Masters of Business Administration (MBA)

Employer Survey

1. Which of the following best describes the industry in which your organization conducts business?

- Agriculture, Forestry, and Mining
- Construction
- Manufacturing
- Utilities
- Wholesale Trade
- Retail Trade
- Air and Ground Transportation
- Military/Armed Forces
- Financial Services/Accounting
- Information Technology/Telecommunications
- Real Estate and Rental and Leasing
- Professional Services
- Educational Services
- Health Care
- Accommodation and Food Services
- Arts, Entertainment, Tourism and Recreation
- Public Administration
- Other (please explain)

2. Which of the following geographic areas best describes your organization's scope of business?

- Northwest Florida
- Florida (Other than Northwest)
- Southeastern United States
- Other U.S. Region
- Entire United States
- International

3. How many UWF MBA graduates does your organization employ?

- 1-5
- 6-10
- more than 10
- don't know

4. Based on your knowledge of The University of West Florida's MBA graduates, please rate the overall quality of your UWF employees.

http://realstream.its.uwf.edu/cutl/MBA/mba_EMPLOYER.HTM

1/10/2003
5. Compared to graduates from other MBA programs, how would you rate the preparedness of UWF MBA graduates?

   Much more prepared   ○ ○ ○ ○ ○   Much less prepared

6. How would you rate your UWF MBA employees on the following training or skill areas?

<table>
<thead>
<tr>
<th>Well Prepared</th>
<th>Not At All Prepared</th>
</tr>
</thead>
<tbody>
<tr>
<td>Functional skills</td>
<td>○ ○ ○ ○ ○</td>
</tr>
<tr>
<td>Work ethic</td>
<td>○ ○ ○ ○ ○</td>
</tr>
<tr>
<td>Communication skills</td>
<td>○ ○ ○ ○ ○</td>
</tr>
<tr>
<td>Writing skills</td>
<td>○ ○ ○ ○ ○</td>
</tr>
<tr>
<td>Computer skills</td>
<td>○ ○ ○ ○ ○</td>
</tr>
<tr>
<td>Research skills</td>
<td>○ ○ ○ ○ ○</td>
</tr>
<tr>
<td>Business ethics</td>
<td>○ ○ ○ ○ ○</td>
</tr>
<tr>
<td>Group work skills</td>
<td>○ ○ ○ ○ ○</td>
</tr>
</tbody>
</table>

7. Given the opportunity, would you hire more UWF MBA graduates?

   ○ yes
   ○ no

Name of Company

Name of Respondent (optional)

Employer Address/Telephone

If you have any additional comments or questions, please contact Dr. Marcia Howard at 850-474-2348 or mhoward@uwf.edu. Thank you for your time and participation.

Submit Survey
Finally, alumni were asked about overall satisfaction with the MBA program. Of the alumni who responded to this survey, 88.9% are satisfied or very satisfied with the UWF MBA program. And 94.5% felt that the program was valuable in achieving personal improvement objectives.

Employer Surveys

As previously indicated, the employer survey had a low response rate of 8%. Although this survey yielded interesting and helpful results, all information should be considered in the context of a small number of respondents. Future administrations should strive to increase the response rate.

The respondents to the MBA Employer survey (n=10) were from a variety of industries. The two main industries reported were the Military/Armed Forces (20%) and Professional Services (30%). Other industries included Utilities, Information Technology/Telecommunications, Educational Services, Health Care, and Utilities Installation and Services. Most employers indicated that they conduct business in Northwest Florida (40%); however, 30% reported international business, 20% another U. S. Region, and 10% the entire United States. Most respondents employ 1 to 5 UWF alumni (70%), and 20% employ more than 10 alumni.

MBA employers were queried as to the overall quality of UWF alumni employees. On a scale of high to low, 90% indicated the quality in the high area of the scale. When comparing the preparedness of UWF alumni to alumni of other programs, UWF employees were rated more prepared (60%) or about the same as other alumni (40%).

Employers were then asked about specific training or skill areas. Table 13 indicates the percentages on the high end of a five-point preparedness scale from much more prepared to much less prepared.
Table 13
Employer Survey Question Responses
Training/Skill Preparedness

<table>
<thead>
<tr>
<th>Training/Skill</th>
<th>Highest Preparedness</th>
<th>Higher Preparedness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Functional Skills</td>
<td>80%</td>
<td>20%</td>
</tr>
<tr>
<td>Work Ethic</td>
<td>90%</td>
<td>10%</td>
</tr>
<tr>
<td>Communication Skills</td>
<td>50%</td>
<td>40%</td>
</tr>
<tr>
<td>Writing Skills</td>
<td>60%</td>
<td>40%</td>
</tr>
<tr>
<td>Computer Skills</td>
<td>40%</td>
<td>60%</td>
</tr>
<tr>
<td>Research Skills</td>
<td>80%</td>
<td>20%</td>
</tr>
<tr>
<td>Business Ethics</td>
<td>90%</td>
<td>10%</td>
</tr>
<tr>
<td>Group Work Skills</td>
<td>66.7%</td>
<td>33.3%</td>
</tr>
</tbody>
</table>

UWF alumni were most prepared in functional skills, work ethic, research skills, and business ethics. If areas need to receive concentration, they are probably communication and computer skills, though UWF alumni are still highly prepared in these areas.

When asked whether or not they would hire more UWF employees, 100% of the respondents answered "yes."

**Continuous Improvement**

Faculty and program administration use the assessment methods described above to drive short-, intermediate-, and long-term continuous program improvement. Student feedback sessions are vehicles for short-term program improvement. Student feedback sessions offer the opportunity to make immediate modifications to student services, facilities, communications, and minimal content adjustments. Issues raised in the feedback sessions will customarily be addressed by program administration prior to the next feedback session.