MBA Fall 2015 Exit Survey Data

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

a. Overall Program
   i. Number of credit hours
   ii. E-Learning
   iii. Length
   iv. No time pressure
   v. Broad based learning
   vi. Allowing specialization into a concentration
   vii. Abroad opportunities
   viii. Sustainability focus
   ix. Managing change
   x. Emphasis on corporate social responsibility
   xi. Real world company projects
   xii. Text/ Materials
   xiii. Cost (price)
   xiv. Requirements to enter program
   xv. Building leadership skills
   xvi. Co-op with an employer
   xvii. Required to go through a start up
   xviii. Preparation for work force

b. Classes
   i. Availability – 3
   ii. Class Time – 6
   iii. Class Content
   iv. Class Location – 2
   v. Class Size – 9
   vi. Cost – 2
   vii. Amount of team work – 5
   viii. Presentations – 2
   ix. Electives
   x. Online Availability – 3
   xi. Flexibility – 3
   xii. Required courses in each functional area – 1
   xiii. Concentrations – 4
   xiv. Cost Accounting
   xv. Capstone classes bring in real world experience
   xvi. Practical application form ISM course
   xvii. FIN 6120
   xviii. BUS 6990
   xix. MKTG 6140 – 1
   xx. BUS 6150
   xxi. BUS 6990
xxii. Night classes – 1
xxiii. Core classes – 4

c. Facilities/Resources
   i. Long café hours
   ii. Resource availability
   iii. Off-site locations

d. Advising
   i. Responsiveness
   ii. You should never let the main MBA advisor retire

e. Professors
   i. Dr. Palthe is an amazing instructor
   ii. Good professors – 5
   iii. Management and Marketing professors are great
   iv. Diversity
   v. Knows the industry
   vi. Core course professors

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

   a. Overall Experience
      i. E-Learning
      ii. More practical experience
      iii. Access to more E-Books
      iv. Better website
      v. Understanding the needs of a full time job
      vi. Students should be given 7 or 8 years to complete the program
      vii. Expand on global culture
      viii. More hands on experience
      ix. Huge cost difference for international students and US students
      x. Cost

   b. Business Analytics
      i. More analytical based course

   c. CIS
      i. More broadly focused outside of SAP
      ii. More integration of technology
      iii. IT courses need significant improvement to be relevant

   d. Professors
      i. Dr. Targowski (IT Prof) should be teaching a different class
      ii. New IT professors
      iii. Relevant faculty
      iv. Innovative professors
      v. More business experienced professors
      vi. Availability of different professors to teach classes

   e. Finance
i. Not enough accounting/finance for student who are pursuing those subjects
ii. Better finance professors
iii. One more finance class required

f. Facilities
i. Free parking for Grad students
ii. More information on Career Center earlier on
iii. Parking
iv. More technology – 2
v. Career services

Course Offerings
i. More electives in leadership
ii. More weekend offerings - 4
iii. More electives – 11
iv. More Online Availability – 3
v. More classes offered during the day – 1
vi. More Hybrid Classes - 8
vii. Course duration – 2
viii. Time offerings – 1
ix. Class Availability
x. Course review to ensure all are providing relevant info
xi. Wider variety of concentration courses – 2
xii. Human Resources concentration
xiii. Publish class availability far in advance to make a long term graduation plan
xiv. More courses that require students to utilize all aspects of business (strategy)
xv. More courses with experiential learning – 2
xvi. More simulations to reinforce concepts – 3
xvii. Add an international business concentration
xviii. More availability for concentration courses – 1
xix. Include Digital Marketing as an elective in Marketing
xx. BUS 6180
xxi. MKTG 6130
xxii. ACTY 6110
xxiii. IT classes – 1
xxiv. Improve/ eliminate hybrid/ E-learning courses

3) Overall, I feel the strengths of the Haworth College of Business are?
a. Overall Experience
i. Value for the cost – 7
ii. Location – 3
iii. Convenience – 3
iv. Brand
v. Community Involvement
vi. Effective in communication and guidance
vii. Social responsibility emphasis  
viii. Excellent infrastructure  
ix. Nice place to study MBA  
x. Liked E-Learning  
xi. Good program

b. Students  
i. Accommodates full time professionals  
ii. High percentage in the workforce  
iii. Attentiveness  
iv. Engaged student body  
v. Quality students in classes

c. Courses  
i. Suitable for many different learning styles  
ii. Strong curriculum – 2  
iii. Emphasis on group work  
iv. Broad based  
v. Night time availability  
vi. Better understand “group” work  
vii. Management strategy

d. Facilities  
i. Great Facilities  
ii. Computer Lab  
iii. Career Center – 2  
iv. Advising Office  
v. Location

e. Professors/Faculty  
i. Dr. Palthe  
ii. Dr. Abby (BUS6990)  
iii. Great advisors  
iv. Good professors – 7  
v. Professional and friendly attitude – 1  
vi. Passionate – 2  
vii. Accessibility  
viii. Talented  
ix. Approachable  
x. Professors that genuinely care about their students – 2

4) Overall, I feel the weaknesses of the Haworth College of Business are?  
a. Overall Program  
i. Perception of big gap to MSU and U of M  
ii. Status outside of Michigan unclear  
iii. Reputation for academic prestige  
iv. Lack of firms willing to sponsor international students for work opportunities
v. Wi-Fi in the basement of Schneider is bad
vi. Interaction with students at the masters level is lacking
vii. Need to add field trips
viii. I believe some students are admitted without enough work experience. In this case their GMAT scores should be very high
ix. IT/ E-learning tools are old and dated
x. The EVP program feeling removed from the main HCoB campus
xi. Shorten the program by a few classes

b. Courses
i. Narrow class offerings within concentration – 2
ii. Too easy to skate by if unmotivated
iii. All courses are in the evening
iv. Not enough elective courses offered to get concentration in time to graduate
v. Some courses felt too easy and that A’s were just handed out
vi. Communicate course offerings more in advance
vii. Schedules
viii. Finance

c. Facilities
i. Computer Lab
ii. Outdated Café
iii. Classrooms need improvement
iv. Career services
v. Website is not the best

d. Professors
i. Dr. Targowski
ii. Some professors are not adequately equipped to teach their courses – 2
iii. Some professors taught outdated & irrelevant information
iv. Tenure
v. Some professors waste time just to utilize the
vi. Having 1-2 teachers teach electives – not having concentrations of electives available each semester
vii. Ties to local & regional businesses that would enhance experiential learning

5) Did you have a concentration in the MBA Program, and if so, what was it?
   a. Business Analytics – 1
   b. Computer Information Systems - 6
   c. Finance – 6
   d. Human Resources – 1
   e. Management – 9
   f. Marketing – 6
   g. General Business – 6