BBA Exit Survey

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

Sales program
- Everything about the SBM program
- Sales teachers
- Negotiation class
- The sales program is to general needs more depth
- Selling!

Courses/Classes
- Variety of the way courses are taught
- Class sizes
- Quality of classroom
- Basic BBA courses
- Class size kept the same
- Class availability
- Class line up
- Work load
- Economic classes
- Business strategic classes
- Class over spectrum
- Management professors
- Requiring participation in teams
- Requiring communication center visits
- Location
- Order of classes
- The classes are required
- Core classes
- Variety of classes and offerings
- Bus 4750, FIN 3510, FIN 3200
- 3750 should be major specific
- Finance and accounting classes
- Having every BBA student take a few classes from every branch
- Class time
- Computing classes
- Business writing
- Class credit worth
- Choice electives
- Global business
- Capstone classes
• Amount of major courses required
• Availability for Tuesday/Thursday classes
• Writing courses-1
• Business enterprise
• Info tech classes
• Real estate classes
• Investment analysis
• Required classes-1
• Class schedules
• Finance and marketing requirements
• Final exam schedule
• Leadership
• Layout
• Should make MKTG 3600 a requirement to all HCoB students
• Strategic/ theory classes related to business: ex: management
• Finance-1
• Law 3800 (being required)-111111
• Emphasis on CIS
• Courses offered
• CIS 1020 being required
• Bus 4750 being the capstone
• Exposure in all areas
• Business statistics was a very well taught class and stats is used all the time in business and all of the courses.
• Business 4750 was a very helpful class and a great way to apply all we have learned.-11
• Marketing
• Include courses from all business majors in required classes (management, finance)
• Have a capstone class that utilizes all skills learned
• Offer online courses
• Major courses-1
• Acty 2100
• Management 2500-11
• Keep all the classes
• Always have business 4750 with simulation
• Preequists
• Schedule times
• Keep classes in order to stay more well rounded
• Everyone should have to take “business math” courses
• Communication class (bus 3700)-11
• FYE classes that show the students the importance of using the advisor/ career center
• Groupwork in classes
• Amount of presentations
• Structure, methods, values

**Advertising program**
• Ad. Teachers
• Advertising

**Career Center**
• Career center-1111111111111
• Opportunities to career involvement
• Career services
• Using career center
• Career fairs-11

**Advising**
• The awesome advisors
• Advising-1111111111111111
• Using advising office
• Advising structure
• Registration
• Advising availability

**Accounting**
• Accounting classes
• Accounting faculty

**ISM**
• ISM classes are great
• Engineering classes work well with ISM
• Great faculty!
• Requirements
• ISM night

**Professors**
• Quality of professors-1111111111111111
• The quality of education, experience of professors has been phenomenal
• Professionalism of professors
• Faculty availability
• In field professors-11
• Dedicated faculty members-11
• Professor hours
- Some professors care about the success of students

**Misc.**
- Number of computers in study area
- Technology in classrooms
- Communication center
- Major officers
- Work load
- Environment
- RSOs
- Sustainability centers
- Team projects
- Required courses
- Availability of classes
- Credit hours required
- Major choices
- Marketing curriculum -1
- Employment prep
- Computer and IT services
- Communication center-11
- Late hours for computer labs
- Promoting group work
- Promoting class presentations
- Elearning-1
- Sustainability
- The automatic general business minor
- The well rounded experience that BBA required courses give you.
- Emphasis on team work
- Quality of career planning
- Base elements for basic business knowledge seem adequate
- Strong book knowledge is provided
- Great majors and minors
- Communication center
- Good knowledge in every area
- Focus on team work
- Group projects
- Keep public speaking
- Having speakers come in to give students an example of their future
- Feel of the school
- Computer lab hours
2) If we were to revise the BBA program, what three elements should be changed?

**Finance Department**
- I think finance, accounting, and law should be elective choices; more basic
- Better finance program for non-finance majors
- More financial classes
- Finance instructors-1111111111
- Finance department
- Finance classes-1
- More finance classes
- Finance 3100 and 3200 -1
- Finance majors should get the opportunity to minor in real estate
- Split finance into two-beginner and int.
- More finance classes for accounting majors
- Finance courses
- Finance should be 2 semesters, similar to accountancy
- More electives in insurance for finance program
- Finance class!!!!!!
- More strategic courses for finance majors

**Courses/Classes**
- Smaller classes-1
- More IT classes
- A few courses for student who have had a few years in the workforce
- More online/hybrid offerings-1111111111
- More summer class times
- No lectures over 50 students
- Accounting classes
- Law classes
- Incorporate more classes with a global scope--- INTL 2000
- More CIS courses--- excel analytics are needed everywhere-11
- BUS 1750
- BUS 4750 is a repeat of previous classes
- Amount of classes
- Business 3750- 11
- Acty 2110
- Advanced econ requirements
- Less pre-recs-1
- More classes/ electives offered-11
- Material taught in core classes
- More accounting courses required
- More options for courses per semester
- Add a SBM required course for all majors
- More classes every semester available for majors (EBM in mind)
- More classes for major than random required courses (like econ)
- Too many required electives that do not apply to my career-1
- More real life/ hands on projects
- Class availability-111111
- Class size- 1
- In the early classes have the students do exercises that get them to talk/ interact
- Too many group projects
- Another securities class
- More technology interaction
- Less engineering
- More choice electives
- Courses required
- Some grading scales
- More entrepreneurship
- More online marketing (improvements more relevant)
- Look at gen-ed courses for BBA classes and drop a few-1
- Take area 4 out as a requirement-1
- More up to date curriculum
- Every major should take the MGMT 3010
- The amount of prerequisites required-11
- Reduce classes that are based primarily on tests; should be more papers, projects, and assignments -1
- Core class curriculum
• Make business 3700 (bac-level writing) business 1420 so resources and memos are done freshmen year so students can look for internships and make the new bus 3700 focus on perfecting the resume and practicing networking and interview skills for jobs
• More technology courses
• Having our required economics classes exclusively for business students that deals with topics we would need to use at our job.
• Add a global business class
• More law classes and focus on political effects on business
• Introduce sustainability and service learning earlier
• Emphasis on current events
• Should introduce major courses specific for your major earlier
• Perquisites to BBA program
• Bus 2700- very useless course that covered items that were already covered in previous course
• Bus 3750- boring class that went into too much detail on supply management. Could use a new book that is geared more towards introductory course.
• Bus 3700- keep course, but add more verbal communication
• Much less group work
• Drop business process productivity in favor of a more useful class
• Less written more practical work
• CIS program does not prepare you for entry level positions based on discussion with many employers
• Don’t have to take unnecessary geneds
• Grading scale
• more real-life, evolved courses
• more cis courses- id say at least one a year
• require sustainability course
• more rigorous business writing courses
• more online class options
• more evening core classes
• more in depth writing courses
• auditing
• bus 2700 is a waste of time
• bus 1750 was to basic and all previous knowledge
• acty 2100 was too difficult with no prior knowledge
• advanced econ
• emphasis on specialization with minor
• more logical classes that help problem solving
• less engineering, more logistics
• more topics related directly with future careers
• finite math should not be taken in first semester
• Less exams
• Major requirements
• Have more sections for senior classes
• Make elearning mandatory for professors to use
• More math classes
• More cost effective study abroad programs
• Less emphasis on exams, more on actual learning
• Requiring three separate econ classes
• Technology emphasis

Professors
• Professors who know more about the topic they are teaching
• Evaluate professors! Some do not teach very well and many said so already-111
• Some professors
• Some staff-111111
• Professors ability to clearly teach, not only speak English
• Some accounting professors just used PowerPoint and ramble making it hard to follow
• Getting professors who speak English on a better level-111
• Available teachers to teach upper-level classes
• More than one teacher teaching upper-level classes
• Make sure that all professors are qualified and good at teaching
• Performance reviews for professors
• Student voice to place professors
• Reprimand system for professors
• Make teachers use elearning and be up to date with technology
• Add more professors to the HRM major courses-1
• Professors that are solely teachers, not always focused on other projects
• Less foreign instructors
• Quality and experience of professors
• Should odder more than one professor for managerial accounting and auditing
• Teachers that don’t want to teach, some classes were a joke!
• More accountability for poor professors
• Some tenured professors should not teach!
• Should have more face time with students
• Professors offices should be more inviting

Misc.
- Put more members of BBA/major in classes or do something so we can all get to know each other sooner
- There should be a mandatory internship with the degree
- Should apply more real life businesses
- Offering help when advisor sees low grade
- Provide more tutoring resources
- Add more HR electives
- Time schedule should vary
- More emphasis on sustainability
- More ISM classes for ISM students
- More electives
- More time slots
- Learning environment
- Administration hours
- Business 3750
- Need to focus on other companies not in Michigan
- Career center
- Require an internship
- More academic help
- Better advising
- Raise the GPA requirement to get in to a 3.0
- 60 credit minimum for transfer students is too much
- More social media marketing relation
- More external activities
- Outsource more of the support services or use more students to lower costs
- Do our police officers really need chargers for a 25mph speed zone? Not cool, way expensive
- More tutoring labs
- More parking-1
- More focus on case studies
- More assignments that require students to use the centers available to us
- Higher GPA requirement for classes required for major
- Show the students why doing business can be fun.
- Change how advising works
- A more clear route to degree
- More public speaking
- Review material taught (so it relates to the real world)
- Text books (too expensive) -1
- More accounting one help
- Advising hours
• Take out classes completely irrelevant to student major
• Less Iclickers
• Should have more statistic classes, should add calculus too.
• More class availability-11
• More transparency of each department
• Cost of materials (online access and books)
• More comfortable furniture
• More clear concise requirements
• More opportunities for real world experiences
• More partnerships with established businesses
• Entrance requirements
• Better availability of the required courses
• Add a dress code to create a strong business culture
• Focus more on projects on working with real, actual companies
• Have better showing of the major programs before student choose
• Offer credits for student organization participation (related to business)
• Too many areas covered
• Focus more on business outside kalamazoo
• Visits to industries and real life projects
• Parking! No spots ever!
• Require (with help) internships for each major
• There should be more hands on experience in the classroom
• Classes should be more relevant and lined with business world
• Better professors for courses that get a lot of negative feed back on professor
• Less accounting
• Having the choice to have more electives
• Final exam schedule
• Advisors ability to listen and respond in timely manner
• Hard to find out about events
• Promote BBA programs to freshman
• Allow students to talk with industry related professors
• Work with local businesses
• Larger sales lab
• Better understanding as freshmen, big picture of what paths are available for graduation
• Require students to go to career center before graduating
• Basic intro to business class that included details about the majors in that college and what they have to offer
• Classes should be application based
• More focus on having students within the same major work together
• Mandatory issues/ ethics in business or global business class
- Allowance of technology in classrooms (laptops/tablets)
- Writing center should be more centralized

Computers/Printers
- Different internet company for faster printers and computers in lab
- Quality of computing labs
- Quality and speed of printers
- Computers in lab
- Better computer center
- Computer program availability on lab pc
- Less computers/Technology
- Access to the same computer programs on all the computers in HCoB
- Update computers

3) **The overall strengths of Haworth College of Business are:**

**Reputation:**
- Reputation
- Great local and national reputation
- A very well put together program
- Strong ISM and Sales program
- Great business foundation
- Nationally ranked for majors
- Community
- Professional
- Prestige image
- Infrastructure
- Strength of program
- Nice building
- Diversity
- Awards and recognition

**Professors:**
- Great professors
- Instructors
- Some great professors
- Good communication with professors
- Quality of most teachers
- Some faculty really care, but sadly there are many who clearly do not.
• Knowledge and real life experience-1111
• Good educators
• Most professors are very available to help students.
• Knowledgeable professors-1
• Faculties willingness to help students succeed-11
• Professor availability (office hours)-111
• Great leadership in professors
• Experienced professors who also taught students effectively
• Professors willing to help
• Ability to teach
• Quality of professors
• Helpful professors
• Computer levels
• Ability and willing of professors help
• The professors that enjoy teaching
• Majority of my professors were wonderful and people that I plan to stay in touch with
• Quality of professors who teach upper level courses
• Enthusiastic professors
• Strong professors
• The younger professors being hired understand the students better

Misc.
• Ability to host a wide variety of speakers
• Cleanliness
• Friendly/great staff-111
• Great courses-1
• Good environment/ resources-1111
• Good resources and support staff
• Good school and good teachers
• Communication and career opportunities
• Advisors-11111111
• Small classes- 111
• Engaged and supportive staff
• Career center is wonderful-111
• Good education quality and provides many useful tools for students
• Inviting environment
• Class opportunities
• Management and CIS department
• Assistance with advising office
• Communication-1
• Helpful when needed-1
• Comfortable place
• Available resources for career prep
• Create great job opportunities like crazy
• Family type relationship with students, faculty, etc.-1
• Resources provided are adequate
• Communication center
• Relevant courses pertaining to major
• Curriculum
• Great resources
• I have a career
• Career development
• SBM major and curriculum-111
• ISM Program
• Close knit environment
• Career center resources- 11
• Well organized advising system
• Well organized course structure
• The advisors are very concerned about students
• Variety of classes
• Taught the right goals and tips
• Graduation requirements
• Professionalism and environment-11
• Quality of education
• Preparing students for their future
• Large number of students and faculty which leads to a large network of people that are familiar with HCoB.
• Community, friendliness of professors
• Resources-11
• Career center-111
• Students (like teachers) are hard working
• Opportunities(1111)- a lot you can get involved with and internship opportunities
• Sales program, marketing program, business management-11
• Open all the time for students
• Advising, spread of required courses, variety of available professors
• The knowledge that is being presented to students is great
• Quality of overall education
• Ability to have knowledge in all basic business areas
• Connectivity with other business majors
• Letting up alumni for success after they graduate
• Bronco jobs
• Extenship program-1
• Good body of students
• Internship prep
• Extracurricular actives
• FYE
• Networking opportunities

4) **Overall, the weaknesses of Haworth College of Business are:**

**Computers**
- Slow computers/resources printing-11111
- Computer center-11111
- Not a lot of computers to work on at the business part, if I do work on a computer the layout are confusing with the mouse pad. Need to find an easier system.
- Computer lab design/ usage (not group work friendly)
- Computer hours
- Horrible and slow and behind on technology
- Printers
- Nearly impossible to print when the computer lab is busy
- Ability of software on every computer
- Computer lab hours didn’t always meet my schedule. Closed at 11 M-T and to early on Friday. Also weekend hours= horrible
- Horrible computing resources; I tried to print documents on for separate occasions and the printer wouldn’t work
- Packed during the day

**Classes**
- Lack of real world business applications of things learned
- Lack of online/hybrid courses for non-traditional students who work
- Not enough stress on global business
- Emphasis only on public accounting for accounting majors
- More classes should be provided with a lot more useful software like capism simulation
- Various marketing majors- ex: digital web design/development
- Finance department
- Not enough class selections
- Class availability-11
- More online classes
- Overlapping course content
- Classes being taught differently
- Requirement classes/ gen ed should have more related to numbers; precalculus
- Times that classes are offered; as a student I worked full time all through college, I would have appreciated more night classes
- Hours courses are offered
- Days courses are offered
- Economics department that is semi-attached to course
- Some required core classes that are required did not help for my major
- Classes that aren’t relevant to business world
- Acty 1 and 2 are taught poorly
- Some senior level classes need more space
- Not enough sections offered for classes
- Lack of calculus classes

Professors
- All the teachers think you are only taking their course and therefore overload each student come finals week!
- Review rate my professor (will give you a lot of insight on who we are all talking about)
- Professors who you feel like are working against you not with you to help
- Some teachers are hard to understand at times
- Some professors aren’t the best but students are forced to take classes with them.
- Terrible outdated professors who have no clue how to teach or use online resources
- Some of the staff is terrible, wish I could say names
- Some classes are not taught very well by some professors. Left me feeling like I didn’t get anything out of the class
- Professor availability
- Professors that do not update/post grades online
- Certain professors.
- The fact that professors can choose not to be evaluated via ICES.
- Foreign professors students cannot understand (you can teach global business and cultural adaptation without hiring foreign professors.)-1
- Some professors are just here to teach and sometimes get away with speaking rudely to students or grading according to how well a student is liked.
- Staff members who spend way too much time on research
- Select faculty members would be better suited for research instead of teaching
- Teachers who have given up on teaching
- Finance professors
- Quality of professors that teach pre-recs to enter BBA programs
- Some professors make you feel like you cannot ask for help
• Some tenured professors are “out of date”-1
• Some professors don’t adequately explain materials
• Some professors have a hard time teaching to those who don’t grasp the content
• The TA’s
• Some professors are awful and don’t respect the students-1
• Some professors need to leave

Misc.
• Need more activities to help students come closer to real business environment
• Business process productivity-needs fixes
• Major classes are too hard to schedule
• Not enough advertisement on opportunities
• Hours
• Not enough focus on global perspective
• Too focused on Michigan companies
• Updated information, learning the application of technologies
• Low quality of lower half of student body
• Too structured in old managerial ways
• Need more parking!-1111111111111111
• Need more weekend hours
• University has forgotten that it is in competition with a lot of great schools
• A service industry! Not enough being done to keep costs down
• Closed on Sunday
• Poor student morale, motivation and attitude
• Advising-1111
• Advisors often contradict one another. One day they will tell me something and the next say it will be completely different.
• Icy roads
• Easy to get lost in the mix
• Fees more geared toward local business
• More worried about making money than teaching the students
• Lack of community
• Coffee in the Schneider café is horrible
• More food options-over priced food
• No EBM support; no marketing major support
• Curriculum
• Students
• Don’t focus enough on working with a real world company, more creating theoretical.
• Not focused on gaining experience from the start by creating a resume freshmen year in class and then focusing on interviewing skills for job market
• Lack of international based business and selling options
• Advising office
• Not enough community involvement
• Having a majority of classes on Tuesday/Thursday offer at the same time
• Business 2900- that class is a waste
• Professors not encouraging students to use HCoB resources
• Don’t broadcast many events well
• Food in the café-1
• Not a well known school across the country, Michigan, and surrounding states
• Advisors need to layout graduation plans for all students to encourage 4 year plans
• Low expectations
• Not enough employers for financial planning companies on interview day
• Awareness of different programs and RSO’s
• Quality of students
• Use of technology
• Feel like I didn’t apply anything I learned in some of my classes