup
- More bonding with students
- Too many students
- Not challenging enough
- Overall perception of MBA program, as a result I will pursue elsewhere
- The chairs are terrible for the back
- Too many people (but it’s a good problem to have)