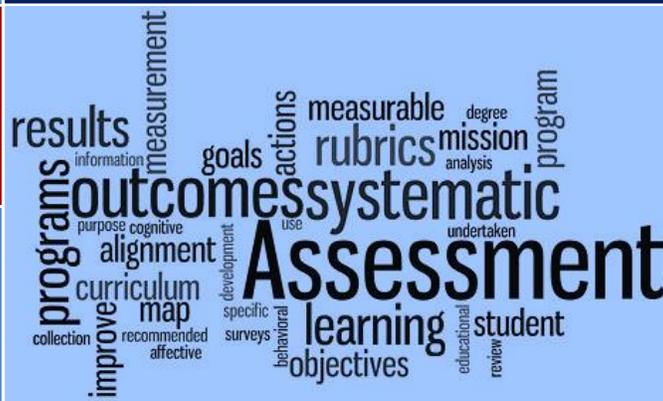


IACBE

Advancing Academic Quality in
Business Education Worldwide



Example of an MBA
Alumni Survey



Example of an MBA Alumni Survey

Scenario: The School of Management at the International Academy of Commerce and Business Enterprise offers a Master of Business Administration. The school has identified the following intended student learning outcomes (ISLOs) for the program:

1. Students will be able to demonstrate well-developed problem-solving skills. (*Problem-Solving Skills*)
2. Students will be able to articulate the major theories and concepts in the areas of accounting, finance, management, and marketing, and elucidate their applications to organizational decision making. (*Business Functional Areas*)
3. Students will be able to identify the opportunities and challenges of globalization and apply managerial skills to global business issues. (*Globalization*)
4. Students will be able to recognize ethical problems and apply standards of ethical behavior in business to management decision making. (*Ethical Standards*)
5. Students will be able to apply appropriate technological and quantitative methods and tools to the solution of practical management problems. (*Decision-Support Tools*)
6. Students will be able to create coherent forms of both narrative and persuasive types of communication, and present them orally and in written form to diverse professional audiences. (*Communication Skills*)
7. Students will be able to demonstrate well-developed leadership and teamwork skills for the effective implementation of organizational policy. (*Leadership/Teamwork Skills*)
8. Students will be able to integrate theory and practical application across business functional areas for the purpose of strategic analysis, planning, implementation, and control. (*Strategic Skills*)

In addition, in order to evaluate its operational effectiveness, the School of Management has identified the following intended operational outcomes (IOOs):

1. The School of Management will be successful in placing its undergraduate students in appropriate entry-level positions or in graduate school on an annual basis. (*Placement Rate*)
2. The School of Management will be successful in contributing to the professional advancement of its MBA graduates. (*Professional Advancement*)
3. Students in the School of Management will graduate in a timely manner. (*Graduation Rate*)
4. Faculty members in the School of Management will be highly-qualified in their teaching disciplines. (*Faculty Qualifications*)
5. Faculty members in the School of Management will be engaged in appropriate scholarly and professional activities on an annual basis. (*Scholarly and Professional Activities*)
6. The School of Management will deliver high-quality instruction to its students. (*Teaching Effectiveness*)
7. The School of Management will provide effective academic advising to its students. (*Academic Advising*)
8. The academic programs offered by the School of Management will be current, relevant, and meet the needs of both students and the business community. (*Curriculum*)

9. The School of Management will provide an effective learning environment in support of academic quality in its business programs. (*Learning Environment*)
10. The School of Management will be successful in contributing to the academic, professional, and personal development of its students. (*Student Development*)

The MBA alumni survey below can be used as both an indirect measure of student learning and an operational assessment tool. The survey is used to assess (indirectly) all core and specialization intended student learning outcomes (Part II) and to assess intended operational outcomes #2 and #6-#10 (Part III).

In particular, in terms of student learning assessment, the core and specialization intended student learning outcomes are listed in Part II of the survey, and alumni are asked to evaluate the level at which they believe that they acquired the ability relating to each of the outcomes.

In terms of operational assessment:

- Part III: Section I: Survey Items #1-#3 → map to and assess IOO #6 (*Teaching Effectiveness*): The School of Management will deliver high-quality instruction to its students.
- Part III: Section I: Survey Item #4 → maps to and assesses IOO #7 (*Academic Advising*): The School of Management will provide effective academic advising to its students.
- Part III: Section I: Survey Items #5-#7 and Part III: Section II: Survey Item #3 → map to and assess IOO #7 (*Curriculum*): The academic programs offered by the School of Management will be current, relevant, and meet the needs of both students and the business community.
- Part III: Section I: Survey Items #8-#13 → map to and assess IOO #9 (*Learning Environment*): The School of Management will provide an effective learning environment in support of academic quality in its business programs.
- Part III: Section II: Survey Items #1 and #2 and Part IV: Survey Items #1-#4 → map to and assess IOO #10 (*Student Development*): The School of Management will be successful in contributing to the academic, professional, and personal development of its students.
- Part IV: Survey Item #3 → maps to and assesses IOO #2 (*Professional Advancement*): The School of Management will be successful in contributing to the professional advancement of its MBA graduates.

(Note: The school is also using other operational assessment metrics to measure intended operational outcomes #1-#10.)

International Academy of Commerce and Business Enterprise

School of Management

Master of Business Administration (MBA) Program

Alumni Survey

Introduction and Purpose:

As part of our continuing efforts to improve the degree programs offered by the School of Management at the International Academy of Commerce and Business Enterprise, we are interested in your candid assessments regarding various aspects of the school's MBA program, general learning environment, and your post-graduation career and academic experiences. This alumni survey is an important tool in our program of continuous improvement, and it provides valuable data and information that will be used to identify areas where changes and improvements are needed and to help us improve the educational experiences for future students.

Survey Composition:

The survey is composed of the following five parts:

Part I: General Post-Graduation Survey Items

Part II: Post-Graduation Evaluation of Your Learning in the Master of Business Administration

Part III: Your Post-Graduation Evaluation of the MBA Program and Learning Environment of the School of Management

Part IV: Summary Evaluation and Other Comments

Part V: Demographic Information

General Instructions:

1. Please give careful consideration to all of the survey items and provide thoughtful, candid, and accurate responses to each of the applicable items.
 2. For each survey item, please also provide specific comments and suggestions for changes and improvements.
 3. Your identity will remain anonymous in any reports that are produced from this survey. Your responses will be combined with those of other graduates in your program of study to create summary reports that will be used by faculty and administrators to improve the School of Management.
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PART I: GENERAL POST-GRADUATION SURVEY ITEMS

This section contains survey items pertaining to your academic and professional career experiences since graduating from the School of Management at the International Academy of Commerce and Business Enterprise.

1. Which of the following items describes your current academic or professional career status? (More than one option can be selected.)

- Working in the private sector or business
- Working in government or the public sector
- Working for a not-for-profit or non-governmental organization
- Self-employed
- Unemployed
- Pursuing additional graduate studies
- Other (please specify): _____

2. If you are currently employed, is your current position in an area related to your MBA area of study?

- Yes
- No

If you replied "yes" to this question, please provide a brief description of the type of company/organization and your position: _____

If you replied "no" to this question, please indicate the principal reason:

- I looked, but could not find a job closely related to my area of study.
- My area of study had no direct connection with specific employment opportunities.
- I confined my job search to a specific city or region.
- My job search was limited due to a need to match my career interests with those of someone else.
- I developed new career interests after graduating with my MBA.
- The jobs in my field did not pay well.
- The jobs in my field did not offer opportunities for advancement.
- I found an exceptional opportunity in an unrelated field.
- Other: _____

3. If you are currently employed, which statement best describes your current position?

- My job has definite long-term potential.
- My job has possible long-term potential.
- I accepted this job primarily to earn money with little or no other advantages or disadvantages.

- My job is temporary while I look for something more suitable.
- My job is temporary and will last only for a limited time.
- Other: _____

4. If you are currently employed, did you have your current job prior to graduating with your MBA?

- Yes
- No

Please respond to item #5 only if you are currently employed and you had your current job prior to graduating with your MBA (i.e., only if you answered “Yes” to item #4):

5. Is your current salary higher than it was before graduating?

- Yes
- No

Please respond to items #6-8 only if you are currently employed and you did not have your current job prior to graduating with your MBA (i.e., only if you answered “No” to item #4):

6. Is your current position with the same company/organization or a different company/organization?

- Same Company/Organization
- Different Company/Organization

7. How would you characterize your current position in comparison to your previous position?

- It is a higher-level position.
- My current position is at the same level as my previous position.
- It is a lower-level position.

8. How would you characterize your current salary in comparison to your previous position?

- I earn a higher salary.
- I earn approximately the same salary.
- I earn a lower salary.

9. If you are currently employed, please indicate your degree of satisfaction with the following aspects of your current position:

1 = Very Dissatisfied	2 = Dissatisfied	3 = Satisfied	4 = Very Satisfied
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	1	2	3	4
Job Characteristics				
a. Salary/Benefits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:				
b. Location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:				

	1 = Very Dissatisfied	2 = Dissatisfied	3 = Satisfied	4 = Very Satisfied
Job Characteristics				
c. Opportunities to Use My Qualifications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:				
d. Opportunity to Advance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:				
e. Prestige/Recognition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:				
f. Interest/Challenge of Work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:				
g. Working Conditions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:				
h. Opportunity to Learn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:				

10. If you are unemployed, please indicate the principal reason:

- I have chosen not to be employed.
- I was laid off by my employer.
- I quit a job to seek other employment.
- I chose to confine my job search to a specific city or region.
- My job search was limited due to a need to find career opportunities in the same geographic region as that of someone else.
- I have not limited my job search in any way, but have been unable to find a satisfactory job.
- Having/expecting a child changed my employment plans.
- Other: _____

11. If you are pursuing or have completed additional graduate studies, please provide the following information:

- a. Degree: _____
- b. Area of Study: _____
- c. Institution: _____
- d. Location: _____

PART II: POST-GRADUATION EVALUATION OF YOUR LEARNING IN THE MASTER OF BUSINESS ADMINISTRATION

The School of Management has identified several intended student learning outcomes (ISLOs) that it expects students to have achieved upon graduation from the Master of Business Administration program. Reflecting back on your studies in light of your accumulated work and professional experience to date, mark the box in the rating scale for each of the following intended learning outcomes that most closely corresponds to your assessment of the level at which you acquired the ability relating to that outcome. Please also provide comments and suggestions for changes and improvements.

1 = Marginal	2 = Adequate	3 = Proficient	4 = Advanced
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Intended Student Learning Outcomes	1	2	3	4
1. Students will be able to demonstrate well-developed problem solving skills.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:				
2. Students will be able to articulate the major theories and concepts in the areas of accounting, finance, management, and marketing, and elucidate their applications to organizational decision making.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:				
3. Students will be able to identify the opportunities and challenges of globalization and apply managerial skills to global business issues.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:				
4. Students will be able to recognize ethical problems and apply standards of ethical behavior in business to management decision making.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:				
5. Students will be able to apply appropriate technological and quantitative methods and tools to the solution of practical management problems.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:				
6. Students will be able to create coherent forms of both narrative and persuasive types of communication, and present them orally and in written form to diverse professional audiences.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:				

1 = Marginal	2 = Adequate	3 = Proficient	4 = Advanced
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Intended Student Learning Outcomes	1	2	3	4
7. Students will be able to demonstrate well-developed leadership and teamwork skills for the effective implementation of organizational policy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:				
8. Students will be able to integrate theory and practical application across business functional areas for the purpose of strategic analysis, planning, implementation, and control.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:				

PART III: YOUR POST-GRADUATION EVALUATION OF THE MBA PROGRAM AND LEARNING ENVIRONMENT OF THE SCHOOL OF MANAGEMENT

Section I: This section contains a listing of various aspects of the MBA degree program and learning environment in the School of Management. Reflecting back on your studies in light of your accumulated work and professional experience to date, mark the box in the rating scale for each item that most closely corresponds to your evaluation of the quality of that aspect of the school's MBA program/learning environment. Please also provide comments and suggestions for changes and improvements. If an item does not apply to you or you are unable to evaluate the item, mark the box in the rating scale labeled N/A.

N/A = Not Applicable or Unable to Evaluate	1 = Poor	2 = Fair	3 = Good	4 = Excellent
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Evaluation Items	N/A	1	2	3	4
1. Faculty Teaching in the MBA Courses	<input type="checkbox"/>				
Comments:					
2. Creativity of Your Professors in the Classroom	<input type="checkbox"/>				
Comments:					
3. Teaching Methods of Faculty	<input type="checkbox"/>				
Comments:					
4. Faculty Advising in the MBA Program	<input type="checkbox"/>				
Comments:					
5. Curriculum in the MBA Program	<input type="checkbox"/>				
Comments:					
6. Relevance of Courses to Your Career Goals or Further Study	<input type="checkbox"/>				
Comments:					
7. Variety of Course Offerings	<input type="checkbox"/>				
Comments:					
8. Class Sizes	<input type="checkbox"/>				
Comments:					
9. Availability of and Access to Faculty During Office Hours	<input type="checkbox"/>				
Comments:					
10. Classroom Facilities	<input type="checkbox"/>				
Comments:					
11. Learning and Technological Resources	<input type="checkbox"/>				
Comments:					

N/A = Not Applicable or Unable to Evaluate 1 = Poor 2 = Fair 3 = Good 4 = Excellent

Evaluation Items	N/A	1	2	3	4
12. Library Resources in the Areas of Business, Commerce, and Management	<input type="checkbox"/>				
Comments:					
13. Academic Support Services	<input type="checkbox"/>				
Comments:					
14. Overall Quality of the MBA Program and the School of Management	<input type="checkbox"/>				
Comments:					

Section II: This section contains survey items pertaining to the effectiveness of the MBA program and the School of Management in various areas. Reflecting back on your studies in light of your accumulated work and professional experience to date, mark the box in the rating scale for each item that most closely corresponds to your evaluation of the extent to which the MBA program and the School of Management contributed to the identified aspect of your academic, professional, or personal development. Please also provide comments and suggestions for changes and improvements. If an item does not apply to you or you are unable to evaluate the item, mark the box in the rating scale labeled N/A.

N/A = Not Applicable or Unable to Evaluate 1 = No Contribution 2 = Little Contribution 3 = Some Contribution 4 = Significant Contribution

Evaluation Items	N/A	1	2	3	4
1. Reflecting back on your studies, please indicate the extent to which the MBA program and your experiences in the School of Management contributed to your overall development in the following general areas:					
a. Academic Development	<input type="checkbox"/>				
Comments:					
b. Professional/Career Development	<input type="checkbox"/>				
Comments:					
2. Reflecting back on your studies, please indicate the extent to which the MBA program and your experiences in the School of Management contributed to your personal development in the following areas:					
a. Gaining knowledge that will enrich your daily life or make you a more complete person	<input type="checkbox"/>				
Comments:					
b. Becoming independent, self-reliant, and responsible	<input type="checkbox"/>				
Comments:					

N/A = Not Applicable or Unable to Evaluate	1 = No Contribution	2 = Little Contribution	3 = Some Contribution	4 = Significant Contribution
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Evaluation Items	N/A	1	2	3	4
c. Developing an understanding and awareness of yourself (interests, abilities, values, needs, etc.)	<input type="checkbox"/>				
Comments:					
d. Becoming a more satisfied, responsible family member	<input type="checkbox"/>				
Comments:					
e. Becoming more aware of world issues and pressing social, political, and economic problems	<input type="checkbox"/>				
Comments:					
f. Identifying a sense of values and priorities in life	<input type="checkbox"/>				
Comments:					
g. Increasing your intellectual curiosity	<input type="checkbox"/>				
Comments:					
h. Organizing time effectively	<input type="checkbox"/>				
Comments:					
i. Becoming more willing to consider opposing points of view	<input type="checkbox"/>				
Comments:					
j. Interacting and working effectively with people from different racial/ethnic backgrounds	<input type="checkbox"/>				
Comments:					
k. Developing a strong sense of ethical and social responsibility	<input type="checkbox"/>				
Comments:					
l. Overall personal development	<input type="checkbox"/>				
Comments:					

If you are currently employed, please respond to the following items:

N/A = Not Applicable or Unable to Evaluate	1 = No Contribution	2 = Little Contribution	3 = Some Contribution	4 = Significant Contribution
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Evaluation Items	N/A	1	2	3	4
3. Reflecting back on your studies, please indicate the extent to which the following types of courses contributed to preparing you for your current position:					
a. Courses that focused on theory	<input type="checkbox"/>				
Comments:					
b. Courses that focused on application	<input type="checkbox"/>				
Comments:					
c. Courses that emphasized quantitative skills	<input type="checkbox"/>				
Comments:					
d. Courses that emphasized analytical and critical-thinking skills	<input type="checkbox"/>				
Comments:					
e. Courses that focused on oral presentation	<input type="checkbox"/>				
Comments:					
f. Writing-intensive courses	<input type="checkbox"/>				
Comments:					
g. Courses that focused on teamwork	<input type="checkbox"/>				
Comments:					

PART IV: SUMMARY EVALUATION AND OTHER COMMENTS

1. If you are currently employed, please indicate the extent to which your academic preparation by the School of Management gave you an advantage in comparison to employees holding MBAs from other institutions of higher education:

Significant Advantage	Some Advantage	Little Advantage	No Advantage	N/A
<input type="checkbox"/>				
Comments:				

2. If you are currently employed, please indicate the overall extent to which the MBA program and your experiences in the School of Management contributed to preparing you for your current position:

Significant Contribution	Some Contribution	Little Contribution	No Contribution	N/A
<input type="checkbox"/>				
Comments:				

3. If you are currently employed, please indicate the overall extent to which the MBA program and your experiences in the School of Management contributed to your advancement to a higher-level position within your company/organization or with another company/organization:

Significant Contribution	Some Contribution	Little Contribution	No Contribution	N/A
<input type="checkbox"/>				
Comments:				

4. If you are currently enrolled in or have completed additional graduate studies, please indicate the overall extent to which the MBA program and your experiences in the School of Management contributed to preparing you for these studies:

Significant Contribution	Some Contribution	Little Contribution	No Contribution	N/A
<input type="checkbox"/>				
Comments:				

5. Please indicate your overall degree of satisfaction with the MBA program and your experiences in the School of Management:

Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:			

We would also very much appreciate your comments pertaining to the following items:

With what aspect(s) of the MBA program and the School of Management were you the most satisfied?

Comments:

With what aspect(s) of the MBA program and the School of Management were you the least satisfied?

Comments:

If you could start over again, would you still have chosen to attend the School of Management at the International Academy of Commerce and Business Enterprise for your MBA?

Comments:

Do you have other comments and/or suggestions that you would like to share?

Comments:

PART V: DEMOGRAPHIC INFORMATION

Gender: Female Male

Age: Under 25 25 26 27
 28 29 30 Over 30

Current Pre-Tax Annual Income: Less than \$20,000 \$20,000 to \$29,999 \$30,000 to \$39,999 \$40,000 to \$49,999
 \$50,000 to \$59,999 \$60,000 to \$69,999 \$70,000 to \$79,999 \$80,000 to \$89,999
 \$90,000 to \$99,999 \$100,000 or more Prefer Not to Respond

Thank you very much for your assistance in this important process of continuous improvement. The valuable input that you provided in this survey will help us to improve the School of Management at the International Academy of Commerce and Business Enterprise.
