

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

**Master of Science (MS) Management – 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

2. MS Area of Concentration:

Accounting	_____	International Business	_____
Professional Accounting	_____	Management Information Systems	_____
Change Management	_____	Manufacturing Innovation &	_____
EBusiness	_____	Enterprise Management	_____
Finance Analysis	_____	Marketing Technology	_____
Health Care Management	_____	Taxation	_____

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

3. 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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4. 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

5. 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

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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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 MS program?
- \_\_\_\_\_ 2 years
- \_\_\_\_\_ 3 years
- \_\_\_\_\_ 4 years
- \_\_\_\_\_ 5 years
- \_\_\_\_\_ more than 5 years
13. Graduate GPA: \_\_\_\_\_
14. Were you employed while completing your MS 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 MS 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.**