

School of Business Annual Assessment Report 2008

New Assessment Activities

In 2007/8 the School of Business added a new undergraduate student survey (see below) to help assess learning and service outcomes for our undergraduate program. The School is in the process of redefining undergraduate learning outcomes to better address University and AACSB concerns about program goals and measurement. The learning outcome goals are currently being reviewed by the undergraduate program management team and a trackable outcome matrix is being designed.

Program Specific Results

Undergraduate Program

In May 2008, the Undergraduate Business Student Satisfaction Survey was sent to approximately 3,000 undergraduate business, pre-business, and certificate in business students via e-mail. A total of 918 surveys were completed, resulting in a response rate of 30.6%.

Key results from the survey include the following:

1. The percentage of students who "strongly agree" or "agree" that they are satisfied with the quality service they receive from undergraduate program units was as follows:

- * Undergraduate Academic Services - 49%
- * Business Career Center - 80%
- * Business Learning Center - 69%
- * International Programs Office - 48%

2. 57% of students "strongly agree" or "agree" that there is a strong sense of community among students in the School of Business.

3. 51% of students "strongly agree" or "agree" that there is a strong sense of community between faculty and students.

4. 44% of students "strongly agree" or "agree" that they intend to study abroad or complete and international study trip or international internship during their undergraduate career.
5. 84% of students "strongly agree" or "agree" that the undergraduate business education they are receiving (or received) from the Wisconsin School of Business will enable them to obtain leadership positions in their chosen professions in the future.
6. 70% of students "strongly agree" or "agree" that they intend to be active supporters of the Wisconsin School of Business undergraduate program in the future.
7. 67% of students feel that the courses they are taking in their major(s) are "extremely valuable" or "valuable."

MBA Program

The Wisconsin MBA conducts three surveys of our students throughout their two years in the program. This is beyond the standard course evaluation forms that students fill out for their classes. There is one survey administered after the first (Fall) semester, one after the second (Spring) semester and the final survey is at the end of the second year.

The surveys ask questions about the students' satisfaction levels with: the overall program, core classes, specialized (elective) classes, their specialization center staff, the MBA program office operations/staff (student and career services), how well their assigned team functioned, etc.

In addition, the final survey includes questions regarding how specific skills, such as leadership, communications, have been developed during their time in the program. All the surveys allow for open-ended comments which provide a wealth of new ideas that driven some innovations to our program.

The survey results reveal that students are very pleased with the overall program with approval ratings in excess of 85%. Specific opportunity areas that are highlighted in the results receive immediate attention, examples include particular center activities, policies as well as specific curricula.

Business Career Center

The 2007-2008 Employer Feedback Survey was administered by the Wisconsin School of Business Career Center (BCC). The 20 question evaluation was comprised of yes/no, multiple choice, matrix table, and open ended questions. It was sent to employers who conducted on-campus interviews or information sessions with undergraduate business students and Integrated Masters of Accountancy students. The survey was completed by 240 company recruiters. These recruiters represent many types of industries such as banking, accounting, real estate, retailing, consumer products, and marketing. Overall, employers expressed a high level of satisfaction in their interactions with the BCC staff, the services provided the day of their campus visit, and the quality of Wisconsin School of Business students. In most cases, our students were rated as above average or excellent when employers were asked to compare how our students performed in fifteen different competency areas compared to students at other universities. The lowest rating employers gave our students was an average rating in their ability to demonstrate their knowledge of the company during an interview. Some employers also cited on-campus parking and low student attendance at information sessions as areas of improvement for the BCC. The entire BCC staff will use these results to enhance our resources for both employers and students.

General Assessment

In addition to these surveys, the Business School publishes an "Annual Report" each year detailing results in key strategic program areas. The report can be found at:

<http://www.bus.wisc.edu/annualreport/2007/>