



Florida Memorial Assessment For Fall 2015 Spring 2016

Students Satisfaction Assessment-Graduate Program Master of Business Administration (MBA)

First Means of Assessment and Criteria for Success for SLO 1,2,3:

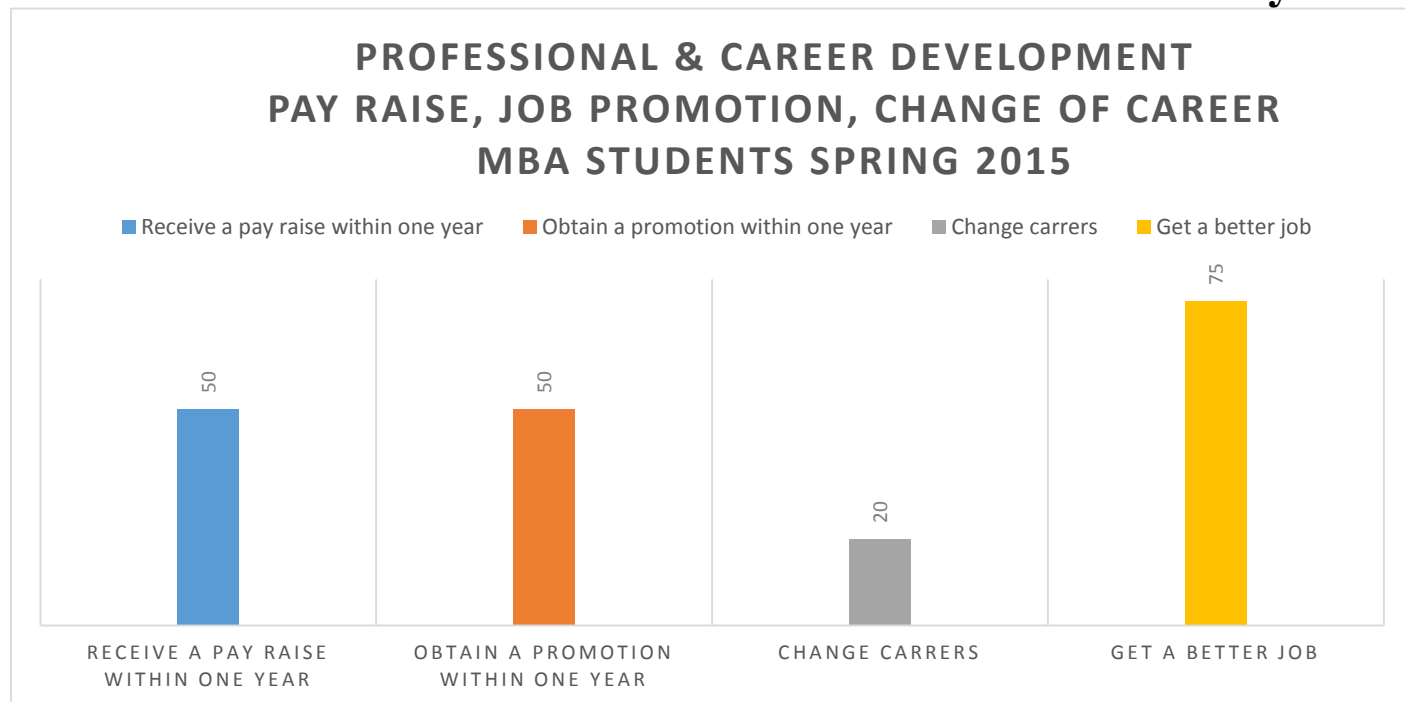
Means of Assessment: School of Business developed a survey to measure MBA alumni's satisfaction with professional and career development.

Criteria for Success: The Alumni Survey satisfaction results will be greater than 80%.

Course in which SLO is assessed: Survey.

Results: The results shows that MBA experience has prepared students relatively to advance in the job market to receive a pay raise, promotion, and career change (all below the target of 80%). Students, however, showed better results of getting a better job (75%).

School of Business Graduate Alumni Satisfaction survey



Use of Results/Action Plan:

- 1. Use of results to improve program:** The School needs to develop strategies to improve the alumni professional and career development.
- 2. Rationale:** The alumni satisfaction helps the School of Business in its recruitment and fund raising.
- 3. Changes in assessment:** None.
- 4. Additional resources/budget required:** No.

Second Means of Assessment and Criteria for Success for SLO 1,2,3:

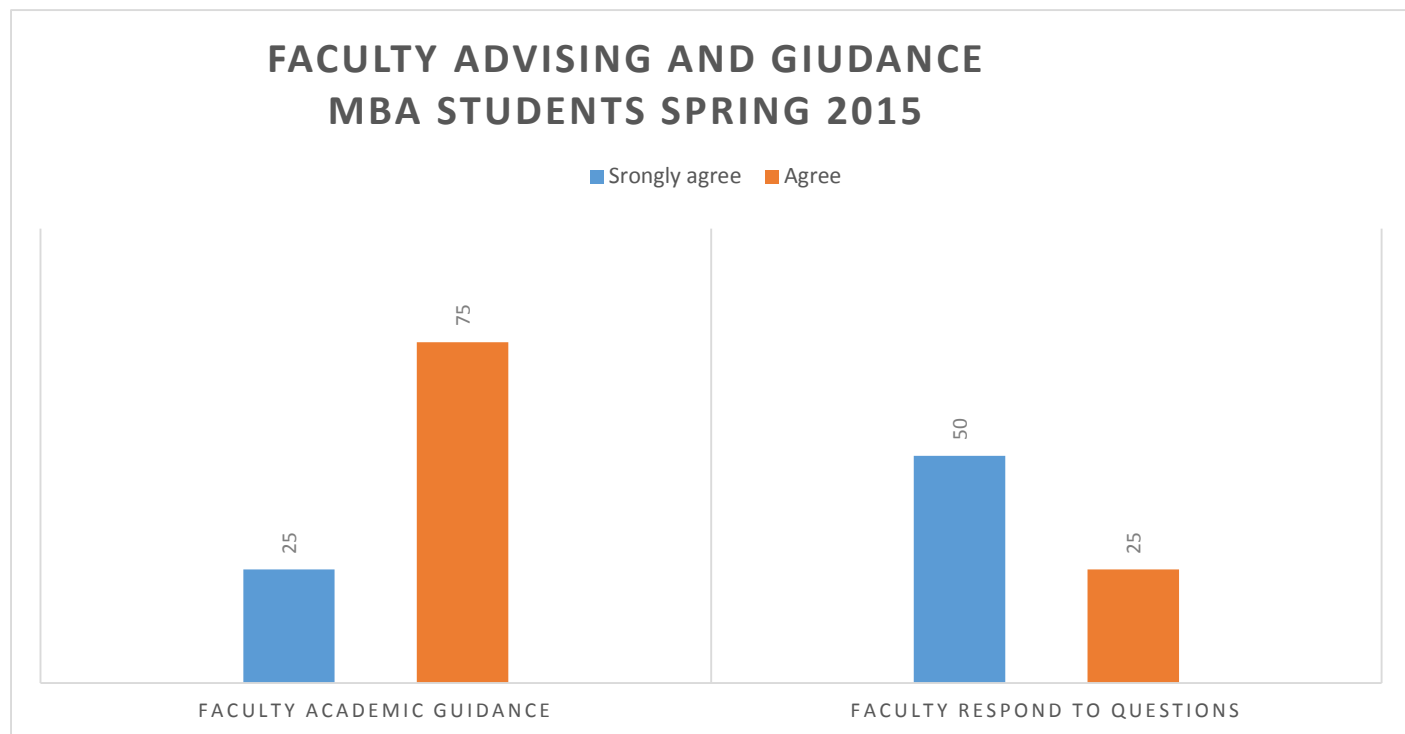
Means of Assessment: School of Business developed a survey to measure MBA alumni satisfaction with faculty advisement and response to questions.

Criteria for Success: The Alumni Survey satisfaction results will be greater than 80% (agree and strongly agree).

Course in which SLO is assessed: Survey.

Results: The MBA alumni showed moderate satisfaction (25% strongly agree and 75% agree) with their faculty advisement and guidance.

School of Business Graduate Alumni Satisfaction survey



Use of Results/Action Plan:

- 1. Use of results to improve program:** The faculty need to improve their advisement to MBA students to get higher strong satisfaction by students.
- 2. Rationale:** The alumni satisfaction helps the School of Business in its recruitment and fund raising.
- 3. Changes in assessment:** None.
- 4. Additional resources/budget required:** No.

Third Means of Assessment and Criteria for Success for SLO 1,2,3:

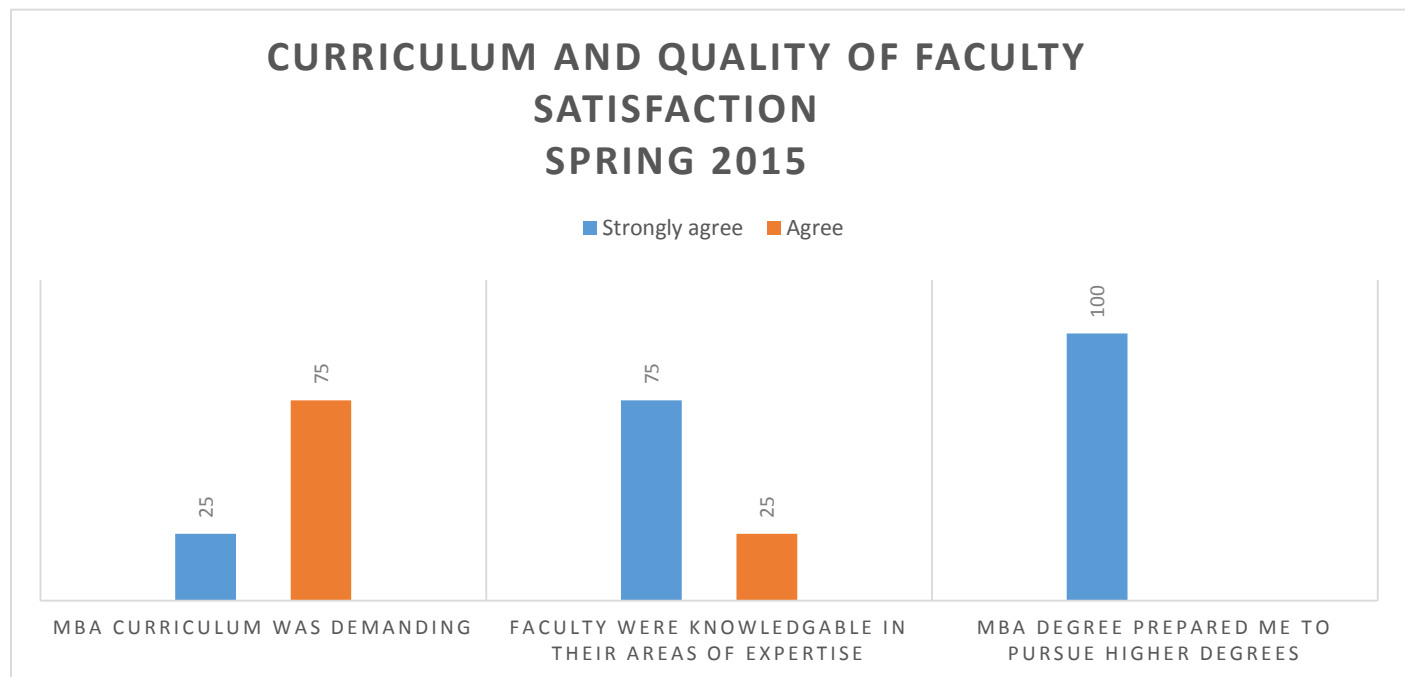
Means of Assessment: School of Business developed a survey to measure MBA alumni satisfaction with curriculum and faculty qualifications.

Criteria for Success: The Alumni Survey satisfaction results will be greater than 80% (agree and strongly agree).

Course in which SLO is assessed: Survey.

Results: The MBA alumni showed moderate satisfaction (25% strongly agree and 75% agree) with the demanding curriculum, high satisfaction with faculty qualifications (75% strongly agree), and very strong satisfaction with their preparedness to pursue higher academic degrees after receiving MBA degree (100% strongly agree).

School of Business Graduate Alumni Satisfaction survey



Use of Results/Action Plan:

- 1. Use of results to improve program:** The survey results have to be used for recruiting of students to the MBA Program.
- 2. Rationale:** The alumni satisfaction helps the School of Business in its recruitment and fund raising.
- 3. Changes in assessment:** None.
- 4. Additional resources/budget required:** No.

Forth Means of Assessment and Criteria for Success for SLO 1,2,3:

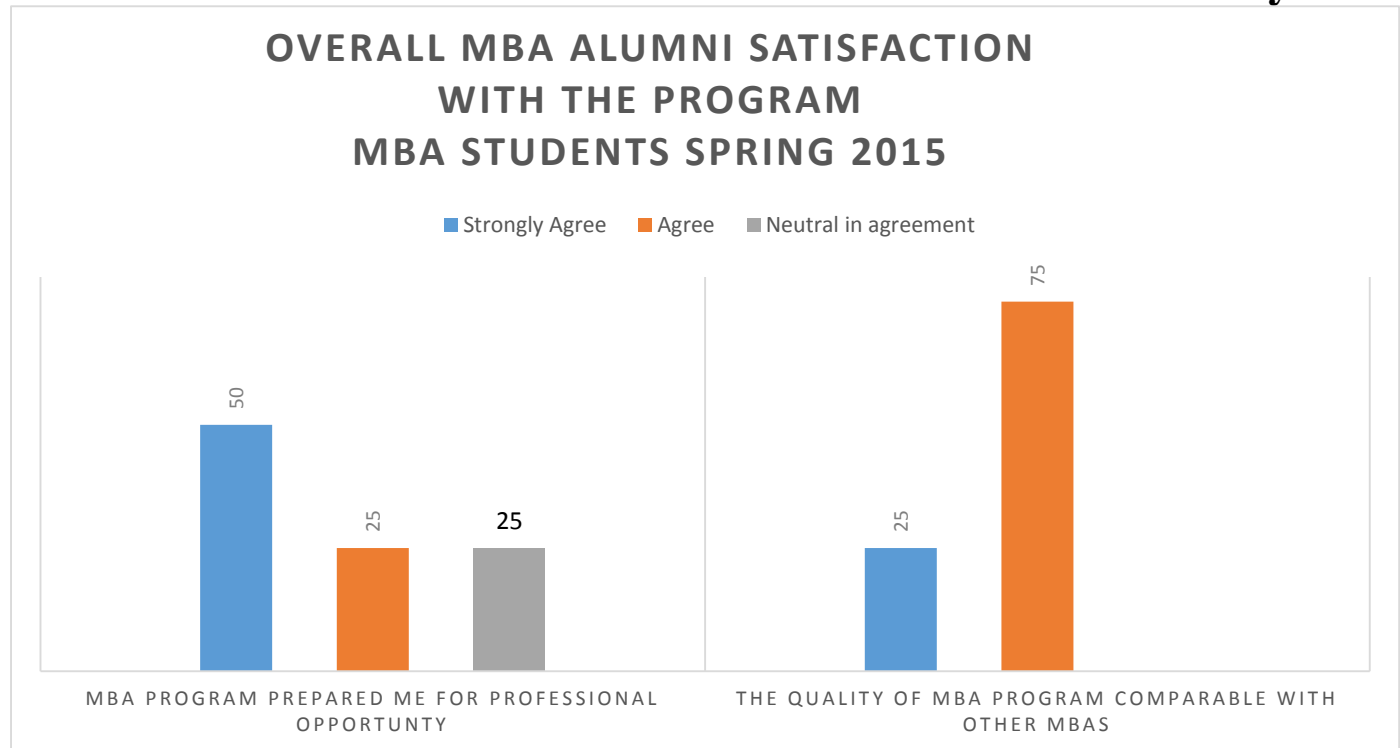
Means of Assessment: School of Business developed a survey to measure overall MBA alumni's satisfaction with the career and academic development as compare to other MBAs.

Criteria for Success: The Alumni Survey satisfaction results will be greater than 80%.2

Course in which SLO is assessed: Survey.

Results: The MBA alumni survey showed satisfaction (50% strongly agree and 25% agree, 25% neutral in agreement) with the professional development and moderate satisfaction (25% strongly agree and 75% agree) with choosing Florida Memorial Program.

School of Business Graduate Alumni Satisfaction survey



Use of Results/Action Plan:

- 1. Use of results to improve program:** The survey results have to be used for recruiting of students to the MBA Program.
- 2. Rationale:** The alumni satisfaction helps the School of Business in its recruitment and fund raising.
- 3. Changes in assessment:** None.
- 4. Additional resources/budget required:** No.

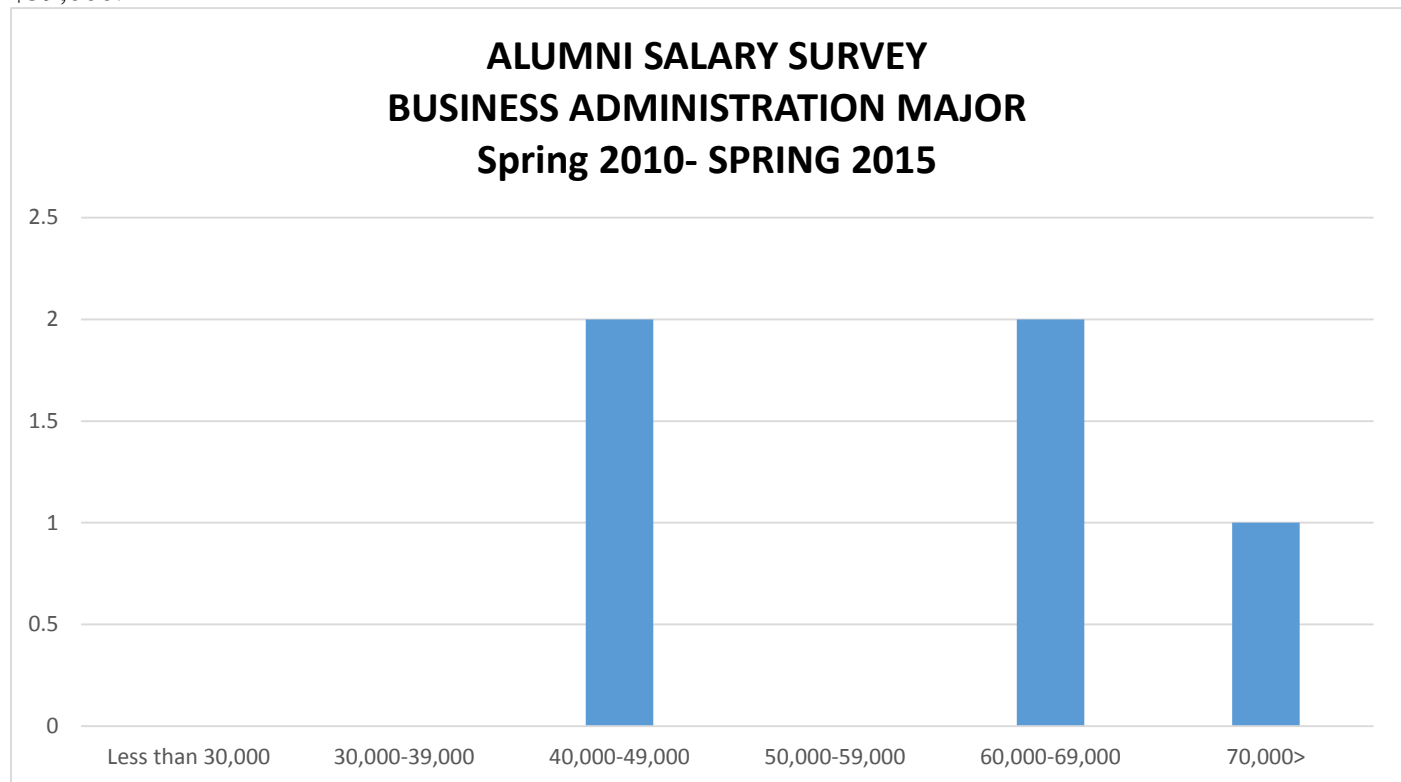
Students Satisfaction Assessment-graduate Salary, Master of Business Administration (MBA)

Means of Assessment: School of Business developed a survey to measure graduate (MBA) alumni salary range and average.

Criteria for Success: The Alumni salary survey results will be compatible with national average salary norm. Source: data for 2015 are found at http://www.payscale.com/research/us/degree=Master_of_Business_Administration (MBA)/salary

Course in which SLO is assessed: Survey.

Results: The average salary for Master of Business Administration (MBA) major alumni survey showed that the graduate's salary are close or greater to the national norm. The average salary of the MBA is around \$59,000.



Use of Results/Action Plan:

- 1. Use of results to improve program:** The survey results have to be used for recruiting of students to the Master of Business Administration (MBA) program.
- 2. Rationale:** The alumni satisfaction helps the School of Business in its recruitment and fund raising.
- 3. Changes in assessment:** None.
- 4. Additional resources/budget required:** No.