

**UNIVERSITY OF WISCONSIN-MILWAUKEE**  
**School of Business Administration**

**Master of Business Administration – Alumni Survey – Fall 2004**

We invite recent graduates of the University of Wisconsin-Milwaukee School of Business Administration to share their ideas and opinions regarding the School's curriculum and services. Your responses will assist the School as it applies the principles of continuous improvement to its programs and activities. Thank you very much for sharing your thought and ideas.

1. Please check the appropriate line.

I graduated in:            \_\_\_\_\_ December 2003  
                                      \_\_\_\_\_ May 2004  
                                      \_\_\_\_\_ August 2004

<b>OVERALL IMPRESSION OF YOUR MBA PROGRAM</b>						
<i>Please use the following scale to evaluate your MBA Program:</i>						
Not at all satisfied			Extremely Satisfied			
1	2	3	4	5	6	7

2. Please list the things that contributed positively to your educational experience (the program and classes) at the UW-Milwaukee School of Business Administration.

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3. If you could change one thing about your educational experience (the program and classes) at the UW-Milwaukee School of Business Administration, what would it be?

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**OVERALL WORKPLACE PREPARATION**

*Please rate the overall preparation you received at the UWM  
School of Business Administration for a business career:*

Extremely poor  
preparation for the workplace:

Extremely good  
preparation for the workplace

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1                    2                    3                    4                    5                    6                    7

4. Additional comments regarding workplace preparation:

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**QUALITY OF INSTRUCTION**

*Please rate the quality of instruction you received at the UWM  
School of Business Administration on the following scale::*

Extremely poor  
instruction

Extremely good  
instruction

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1                    2                    3                    4                    5                    6                    7

5. Additional comments regarding the quality of instruction:

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**QUALITY OF ACADEMIC ADVISING**

*Please evaluate the quality and availability of academic advising you received at the UWM School of Business Administration:*

Extremely poor  
advising

Extremely good  
advising

1

2

3

4

5

6

7

6. Additional comments regarding the quality and availability of academic advising:

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7. Your MBA program included a variety of courses in different fields of management. How satisfied are you with the preparation you received in the School of Business Administration in each of these fields of management? Provide written comments if applicable.

<u>Functional Area</u>	<u>Satisfaction Rating in Each Area on a scale of 1 to 7 (1= very poor → 7 = excellent)</u>							<u>Comments</u>
Accounting	1	2	3	4	5	6	7	<hr/> <hr/> <hr/> <hr/>
Finance	1	2	3	4	5	6	7	<hr/> <hr/> <hr/> <hr/>
Management Information Systems	1	2	3	4	5	6	7	<hr/> <hr/> <hr/> <hr/>

<u>Functional Area</u>	<u>Satisfaction Rating in Each Area on a scale of 1 to 7 (1= very poor → 7 = excellent)</u>							<u>Comments</u>
Management	1	2	3	4	5	6	7	<hr/> <hr/> <hr/> <hr/> <hr/>
Marketing	1	2	3	4	5	6	7	<hr/> <hr/> <hr/> <hr/> <hr/>
Operations/Quality Management	1	2	3	4	5	6	7	<hr/> <hr/> <hr/> <hr/> <hr/>
Managerial Economics	1	2	3	4	5	6	7	<hr/> <hr/> <hr/> <hr/> <hr/>
Statistics	1	2	3	4	5	6	7	<hr/> <hr/> <hr/> <hr/> <hr/>

8. The MBA program offers a variety of elective tracks in different fields of management (effective Fall 2000). How satisfied are you with the preparation you received in the School of Business Administration in your elective track(s)? Provide written comments if applicable.

<u>Elective Track</u>	Satisfaction Rating in Your Track on a scale of <u>1 to 7</u> (1= very poor → 7 = excellent)							<u>Comments</u>
Cost Management & ERP	1	2	3	4	5	6	7	<hr/> <hr/> <hr/> <hr/>
eBusiness	1	2	3	4	5	6	7	<hr/> <hr/> <hr/> <hr/>
Entrepreneurship	1	2	3	4	5	6	7	<hr/> <hr/> <hr/> <hr/>
Financial Strategy	1	2	3	4	5	6	7	<hr/> <hr/> <hr/> <hr/>
Global Strategy	1	2	3	4	5	6	7	<hr/> <hr/> <hr/> <hr/>
Information Technology Management	1	2	3	4	5	6	7	<hr/> <hr/> <hr/> <hr/>
Investment Management	1	2	3	4	5	6	7	<hr/> <hr/> <hr/> <hr/>

<u>Elective Track</u>	Satisfaction Rating in Your Track on a scale of 1 to 7 (1= very poor → 7 = excellent)							<u>Comments</u>
Leadership	1	2	3	4	5	6	7	<hr/> <hr/> <hr/> <hr/>
Management of Human Resources	1	2	3	4	5	6	7	<hr/> <hr/> <hr/> <hr/>
Managing Innovations & New Products	1	2	3	4	5	6	7	<hr/> <hr/> <hr/> <hr/>
Manufacturing & Service Operations Management	1	2	3	4	5	6	7	<hr/> <hr/> <hr/> <hr/>
Marketing Strategies	1	2	3	4	5	6	7	<hr/> <hr/> <hr/> <hr/>
Nonprofit Management	1	2	3	4	5	6	7	<hr/> <hr/> <hr/> <hr/>

The last questions help give us a profile of the graduates who participated in this survey. We ask them so that we may better understand your answers to the previous questions.

9. Age: \_\_\_\_\_
10. Gender: \_\_\_\_\_ Male \_\_\_\_\_ Female
11. Country of citizenship: \_\_\_\_\_
12. Approximately how many years were you enrolled in classes in the MBA program?
- \_\_\_\_\_ 2 years
- \_\_\_\_\_ 3 years
- \_\_\_\_\_ 4 years
- \_\_\_\_\_ 5 years
- \_\_\_\_\_ more than 5 years
13. Graduate GPA: \_\_\_\_\_
14. Were you employed while completing your MBA program? (*circle one*)
- No Yes, full-time Yes, part-time
15. Current Employer: \_\_\_\_\_ Current Salary: \_\_\_\_\_ (*optional*)
16. Is your current employer the same employer you had before completing your MBA program?
- Yes No

Do you have any other comments?

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Please check here if we can use your comments in promotional materials, including our website:

\_\_\_\_\_ Yes (please include your name & contact information) \_\_\_\_\_ No

Name (*Optional*): \_\_\_\_\_

**ALL RESPONSES TO THIS SURVEY ARE CONFIDENTIAL.  
THANK YOU VERY MUCH FOR TAKING THE TIME TO COMPLETE THIS SURVEY!  
PLEASE RETURN THIS EVALUATION IN THE ENVELOPE PROVIDED.**