

University of Wisconsin-Milwaukee  
School of Business Administration

RECRUITER/EMPLOYER SURVEY  
(FOR THOSE PERSONS RECRUITING/EMPLOYING UWM BUSINESS GRADUATES)

Corporate Name \_\_\_\_\_  
Type of Business \_\_\_\_\_

Please take a few moments to answer these questions about your recruitment and hiring of University of Wisconsin-Milwaukee business students:

1. Approximately how many University of Wisconsin-Milwaukee (UWM) business students has your firm interviewed in the past three years? (please check one)

\_\_\_\_ 0    \_\_\_\_ 1 to 10    \_\_\_\_ 11 to 25    \_\_\_\_ 26 to 40    \_\_\_\_ more than 40

2. Approximately how many UWM business students has your firm hired in the past three years? (please check one)

\_\_\_\_ 0    \_\_\_\_ 1 to 5    \_\_\_\_ 6 to 10    \_\_\_\_ 11 to 20    \_\_\_\_ more than 20

3. Of the students/graduates that you hired, approximately how many were placed into the following types of positions? (please indicate approximate number)

\_\_\_\_ full-time employees    \_\_\_\_ part-time employees    \_\_\_\_ interns

4. What university degree do the students that you hire possess? (check all that apply)

\_\_\_\_ BBA    \_\_\_\_ MBA    \_\_\_\_ MS    \_\_\_\_ PhD

5. What are the majors/areas of concentration of the students you have recruited and/or hired from the School of Business Administration? (check all that apply)

- \_\_\_\_ Accounting
- \_\_\_\_ Finance
- \_\_\_\_ Health Care Management
- \_\_\_\_ Human Resources Management
- \_\_\_\_ International Business
- \_\_\_\_ Management Information Systems
- \_\_\_\_ Marketing
- \_\_\_\_ MBA
- \_\_\_\_ Organization Science
- \_\_\_\_ Production/Operations Management
- \_\_\_\_ Real Estate
- \_\_\_\_ Taxation

6. From what other schools and colleges do you recruit/hire business graduates? (please list)

_____	_____
_____	_____
_____	_____

7. How well prepared do you believe UWM students are in the major field for which you recruited them (i.e., are accounting students well prepared for accounting careers)? Respond only for those majors that you recruit/hire.

	Unsatisfactory	Needs Improvement	Satisfactory	Good	Superior	Unsure
Accounting	1	2	3	4	5	6
Finance	1	2	3	4	5	6
Health Care Management	1	2	3	4	5	6
Human Resources Management	1	2	3	4	5	6
International Business	1	2	3	4	5	6
Marketing	1	2	3	4	5	6
Management Information Systems	1	2	3	4	5	6
MBA degree	1	2	3	4	5	6
Organizational Science	1	2	3	4	5	6
Production/Operations Management	1	2	3	4	5	6
Real Estate	1	2	3	4	5	6
Taxation	1	2	3	4	5	6
Other _____	1	2	3	4	5	6



10. How well do you believe that the coursework in each specific area listed below prepares students for a business career (for example, what is your opinion of the preparation of UWM business students in the area of Economics?)

	Unsatisfactory	Needs Improvement	Satisfactory	Good	Superior	Unsure
Accounting	1	2	3	4	5	6
Finance	1	2	3	4	5	6
Marketing	1	2	3	4	5	6
Information Systems	1	2	3	4	5	6
Management (Organizations)	1	2	3	4	5	6
Mathematics/Statistics	1	2	3	4	5	6
Production/Operations Management	1	2	3	4	5	6
Economics	1	2	3	4	5	6
Real Estate	1	2	3	4	5	6
International Business	1	2	3	4	5	6
Other _____	1	2	3	4	5	6

11. Compared to other schools in the area offering degrees in business, how would you rate the reputation of the UWM School of Business Administration on each of the following?

	Among the Poorest	Below Average	Average	Above Average	Among the Best	Unsure
Quality of undergraduate business program	1	2	3	4	5	6
Quality of graduate business program	1	2	3	4	5	6
Understanding the needs of the business community	1	2	3	4	5	6
Providing excellent value for the money	1	2	3	4	5	6
Producing graduates with "practical" business knowledge	1	2	3	4	5	6
Has faculty who are known experts in their field	1	2	3	4	5	6

12. How familiar are you with the UWM School of Business Administration programs and students?  
(please check one)

- Not at all familiar
- A bit familiar
- Somewhat familiar
- Quite familiar
- Very familiar

13. Any additional thoughts or comments would be appreciated so that the UWM School of Business Administration can better prepare students with skills necessary for the success of your firm.

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14. Optional: Please provide the following information if you would be willing to talk to us about some of your answers to the above items.

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_