

Example of an Undergraduate Student Exit Survey

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

1. Students will be able to identify the principal concepts, theories, and practices in the functional areas of business. (*Business Functional Areas*)
2. Students will be able to recognize the relevant theories and principles associated with the economic environment of business. (*Economic Environment*)
3. Students will be able to evaluate the social and natural environments of business and apply them to the development of managerial strategy. (*Social and Natural Environments*)
4. Students will be able to recognize legal and ethical principles in business and apply them to organizational decision making. (*Legal/Ethical Principles*)
5. Students will be able to evaluate the global dimensions of business. (*Global Dimensions*)
6. Students will be able to apply business-related quantitative methods and information technology in support of management decision making. (*Decision-Support Tools*)
7. Students will be able to construct coherent written forms of communication. (*Written Communication Skills*)
8. Students will be able to compose and present effective oral forms of communication. (*Oral Communication Skills*)
9. Students will be able to demonstrate analytical and critical-thinking skills in the context of organizational decision making. (*Analytical/Critical-Thinking Skills*)
10. Students will be able to integrate theory and practice across the business functional areas in the analysis of organizational problems and challenges. (*Integration 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. Students in the School of Management will graduate in a timely manner. (*Graduation Rate*)
3. Faculty members in the School of Management will be highly-qualified in their teaching disciplines. (*Faculty Qualifications*)
4. Faculty members in the School of Management will be engaged in appropriate scholarly and professional activities on an annual basis. (*Scholarly and Professional Activities*)
5. The School of Management will deliver high-quality instruction to its students. (*Teaching Effectiveness*)
6. The School of Management will provide effective academic advising to its students. (*Academic Advising*)

7. 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*)
8. The School of Management will provide an effective learning environment in support of academic quality in its business programs. (*Learning Environment*)
9. The School of Management will offer significant co-curricular opportunities for students. (*Co-Curricular Opportunities*)

The undergraduate 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 10 intended student learning outcomes (Part I) and to assess intended operational outcomes #5-#9 (Part II).

In particular, in terms of student learning assessment, the 10 intended student learning outcomes are listed in Part I of the survey, and students are asked to evaluate the extent to which they believe that they were successful in achieving each of the outcomes.

In terms of operational assessment:

- Part II: Survey Items #1-#3 → map to and assess IOO #5 (*Teaching Effectiveness*): The School of Management will deliver high-quality instruction to its students.
- Part II: Survey Item #4 → maps to and assesses IOO #6 (*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 #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 II: Survey Items #8-#14 → map to and assess IOO #8 (*Learning Environment*): The School of Management will provide an effective learning environment in support of academic quality in its business programs.
- Part II: Survey Items #15-#17 → map to and assess IOO #9 (*Co-Curricular Opportunities*): The School of Management will offer significant co-curricular opportunities for students.

(Note: The school is also using other operational assessment metrics to measure intended operational outcomes #1-#4, and #7.)

International Academy of Commerce and Business Enterprise

School of Management

Bachelor of Business Administration (BBA) 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 BBA program and learning environment. This 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 Bachelor of Business Administration

Part II: Your Evaluation of the BBA 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 BACHELOR OF BUSINESS ADMINISTRATION

The School of Management has identified several intended student learning outcomes that it expects students to have achieved upon completion of the Bachelor 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 the degree to which you believe that you have been successful in achieving that outcome. Please also provide comments and suggestions for changes and improvements.

	1 = Very Unsuccessful	2 = Unsuccessful	3 = Successful	4 = Very Successful
Intended Student Learning Outcomes	1	2	3	4
1. Students will be able to identify the principal concepts, theories, and practices in the functional areas of business.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:				
2. Students will be able to recognize the relevant theories and principles associated with the economic environment of business.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:				
3. Students will be able to evaluate the social and natural environments of business and apply them to the development of managerial strategy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:				
4. Students will be able to recognize legal and ethical principles in business and apply them to organizational decision making.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:				
5. Students will be able to evaluate the global dimensions of business.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:				
6. Students will be able to apply business-related quantitative methods and information technology in support of management decision making.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:				
7. Students will be able to construct coherent written forms of communication.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:				
8. Students will be able to compose and present effective oral forms of communication.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:				

1 = Very Unsuccessful

2 = Unsuccessful

3 = Successful

4 = Very Successful

Intended Student Learning Outcomes

1

2

3

4

9. Students will be able to demonstrate analytical and critical-thinking skills in the context of organizational decision making.

Comments:

10. Students will be able to integrate theory and practice across the business functional areas in the analysis of organizational problems and challenges.

Comments:

PART II: YOUR EVALUATION OF THE BBA PROGRAM AND LEARNING ENVIRONMENT OF THE SCHOOL OF MANAGEMENT

This section contains a listing of various aspects of the BBA degree program and 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 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 BBA Program	<input type="checkbox"/>				
Comments:					
2. Creativity of Your Professors	<input type="checkbox"/>				
Comments:					
3. Teaching Methods of Faculty	<input type="checkbox"/>				
Comments:					
4. Faculty Advising in the BBA Program	<input type="checkbox"/>				
Comments:					
5. Curriculum in the BBA 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. Career Counseling/Planning/Placement Services	<input type="checkbox"/>				
Comments:					
14. Academic Support Services	<input type="checkbox"/>				
Comments:					
15. Internship Opportunities	<input type="checkbox"/>				
Comments:					
16. Student Organizations and Clubs	<input type="checkbox"/>				
Comments:					
17. Study/Travel Abroad Opportunities	<input type="checkbox"/>				
Comments:					
18. Overall Quality of the BBA 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 BBA program and the School of Management were you the most satisfied?

Comments:

With what aspect(s) of the BBA 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?

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 20 20 21 22
 23 24 25-30 Over 30

Enrollment Status: Full-Time Part-Time

Residence: On-Campus Off-Campus

Other Majors:

1. _____
2. _____
3. _____
4. _____

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.
