

UNIVERSITY OF WISCONSIN-MILWAUKEE
School of Business Administration
New MS Student Survey
2004-2005

This survey is being conducted by the UWM School of Business Administration to help us better understand our students' needs and how well our students are prepared for the workplace. Thank you very much for sharing your opinions and comments.

1. Rank in order of importance your reasons for attending the University of Wisconsin-Milwaukee (1 = most important, 10 = least important). Rank only those reasons relevant to you.

- Career advancement/promotion
- Career change
- Location
- Flexibility of class scheduling
- Smaller classes
- Reputation/quality of UWM
- Cost/tuition
- Curriculum
- Technology
- Length of time to graduate
- Other _____

2. To how many other universities did you apply? (Please check the appropriate box)

- None
- 1-3 other universities
- 4-5 other universities
- more than 5 universities

3. If you applied to other universities, please list the names of those universities:

4. Why did you select UWM for your MS?

5. What is your undergraduate major? (Please check one):

- Business
- Engineering
- Science or mathematics
- Social sciences
- Education
- Humanities
- Economics
- Other major (please specify) _____

6. Think back to when you first considered the MS program at UWM (and then think about information provided to you since that time). On a 7-point scale, please evaluate the quality of information provided to you.

Initially, the amount of information provided was:

Extremely Poor _____ Exceptional
1 2 3 4 5 6 7

Initially, the timeliness of the information provided was:

Extremely Poor _____ Exceptional
1 2 3 4 5 6 7

The accuracy of the information provided is:

Extremely Poor _____ Exceptional
1 2 3 4 5 6 7

The quality of information provided in the UWM Graduate School Bulletin is:

Extremely Poor _____ Exceptional
1 2 3 4 5 6 7

The quality of information provided in the Business School MBA/MS Brochure is:

Extremely Poor _____ Exceptional
1 2 3 4 5 6 7

The quality of information provided in the Business School MS Student Handbook online is:

Extremely Poor _____ Exceptional
1 2 3 4 5 6 7

The quality of information provided on the UWM Web Site [www.uwm.edu] is:

Extremely Poor _____ Exceptional
1 2 3 4 5 6 7

The quality of information provided on the Business School Web Site [www.uwm.edu/business] is:

Extremely Poor _____ Exceptional
1 2 3 4 5 6 7

The quality of information provided by individuals responding to email inquiries is:

Extremely Poor _____ Exceptional
1 2 3 4 5 6 7

The quality of information provided by individuals responding to telephone inquiries is:

Extremely Poor _____ Exceptional
1 2 3 4 5 6 7

7. Did you attend a Business School orientation program?

___ Yes

___ No

8. What topics should be covered at a Business School orientation program?

9. How many total years do you think it will take you to complete your degree? ___ years

10. Would you be interested in the following alternative scheduling formats for your MS program?

___ early morning classes before work begins (beginning at 7:00 or 7:30 am)

___ late afternoons (beginning at 3:30 or 4:00 pm)

___ other (please specify _____)

11. Would you be interested in taking immersion courses (courses that concentrate your efforts in one subject area for a shorter period of time)? For example, take one (or two) course(s) that meets two nights per week for 8 weeks rather than one night per week for 16 weeks or two nights per week for 16 weeks?

___ Yes ___ No

If so, how long would you like these immersion courses to be?

___ Three- or four-week courses

___ Five- or six-week courses

___ Seven- or eight-week courses

___ Other options (please explain) _____

12. What foundation (background preparation) courses were you required to take? (Please check all that are applicable)

___ Bus Adm 700 (*Building Business Interfacing Skills*)

___ Bus Adm 701 (*Business Mathematics*)

___ Bus Adm 702 (*Business Statistics*)

___ Bus Adm 703 (*Financial Accounting*)

On a 7-point scale, please rate how well your foundation courses prepared you for your core courses?

Bus Adm 700 (*Building Business Interfacing Skills*)

Not at all
useful

1 2 3 4 5 6 7

Extremely
useful

Bus Adm 701 (*Business Mathematics*)

Not at all
useful

1 2 3 4 5 6 7

Extremely
useful

Bus Adm 702 (*Business Statistics*)

Not at all
useful

1 2 3 4 5 6 7

Extremely
useful

Bus Adm 703 (*Financial Accounting*)

Not at all
useful

1 2 3 4 5 6 7

Extremely
useful

13. Do you have any suggestions as to how the Business School could better prepare you for your core courses?

CD availability in microcomputer labs

In-person tutorials

On-line tutorials

Other (please specify) _____

14. Would you like to take your foundation (background preparation) courses over the Internet?

Yes

No

15. Please check the appropriate box indicating the number of years of full-time work experience you had before entering MS program.

Less than 1 year

1.0-1.9 years

2.0-2.9 years

3.0-3.9 years

4.0-4.9 years

5.0-5.9 years

6.0-6.9 years

7 or more years

16. Are you working while attending UWM? (Please check the appropriate box)

Yes, working full-time taking ___ credits per semester

Yes, working part-time taking ___ credits per semester

No, full-time student taking ___ credits per semester

No, part-time student taking ___ credits per semester

17. If you are employed, on average how many hours do you work per week? (Please check the appropriate box)

- Less than 10 hours
- 10-20 hours
- 20-30 hours
- 30-40 hours
- 40-50 hours
- over 50 hours

18. What level of tuition support do you currently receive from your employer? (Please check the appropriate box)

- 100%
- 75-99%
- 50-74%
- 25-49%
- 1-24%
- no support

19. Please list the name of your employer: _____

20. Would you be interested in participating in additional special events or services that enhance your educational and professional development?

- Yes
- No

21. What topics or special topics would be of interest to you?

22. On a 7-point scale, where 7 = extremely effective and 1 = not at all effective, how would you rate the program with respect to the School's mission to "prepare students to assume functional specialist positions positions, with potential for senior level leadership positions or entrepreneurial careers".

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

23. On a 7-point scale, please rate the business coursework you are taking at UWM's Business School as part of your MS program.

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

Not at all						Extremely
useful						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

Superficial knowledge provided in required courses						In-depth knowledge provided in required courses
1	2	3	4	5	6	7

Superficial knowledge provided in elective courses						In-depth knowledge provided in elective courses
1	2	3	4	5	6	7

Poor overall organization of curriculum						Good overall organization of curriculum
1	2	3	4	5	6	7

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

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

Ineffective Instruction						Extremely Effective Instruction
1	2	3	4	5	6	7

25. What percentage of instructors in your MS courses would you rate as excellent or exceptional? (Please check appropriate box)

- 0-10%
- 11-20%
- 21-40%
- 41-60%
- 61-80%
- 81-90%
- over 90%

26. What percentage of instructors in your MS courses would you rate as very poor or poor?
 (Please check appropriate box)

- 0-10%
- 11-20%
- 21-40%
- 41-60%
- 61-80%
- 81-90%
- over 90%

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

Admission Processing is: Exceptionally Good
 Extremely Poor _____ Good
 1 2 3 4 5 6 7

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

Academic Advising by the SBA Graduate Program Services Staff is: Exceptionally Good
 Extremely Poor _____ Good
 1 2 3 4 5 6 7

Hours of Operation for SBA Graduate Program Services are: Exceptionally Good
 Extremely Poor _____ Good
 1 2 3 4 5 6 7

Responsiveness of SBA Graduate Program Services Staff to student concerns is: Exceptionally Good
 Extremely Poor _____ Good
 1 2 3 4 5 6 7

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

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

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

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

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

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

28. 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 Satisfied Extremely Satisfied
 1 2 3 4 5 6

29. 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 MS program.

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

30. Does the UWM School of Business Administration MS program meet or fall below your expectations?
 Exceeds my expectations
 Meets my expectations
 Falls below my expectations

31. Would you recommend UWM to co-workers or friends that are planning to attend graduate school?
 (please check appropriate box)
 Yes
 No (go to question 35)

32. What is your main reason for recommending UWM?

33. What is your main reason for not recommending UWM?

34. If you could change one thing about your MS program, what would that be?

35. Please provide any additional comments or opinions you may have in the space below.

36. What area of concentration are you enrolled in?

- Accounting
- Professional Accounting
- eBusiness
- Finance Analysis
- Management Information Systems
- Marketing Technology
- Taxation

37. Gender M F

38. Age _____

Optional: Please provide the following information if you would be willing to talk to us about some of your answers to the above items or allow us to use your comments in promotional materials:

Name: _____

Address: _____

Phone number or email address: _____

THANK YOU FOR TAKING THE TIME TO COMPLETE THIS SURVEY!