

Example of an MBA Alumni Survey

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Example of an MBA Alumni Survey

Scenario: The School of Management at the International Academy of Commerce and Business Enterprise offers a Master of Business Administration. The school has identified the following intended student learning outcomes (ISLOs) for the program:

- 1. Students will be able to demonstrate well-developed problem-solving skills. (Problem-Solving Skills)
- 2. Students will be able to articulate the major theories and concepts in the areas of accounting, finance, management, and marketing, and elucidate their applications to organizational decision making. (*Business Functional Areas*)
- 3. Students will be able to identify the opportunities and challenges of globalization and apply managerial skills to global business issues. (*Globalization*)
- 4. Students will be able to recognize ethical problems and apply standards of ethical behavior in business to management decision making. (*Ethical Standards*)
- 5. Students will be able to apply appropriate technological and quantitative methods and tools to the solution of practical management problems. (*Decision-Support Tools*)
- 6. Students will be able to create coherent forms of both narrative and persuasive types of communication, and present them orally and in written form to diverse professional audiences. (*Communication Skills*)
- 7. Students will be able to demonstrate well-developed leadership and teamwork skills for the effective implementation of organizational policy. (*Leadership/Teamwork Skills*)
- 8. Students will be able to integrate theory and practical application across business functional areas for the purpose of strategic analysis, planning, implementation, and control. (*Strategic Skills*)

In addition, in order to evaluate its operational effectiveness, the School of Management has identified the following intended operational outcomes (IOOs):

- 1. The School of Management will be successful in placing its undergraduate students in appropriate entry-level positions or in graduate school on an annual basis. (*Placement Rate*)
- 2. The School of Management will be successful in contributing to the professional advancement of its MBA graduates. (*Professional Advancement*)
- 3. Students in the School of Management will graduate in a timely manner. (Graduation Rate)
- 4. Faculty members in the School of Management will be highly-qualified in their teaching disciplines. (Faculty Qualifications)
- 5. Faculty members in the School of Management will be engaged in appropriate scholarly and professional activities on an annual basis. (*Scholarly and Professional Activities*)
- 6. The School of Management will deliver high-quality instruction to its students. (Teaching Effectiveness)
- 7. The School of Management will provide effective academic advising to its students. (Academic Advising)
- 8. The academic programs offered by the School of Management will be current, relevant, and meet the needs of both students and the business community. (*Curriculum*)

- 9. The School of Management will provide an effective learning environment in support of academic quality in its business programs. (*Learning Environment*)
- 10. The School of Management will be successful in contributing to the academic, professional, and personal development of its students. (*Student Development*)

The MBA alumni survey below can be used as both an indirect measure of student learning and an operational assessment tool. The survey is used to assess (indirectly) all core and specialization intended student learning outcomes (Part II) and to assess intended operational outcomes #2 and #6-#10 (Part III).

In particular, in terms of student learning assessment, the core and specialization intended student learning outcomes are listed in Part II of the survey, and alumni are asked to evaluate the level at which they believe that they acquired the ability relating to each of the outcomes.

In terms of operational assessment:

Part III: Section I: Survey Items #1-#3 \rightarrow map to and assess IOO #6 (<i>Teaching Effectiveness</i>): The School of Management will deliver high-quality instruction to its students.
Part III: Section I: Survey Item #4 → maps to and assesses IOO #7 (<i>Academic Advising</i>): The School of Management will provide effective academic advising to its students.
Part III: Section I: Survey Items #5-#7 and Part III: Section II: Survey Item #3 \rightarrow map to and assess IOO #7 (<i>Curriculum</i>): The academic programs offered by the School of Management will be current, relevant, and meet the needs of both students and the business community.
Part III: Section I: Survey Items #8-#13 → map to and assess IOO #9 (<i>Learning Environment</i>): The School o Management will provide an effective learning environment in support of academic quality in its business programs.
Part III: Section II: Survey Items #1 and #2 and Part IV: Survey Items #1-#4 → map to and assess IOO #10 (Student Development): The School of Management will be successful in contributing to the academic, professional, and personal development of its students.
Part IV: Survey Item #3 → maps to and assesses IOO #2 (<i>Professional Advancement</i>): The School of Management will be successful in contributing to the professional advancement of its MBA graduates.

(Note: The school is also using other operational assessment metrics to measure intended operational outcomes

#1-#10.)

International Academy of Commerce and Business Enterprise

School of Management

Master of Business Administration (MBA) Program

Alumni Survey

Introduction and Purpose:

As part of our continuing efforts to improve the degree programs offered by the School of Management at the International Academy of Commerce and Business Enterprise, we are interested in your candid assessments regarding various aspects of the school's MBA program, general learning environment, and your post-graduation career and academic experiences. This alumni survey is an important tool in our program of continuous improvement, and it provides valuable data and information that will be used to identify areas where changes and improvements are needed and to help us improve the educational experiences for future students.

Survey Composition:

The survey is composed of the following five parts:

Part I: General Post-Graduation Survey Items

Part II: Post-Graduation Evaluation of Your Learning in the Master of Business Administration

Part III: Your Post-Graduation Evaluation of the MBA Program and Learning Environment of the School of

Management

Part IV: Summary Evaluation and Other Comments

Part V: Demographic Information

General Instructions:

- 1. Please give careful consideration to all of the survey items and provide thoughtful, candid, and accurate responses to each of the applicable items.
- 2. For each survey item, please also provide specific comments and suggestions for changes and improvements.
- 3. Your identity will remain anonymous in any reports that are produced from this survey. Your responses will be combined with those of other graduates in your program of study to create summary reports that will be used by faculty and administrators to improve the School of Management.

PART I: GENERAL POST-GRADUATION SURVEY ITEMS

This section contains survey items pertaining to your academic and professional career experiences since graduating from the School of Management at the International Academy of Commerce and Business Enterprise.

1.		on can be selected.)
		Working in the private sector or business
		Working in government or the public sector
		Working for a not-for-profit or non-governmental organization
		Self-employed
		Unemployed
		Pursuing additional graduate studies
		Other (please specify):
2.	If yo	u are currently employed, is your current position in an area related to your MBA area of study?
		Yes
		No
	-	u replied "yes" to this question, please provide a brief description of the type of company/organization your position:
	If yo	u replied "no" to this question, please indicate the principal reason:
		I looked, but could not find a job closely related to my area of study.
		My area of study had no direct connection with specific employment opportunities.
		I confined my job search to a specific city or region.
		My job search was limited due to a need to match my career interests with those of someone else.
		I developed new career interests after graduating with my MBA.
		The jobs in my field did not pay well.
		The jobs in my field did not offer opportunities for advancement.
		I found an exceptional opportunity in an unrelated field.
		Other:
3.	If yo	u are currently employed, which statement best describes your current position? My job has definite long-term potential.
		My job has possible long-term potential.
		I accepted this job primarily to earn money with little or no other advantages or disadvantages.

		My job is temporary while I look	c for somethin	ng more suital	ole.				
		My job is temporary and will las	t only for a lin	nited time.					
		Other:							
4.	_	ou are currently employed, did yo	ou have your o	current job pr	ior to graduatir	g with your MBA	\ ?		
	Ш	Yes							
		No							
		respond to item #5 only if you are our MBA (i.e., only if you answered	-	• •	ou had your cur	rent job prior to	graduating		
5.	ls y	our current salary higher than it v	vas before gra	aduating?					
		Yes							
		No							
		respond to items #6-8 only if you a ting with your MBA (i.e., only if yo	-		-	eve your current	job prior to		
6.	ls yo	our current position with the sam	ie company/o	organization o	r a different co	mpany/organizat	tion?		
		Same Company/Organization							
		Different Company/Organizatio	n						
7.	Hov	low would you characterize your current position in comparison to your previous position?							
		It is a higher-level position.							
		My current position is at the sar	me level as my	y previous pos	sition.				
		It is a lower-level position.							
8.	Hov	w would you characterize your cu	rrent salary ir	n comparison	to your previou	s position?			
		I earn a higher salary.							
		I earn approximately the same s	salary.						
		I earn a lower salary.							
9.	-	ou are currently employed, please rent position:	e indicate you	r degree of sa	atisfaction with	the following as	pects of your		
		1 = Very Dissatisfied 2 =	Dissatisfied	3	B = Satisfied	4 = Very	Satisfied		
	Jol	bb Characteristics		1	2	3	4		
		omments:		-					
	b.	Location							
	Со	omments:							

	1 = Very Dissatisfied	2 = Dissatisfied	3 :	= Satisfied	4 = Very	Satisfied
	Job Characteristics		1	2	3	4
	c. Opportunities to Use My Qu	alifications				
	Comments:					
	d. Opportunity to Advance					
	Comments:					
	e. Prestige/Recognition			Ш	Ш	Ш
	f. Interest/Challenge of Work					
	Comments:					
	g. Working Conditions			П	П	П
	Comments:		_			_
	h. Opportunity to Learn					
	Comments:					
10.	If you are unemployed, please in	dicate the princi	pal reason:			
	☐ I have chosen not to be emp	-	•			
	☐ I was laid off by my employe	er.				
	☐ I quit a job to seek other em	ployment.				
	☐ I chose to confine my job se	arch to a specific	city or region.			
	My job search was limited d that of someone else.			rtunities in the	same geograph	nic region as
	☐ I have not limited my job sea	arch in any way,	but have been ι	ınable to find a	satisfactory job).
	☐ Having/expecting a child cha	anged my emplo	yment plans.			
	Other:					
11.	If you are pursuing or have comp information:	leted additional	graduate studio	es, please provi	de the followin	g
	a. Degree:					
	b. Area of Study:					
	c. Institution:					
	d. Location:					

PART II: POST-GRADUATION EVALUATION OF YOUR LEARNING IN THE MASTER OF BUSINESS ADMINISTRATION

The School of Management has identified several intended student learning outcomes (ISLOs) that it expects students to have achieved upon graduation from the Master of Business Administration program. Reflecting back on your studies in light of your accumulated work and professional experience to date, mark the box in the rating scale for each of the following intended learning outcomes that most closely corresponds to your assessment of the level at which you acquired the ability relating to that outcome. Please also provide comments and suggestions for changes and improvements.

	1 = Marginal	2 = Adequate	3 :	= Proficient	4 = Advanced		
Int	ended Student Learning Outcon	nes	1	2	3	4	
1.	Students will be able to demo developed problem solving sk						
Со	mments:						
2.	Students will be able to articu theories and concepts in the a accounting, finance, managem marketing, and elucidate their to organizational decision male	reas of nent, and r applications					
Со	mments:						
3.	Students will be able to identi opportunities and challenges of globalization and apply manag global business issues.	of					
Со	mments:						
4.	Students will be able to recognize problems and apply standards behavior in business to managedecision making.	of ethical					
Со	mments:						
5.	Students will be able to apply technological and quantitative tools to the solution of practic management problems.	e methods and					
Со	mments:						
6.	Students will be able to create forms of both narrative and potypes of communication, and orally and in written form to oprofessional audiences.	ersuasive present them					
Со	mments:						

1 = Marginal	2 = Adequate	3 = Proficient		4 = A	dvanced
Intended Student Learning O	utcomes	1	2	3	4
7. Students will be able to developed leadership and for the effective implementational policy.	d teamwork skills				
Comments:					
8. Students will be able to i and practical application functional areas for the panalysis, planning, imple control.	across business ourpose of strategic				
Comments:	,				

PART III: YOUR POST-GRADUATION EVALUATION OF THE MBA PROGRAM AND LEARNING ENVIRONMENT OF THE SCHOOL OF MANAGEMENT

Section I: This section contains a listing of various aspects of the MBA degree program and learning environment in the School of Management. Reflecting back on your studies in light of your accumulated work and professional experience to date, mark the box in the rating scale for each item that most closely corresponds to your evaluation of the quality of that aspect of the school's MBA program/learning environment. Please also provide comments and suggestions for changes and improvements. If an item does not apply to you or you are unable to evaluate the item, mark the box in the rating scale labeled N/A.

N/A = Not Applicable or Unable to Evaluate	1 = Poor	2 = Fair	3 = 0	Good	4 = Excellent
Evaluation Items	N/A	1	2	3	4
	IV/A	_ I			4
Faculty Teaching in the MBA Courses					
Comments:					
2. Creativity of Your Professors in the Classroom					
Comments:					
3. Teaching Methods of Faculty					
Comments:					
4. Faculty Advising in the MBA Program					
Comments:					
5. Curriculum in the MBA Program					
Comments:					
6. Relevance of Courses to Your Career Goals or Further Study					
Comments:					
7. Variety of Course Offerings					
Comments:					
8. Class Sizes					
Comments:					
9. Availability of and Access to Faculty During Office Hours					
Comments:					
10. Classroom Facilities					
Comments:					
11. Learning and Technological Resources					
Comments:		,			

N/A = Not Applicable or Unable to Evaluate	1 = Poor	2 = Fair	3 = G	iood 4	4 = Excellent
Evaluation Items	N/A	1	2	3	4
12. Library Resources in the Areas of Business, Commerce, and Management					
Comments:					
13. Academic Support Services					
Comments:					
14. Overall Quality of the MBA Program and the School of Management					
Comments:					
Management in various areas. Reflecting back on your experience to date, mark the box in the rating scale of the extent to which the MBA program and the So your academic, professional, or personal developm and improvements. If an item does not apply to you rating scale labeled N/A.	for each iten chool of Mana ent. Please al u or you are u	n that most c agement cont so provide co	losely corres ributed to th omments and	ponds to yo ne identified d suggestion	ur evaluation aspect of s for changes
N/A = 1 =	2 =	hution Som	_	n Significan	-
N/A = 1 = Not Applicable or Unable to Evaluate No Contribution	2 = Little Contril	bution Som	e Contribution	n Significan	t Contribution
		bution Som	_	Significan	·-
Not Applicable or Unable to Evaluate No Contribution	N/A te the extent	1 to which the	2 MBA progr	3 am and you	t Contribution 4
Not Applicable or Unable to Evaluate No Contribution Evaluation Items 1. Reflecting back on your studies, please indica experiences in the School of Management co	N/A te the extent	1 to which the	2 MBA progr	3 am and you	t Contribution 4
Not Applicable or Unable to Evaluate No Contribution Evaluation Items Reflecting back on your studies, please indica experiences in the School of Management co general areas:	N/A te the extent	1 to which the	2 MBA progr	3 am and you	t Contribution 4
Evaluation Items 1. Reflecting back on your studies, please indica experiences in the School of Management co general areas: a. Academic Development	N/A te the extent	1 to which the	2 MBA progr	3 am and you	t Contribution 4
Evaluation Items 1. Reflecting back on your studies, please indica experiences in the School of Management co general areas: a. Academic Development Comments:	N/A te the extent	1 to which the	2 MBA progr	3 am and you	t Contribution 4
Evaluation Items 1. Reflecting back on your studies, please indica experiences in the School of Management co general areas: a. Academic Development Comments: b. Professional/Career Development	N/A Ite the extent of the control o	to which the your overall o	e Contribution 2 e MBA progr development	am and you t in the follo	4 Owing
Evaluation Items 1. Reflecting back on your studies, please indica experiences in the School of Management co general areas: a. Academic Development Comments: b. Professional/Career Development Comments: 2. Reflecting back on your studies, please indica experiences in the School of Management co	N/A Ite the extent of the control o	to which the your overall o	e Contribution 2 e MBA progr development	am and you t in the follo	4 Owing
Evaluation Items 1. Reflecting back on your studies, please indica experiences in the School of Management co general areas: a. Academic Development Comments: b. Professional/Career Development Comments: 2. Reflecting back on your studies, please indica experiences in the School of Management co areas: a. Gaining knowledge that will enrich your daily life or make you a more complete	N/A Ite the extent of the control o	to which the your overall o	e Contribution 2 e MBA progr development	am and you t in the follo	4 Owing
Evaluation Items 1. Reflecting back on your studies, please indica experiences in the School of Management co general areas: a. Academic Development Comments: b. Professional/Career Development Comments: 2. Reflecting back on your studies, please indica experiences in the School of Management co areas: a. Gaining knowledge that will enrich your daily life or make you a more complete person	N/A Ite the extent of the control o	to which the your overall o	e Contribution 2 e MBA progr development	am and you t in the follo	4 Owing

Not	N/A = 1 = Applicable or Unable to Evaluate No Contribution	2 = Little Contril	bution Som	3 = ne Contribution		4 = Contribution
Eva	aluation Items	N/A	1	2	3	4
c.	Developing an understanding and awareness of yourself (interests, abilities, values, needs, etc.)					
Со	mments:		1			1
d.	Becoming a more satisfied, responsible family member					
Со	mments:					
e.	Becoming more aware of world issues and pressing social, political, and economic problems					
Со	mments:					
f.	Identifying a sense of values and priorities in life					
Со	mments:					
g.	Increasing your intellectual curiosity					
Со	mments:		I			I
h.	Organizing time effectively					
Со	mments:		l			l
i.	Becoming more willing to consider opposing points of view					
Со	mments:					
j.	Interacting and working effectively with people from different racial/ethnic backgrounds					
Со	mments:					
k.	Developing a strong sense of ethical and social responsibility					
Со	mments:					
I.	Overall personal development					
Со	mments:					

If you are currently employed, please respond to the following items:

N/A =	1 =	2 =		3 =		4 =
Not Applicable or Unable to Evaluate	No Contribution	Little Contril	bution S	ome Contribution	Significant	Contribution
Evaluation Items		N/A	1	2	3	4
3. Reflecting back on your studi contributed to preparing you	-		to which	the following ty	pes of cour	ses
a. Courses that focused on theo	ry					
Comments:						
b. Courses that focused on appl	ication					
Comments:				<u> </u>		<u> </u>
c. Courses that emphasized qua	ntitative skills					
Comments:						
d. Courses that emphasized ana critical-thinking skills	llytical and					
Comments:						
e. Courses that focused on oral	presentation					
Comments:						
f. Writing-intensive courses						
Comments:						
g. Courses that focused on team	nwork					
Comments:						

PART IV: SUMMARY EVALUATION AND OTHER COMMENTS

1.		ave you an advantage i		•	eparation by the School rom other institutions
	Significant Advantage	Some Advantage	Little Advantage	No Advantage	N/A
Сс	omments:				
2.		y employed, please ind School of Managemen			
	Significant Contribution	Some Contribution	Little Contribution	No Contribution	N/A
Сс	omments:				,
	within your compa	any/organization or wit			
	_	Some	Little	No	N/A
	Contribution	Contribution	Little Contribution	No Contribution	N/A
Co	_				N/A
	Contribution mments: If you are currentle extent to which the preparing you for	Contribution y enrolled in or have come MBA program and you these studies:	Contribution	Contribution aduate studies, pleas School of Manageme	e indicate the overall
	contribution comments: If you are currently extent to which the	Contribution y enrolled in or have coe MBA program and yo	Contribution ompleted additional graphs.	Contribution	e indicate the overall
	Contribution mments: If you are currently extent to which the preparing you for Significant	y enrolled in or have contemporary entrolled in or have contemporary and you these studies: Some	Contribution mpleted additional grour experiences in the state of the	Contribution aduate studies, pleas School of Manageme	e indicate the overall nt contributed to
•	Contribution mments: If you are currently extent to which the preparing you for Significant	y enrolled in or have contemporary entrolled in or have contemporary and you these studies: Some	Contribution mpleted additional grour experiences in the state of the	Contribution aduate studies, pleas School of Manageme	e indicate the overall nt contributed to
J.	Contribution If you are currently extent to which the preparing you for Significant Contribution Imments: Please indicate you	y enrolled in or have coe MBA program and you these studies: Some Contribution	Contribution	Contribution aduate studies, pleas School of Manageme No Contribution	e indicate the overall nt contributed to N/A
Cc	Contribution Important of the preparing you for Significant Contribution Comments:	y enrolled in or have coe MBA program and you these studies: Some Contribution	Contribution completed additional graph our experiences in the second contribution cisfaction with the MB/	Contribution aduate studies, pleas School of Manageme No Contribution	e indicate the overall nt contributed to N/A
Co	Contribution If you are currently extent to which the preparing you for Significant Contribution Improvements: Please indicate you School of Manager	y enrolled in or have core MBA program and you these studies: Some Contribution	Contribution completed additional graph our experiences in the second contribution cisfaction with the MB/	Contribution aduate studies, pleas School of Manageme No Contribution A program and your e	e indicate the overall nt contributed to N/A

We would also very much appreciate your comments pertaining to the following items:
With what aspect(s) of the MBA program and the School of Management were you the most satisfied?
Comments:
With what aspect(s) of the MBA program and the School of Management were you the least satisfied?
Comments:
If you could start over again, would you still have chosen to attend the School of Management at the International Academy of Commerce and Business Enterprise for your MBA?
Comments:
Do you have other comments and/or suggestions that you would like to share?
Comments:

PART V: DEMOGRAPHIC INFORMATION Male Gender: Female Age: Under 25 25 ☐ 26 □ 27 28 ☐ 29 30 Over 30 Less than \$40,000 to \$20,000 to \$30,000 to **Current Pre-Tax** \$20,000 \$29,999 \$39,999 \$49,999 **Annual Income:** \$50,000 to \$60,000 to \$70,000 to \$80,000 to \$59,999 \$69,999 \$79,999 \$89,999 Prefer Not to \$90,000 to \$100,000 or \$99,999 more Respond

Thank you very much for your assistance in this important process of continuous improvement. The valuable input that you provided in this survey will help us to improve the School of Management at the International Academy of Commerce and Business Enterprise.