

University of Wisconsin-Milwaukee  
School of Business Administration

Survey of UWM Business Students  
Enrolled in Bus Adm 550  
Spring 2005

We are inviting you, as a student at the University of Wisconsin-Milwaukee's Business School, to share your ideas and opinions regarding your experiences in the Business School. This survey is being conducted to help us better understand student needs and how well our students are prepared for the workplace. Your responses will assist the School of Business as it applies the principles of continuous improvement to its programs and activities. Thank you very much for sharing your opinions and comments.

1. What can or should the UWM Business School do to improve your EXPERIENCE in the classroom? Please be as specific as possible.

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2. What can or should the UWM Business School do to better prepare you for the business world? Please be as specific as possible.

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**ACCOUNTING**

What are your overall impressions regarding coursework in ACCOUNTING? How would you improve the course content and learning experience in ACCOUNTING?

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Number of courses taken in ACCOUNTING: \_\_\_\_\_

On a 7-point scale, please rate the ACCOUNTING coursework you have taken/are taking at UWM's Business School as part of your BBA program:

Not at all challenging							Extremely challenging
1	2	3	4	5	6	7	7

Not at all useful							Extremely useful
1	2	3	4	5	6	7	7

Irrelevant for future career							Extremely relevant for future career
1	2	3	4	5	6	7	7

Extremely poor preparation for the workplace							Extremely good preparation for the workplace
1	2	3	4	5	6	7	7

Extensive duplication of content in coursework							No duplication of content in coursework
1	2	3	4	5	6	7	7

On a 7-point scale, please rate the overall quality of instruction in the UWM School of Business Administration ACCOUNTING program.

Very Poor Instruction							Extremely Good Instruction
1	2	3	4	5	6	7	7

**FINANCE**

What are your overall impressions regarding coursework in FINANCE? How would you improve the course content and learning experience in FINANCE?

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Number of courses taken in FINANCE: \_\_\_\_\_

On a 7-point scale, please rate the FINANCE coursework you have taken/are taking at UWM's Business School as part of your BBA program:

Not at all challenging								Extremely challenging
1	2	3	4	5	6	7	7	

Not at all useful								Extremely useful
1	2	3	4	5	6	7	7	

Irrelevant for future career								Extremely relevant for future career
1	2	3	4	5	6	7	7	

Extremely poor preparation for the workplace								Extremely good preparation for the workplace
1	2	3	4	5	6	7	7	

Extensive duplication of content in coursework								No duplication of content in coursework
1	2	3	4	5	6	7	7	

On a 7-point scale, please rate the overall quality of instruction in the UWM School of Business Administration FINANCE program.

Very Poor Instruction								Extremely Good Instruction
1	2	3	4	5	6	7	7	

**HUMAN RESOURCES MANAGEMENT**

What are your overall impressions regarding coursework in HUMAN RESOURCES MANAGEMENT? How would you improve the course content and learning experience in HUMAN RESOURCES MANAGEMENT? [Please note that the core Human Resources course in your BBA program is Bus Adm 330 - Organizations.]

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Number of courses taken in HUMAN RESOURCES MANAGEMENT: \_\_\_\_\_

On a 7-point scale, please rate the HUMAN RESOURCES MANAGEMENT coursework you have taken/are taking at UWM's Business School as part of your BBA program:

Not at all challenging							Extremely challenging
1	2	3	4	5	6	7	

Not at all useful							Extremely useful
1	2	3	4	5	6	7	

Irrelevant for future career							Extremely relevant for future career
1	2	3	4	5	6	7	

Extremely poor preparation for the workplace							Extremely good preparation for the workplace
1	2	3	4	5	6	7	

Extensive duplication of content in coursework							No duplication of content in coursework
1	2	3	4	5	6	7	

On a 7-point scale, please rate the overall quality of instruction in the UWM School of Business Administration HUMAN RESOURCES MANAGEMENT program.

Very Poor Instruction							Extremely Good Instruction
1	2	3	4	5	6	7	

**MANAGEMENT INFORMATION SYSTEMS**

What are your overall impressions regarding coursework in MIS? How would you improve the course content and learning experience in MIS?

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Number of courses taken in MIS: \_\_\_\_\_

On a 7-point scale, please rate the MIS coursework you have taken/are taking at UWM's Business School as part of your BBA program:

Not at all challenging							Extremely challenging
1	2	3	4	5	6	7	

Not at all useful							Extremely useful
1	2	3	4	5	6	7	

Irrelevant for future career							Extremely relevant for future career
1	2	3	4	5	6	7	

Extremely poor preparation for the workplace							Extremely good preparation for the workplace
1	2	3	4	5	6	7	

Extensive duplication of content in coursework							No duplication of content in coursework
1	2	3	4	5	6	7	

On a 7-point scale, please rate the overall quality of instruction in the UWM School of Business Administration MIS program.

Very Poor Instruction							Extremely Good Instruction
1	2	3	4	5	6	7	

**MARKETING**

What are your overall impressions regarding coursework in MARKETING? How would you improve the course content and learning experience in MARKETING?

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Number of courses taken in MARKETING: \_\_\_\_\_

On a 7-point scale, please rate the MARKETING coursework you have taken/are taking at UWM's Business School as part of your BBA program:

Not at all challenging							Extremely challenging
1	2	3	4	5	6	7	7

Not at all useful							Extremely useful
1	2	3	4	5	6	7	7

Irrelevant for future career							Extremely relevant for future career
1	2	3	4	5	6	7	7

Extremely poor preparation for the workplace							Extremely good preparation for the workplace
1	2	3	4	5	6	7	7

Extensive duplication of content in coursework							No duplication of content in coursework
1	2	3	4	5	6	7	7

On a 7-point scale, please rate the overall quality of instruction in the UWM School of Business Administration MARKETING program.

Very Poor Instruction							Extremely Good Instruction
1	2	3	4	5	6	7	7

**PRODUCTION AND OPERATIONS MANAGEMENT**

What are your overall impressions regarding coursework in POM? How would you improve the course content and learning experience in POM?

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Number of courses taken in POM: \_\_\_\_\_

On a 7-point scale, please rate the POM coursework you have taken/are taking at UWM’s Business School as part of your BBA program:

Not at all challenging							Extremely challenging
1	2	3	4	5	6	7	

Not at all useful							Extremely useful
1	2	3	4	5	6	7	

Irrelevant for future career							Extremely relevant for future career
1	2	3	4	5	6	7	

Extremely poor preparation for the workplace							Extremely good preparation for the workplace
1	2	3	4	5	6	7	

Extensive duplication of content in coursework							No duplication of content in coursework
1	2	3	4	5	6	7	

On a 7-point scale, please rate the overall quality of instruction in the UWM School of Business Administration POM program.

Very Poor Instruction							Extremely Good Instruction
1	2	3	4	5	6	7	

**BUSINESS STATISTICS**

What are your overall impressions regarding coursework in BUSINESS STATISTICS? How would you improve the course content and learning experience in BUSINESS STATISTICS?

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Number of courses taken in BUSINESS STATISTICS: \_\_\_\_\_

On a 7-point scale, please rate the BUSINESS STATISTICS coursework you have taken/are taking at UWM's Business School as part of your BBA program:

Not at all challenging							Extremely challenging
1	2	3	4	5	6	7	

Not at all useful							Extremely useful
1	2	3	4	5	6	7	

Irrelevant for future career							Extremely relevant for future career
1	2	3	4	5	6	7	

Extremely poor preparation for the workplace							Extremely good preparation for the workplace
1	2	3	4	5	6	7	

Extensive duplication of content in coursework							No duplication of content in coursework
1	2	3	4	5	6	7	

On a 7-point scale, please rate the overall quality of instruction in the UWM School of Business Administration BUSINESS STATISTICS program.

Very Poor Instruction							Extremely Good Instruction
1	2	3	4	5	6	7	

**OVERALL BUSINESS SCHOOL COURSES**

On a 7-point scale, please rate UWM Business School courses:

Not at all challenging Extremely challenging

1 2 3 4 5 6 7

Not at all useful Extremely useful

1 2 3 4 5 6 7

Irrelevant for future career Extremely relevant for future career

1 2 3 4 5 6 7

Extremely poor preparation for the workplace Extremely good preparation for the workplace

1 2 3 4 5 6 7

Extensive duplication of content in coursework No duplication of content in coursework

1 2 3 4 5 6 7

Would you like to see any business courses added to the Business Curriculum? If so, what topics would you like to see covered?

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## STUDENT SUPPORT SERVICES

On a 7-point scale, please evaluate the quality and availability of student support services at the UWM School of Business Administration.

*Academic Advising by Faculty Members is:* Exceptionally Good  
Extremely Poor 1 2 3 4 5 6 7

*Academic Advising by the SBA Undergraduate Student Services Staff is:* Exceptionally Good  
Extremely Poor 1 2 3 4 5 6 7

*Hours of Operation for SBA Undergraduate Student Services Center are:* Exceptionally Good  
Extremely Poor 1 2 3 4 5 6 7

*Responsiveness of SBA Undergraduate Student Services Center Staff to student concerns is:* Exceptionally Good  
Extremely Poor 1 2 3 4 5 6 7

*Responsiveness of SBA Administrators to student concerns is:* Exceptionally Good  
Extremely Poor 1 2 3 4 5 6 7

*Availability of BBA required courses is:* Exceptionally Good  
Extremely Poor 1 2 3 4 5 6 7

*Availability of BBA elective courses is:* Exceptionally Good  
Extremely Poor 1 2 3 4 5 6 7

*Quality and availability of computing resources is:* Exceptionally Good  
Extremely Poor 1 2 3 4 5 6 7

*Availability of software in microcomputer labs* Exceptionally Good  
Extremely Poor 1 2 3 4 5 6 7

*Hours microcomputer labs are open are:* Exceptionally Good  
Extremely Poor 1 2 3 4 5 6 7

**CAREER SERVICES/PLACEMENT**

On a 7-point scale, please evaluate the quality and availability of placement/career services at the UWM School of Business Administration.

*How interested are you in utilizing the school's placement/career services center?*

Not Interested \_\_\_\_\_ Extremely Interested  
 1 2 3 4 5 6 7

*If you used the center, how satisfied are you with its services?*

Not at all \_\_\_\_\_ Extremely Satisfied  
 Satisfied 1 2 3 4 5 6 7

*Employment after graduation(please check one):*

- \_\_\_ Have not interviewed
- \_\_\_ Interviewed but no offers yet
- \_\_\_ Offered a position but declined
- \_\_\_ Offered a position and accepted: With what company? \_\_\_\_\_  
 Starting salary? \_\_\_\_\_
- \_\_\_ Will continue education at this time (no employment plans)

**OVERALL**

On a 7-point scale, where 7 = extremely satisfied and 1 = not at all satisfied, please evaluate your overall satisfaction with the UWM School of Business BBA program.

Not at all \_\_\_\_\_ Extremely Satisfied  
 Satisfied 1 2 3 4 5 6 7

To what extent are you satisfied that the UWM School of Business undergraduate program fulfilled your expectations?

Not at all \_\_\_\_\_ Extremely Satisfied  
 Satisfied 1 2 3 4 5 6 7

When you compare the expense to the quality of your education, how do you rate your satisfaction with the value of the investment you made in your BBA degree?

Not at all \_\_\_\_\_ Extremely Satisfied  
 Satisfied 1 2 3 4 5 6 7

How inclined are you to recommend the UWM School of Business undergraduate program to a friend?

Not at all \_\_\_\_\_ Moderately \_\_\_\_\_ Extremely  
 1 2 3 4 5 6 7

**BUS ADM 550 - MANAGEMENT ANALYSIS**

Considering Bus Adm 550 as the capstone course in the School of Business Administration curriculum, please describe your learning experience in this course as an integration of your previous coursework in the Business School.

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**DEMOGRAPHICS**

In this last section, we would like to ask you some questions about yourself. We ask the following questions so that we may better understand your answers to the previous questions.

1. Age
2. Gender  Male  Female
3. Country of citizenship
4. Please check your major (*double majors please indicate the first and second major with a 1 and a 2*):  
 Accounting  Management Information Systems  
 Finance  Marketing  
 Human Resources Management  Production & Operations Management
5. What is your cumulative UWM undergraduate GPA?
6. Number of total years it will take you to complete your UWM BBA degree
7. Are you working while attending UWM? (please check the appropriate box)  
 Yes, working full-time  
 Yes, working part-time
8. Over the course of your time in the business program, do you consider yourself to be a full-time or part-time student?  
 Full-time  
 Part-time
8. How many credits, on average, do you take each semester?
9. Did you participate in an off-campus internship?  Yes  No
10. If so, with which company?

**THANK YOU FOR COMPLETING THIS SURVEY.**