

IACBE

Advancing Academic Quality in
Business Education Worldwide



Example of an MBA
Student Exit Survey



Example of an MBA Student Exit 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*)

The MBA exit 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 of the intended student learning outcomes in the MBA (Part I) and to assess intended operational outcomes #6-#9 (Part II).

In particular, in terms of student learning assessment, the intended student learning outcomes are listed in Part I of the survey, and students are asked to evaluate their level of achievement of each of the outcomes.

In terms of operational assessment:

- Part II: 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 II: Survey Item #4 → maps to and assesses IOO #7 (*Academic Advising*): The School of Management will provide effective academic advising to its students.
- Part II: Survey Items #5-#7 → map to and assess IOO #8 (*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 II: 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.

(Note: The school is also using other operational assessment metrics to measure intended operational outcomes #1-#5, and #8.)

International Academy of Commerce and Business Enterprise

School of Management

Master of Business Administration (MBA) Program

Student Exit 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 and learning environment. This student exit 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.

Survey Composition:

The survey is composed of the following four parts:

Part I: Evaluation of Your Learning in the Master of Business Administration

Part II: Your Evaluation of the MBA Program and Learning Environment of the School of Management

Part III: Other Comments

Part IV: 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: 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 completion of the Master of Business Administration. For each of the following intended learning outcomes, mark the box in the rating scale that most closely corresponds to your assessment of your level of achievement of 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 II: YOUR EVALUATION OF THE MBA PROGRAM AND LEARNING ENVIRONMENT OF THE SCHOOL OF MANAGEMENT

This section contains a listing of various aspects of the MBA degree program and the overall learning environment in the School of Management. For each item, mark the box in the rating scale 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 currently 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:					
12. Library Resources in the Areas of Business, Commerce, and Management	<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
13. Academic Support Services	<input type="checkbox"/>				
Comments:					
14. Overall Quality of the MBA Program and the School of Management	<input type="checkbox"/>				
Comments:					

PART III: OTHER 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 choose 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 IV: DEMOGRAPHIC INFORMATION

Gender: Female Male

Age: Under 22 22 23 24
 25 26 27-30 Over 30

Enrollment Status: Full-Time Part-Time

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.
