



# Florida Memorial Assessment For Fall 2016 Spring 2017

## 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.

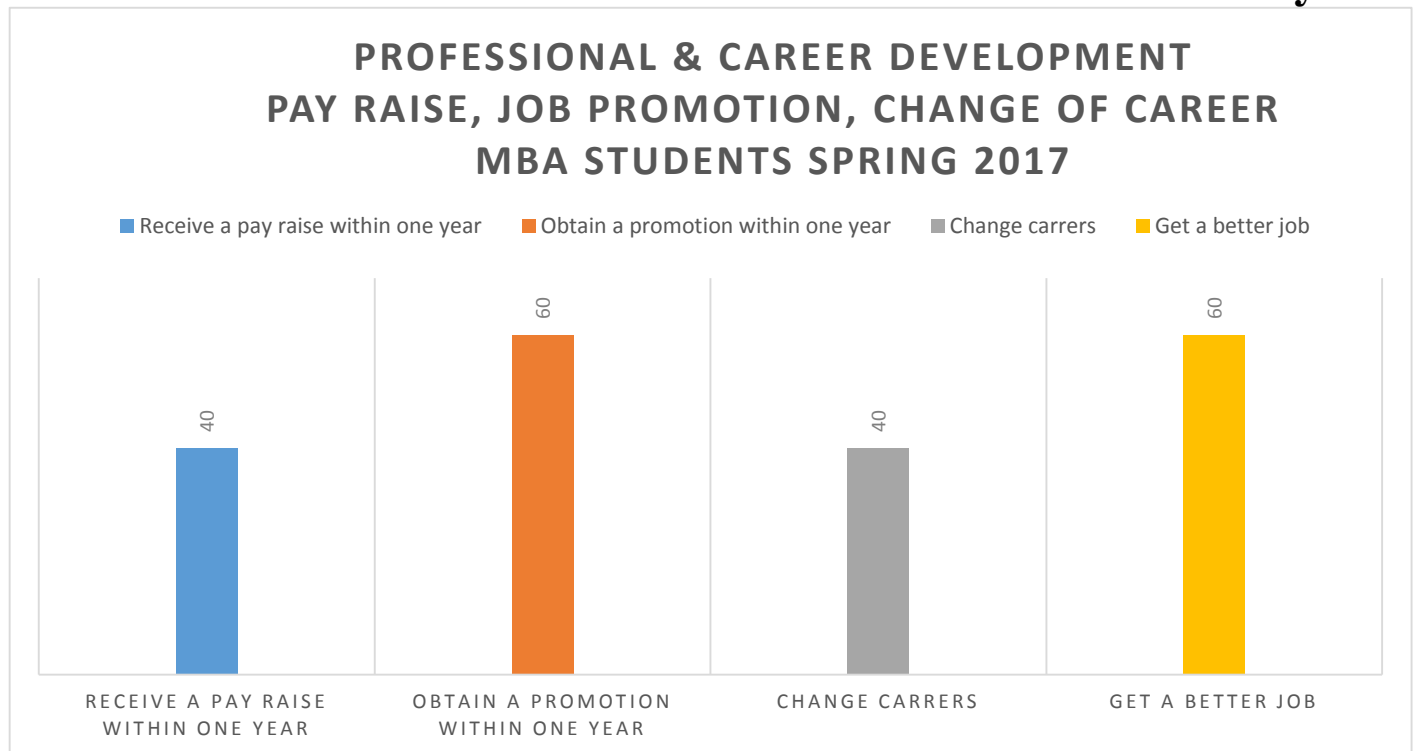
**Criteria for Success:** The Alumni Survey satisfaction results will be greater than 80%. Students were asked to choose one of the following:

Strongly Disagree   Neutral in Agreement   Agree   Strongly Agree

**Course in which SLO is assessed:** Survey developed by the School of Business.

**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 improved results of getting a better job.

### School of Business Graduate Alumni Satisfaction survey

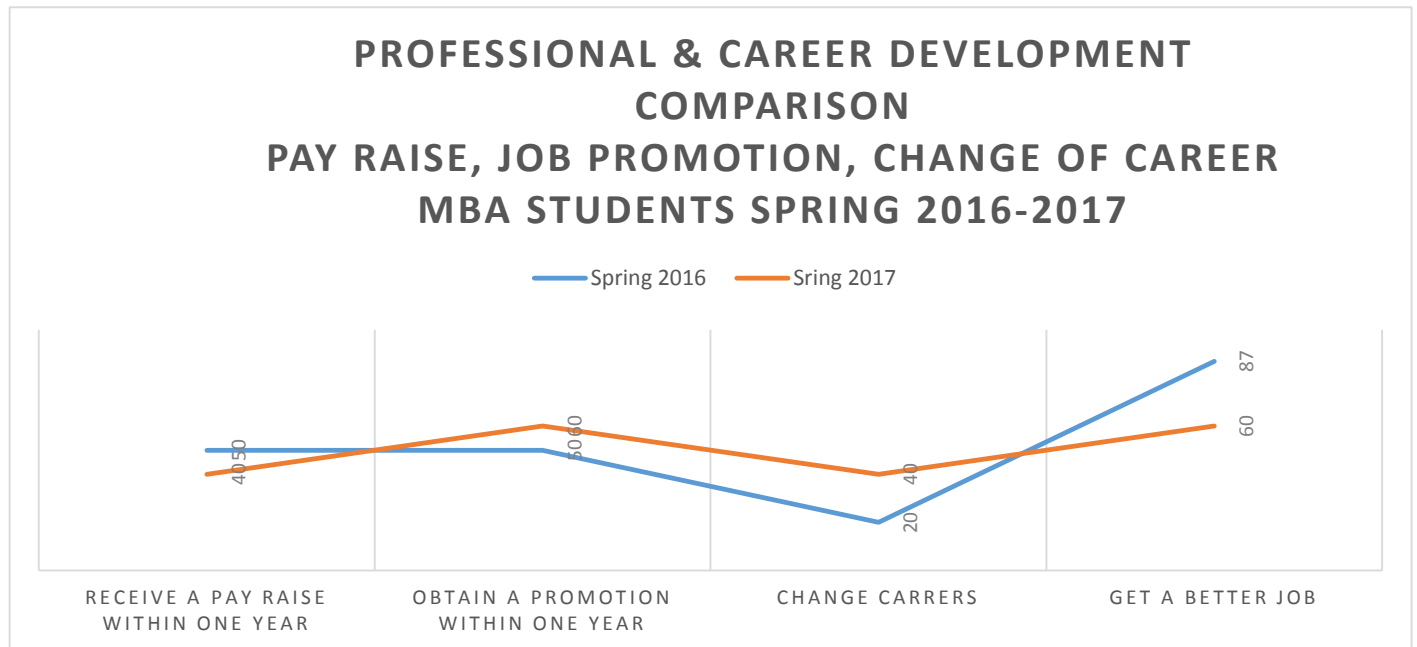
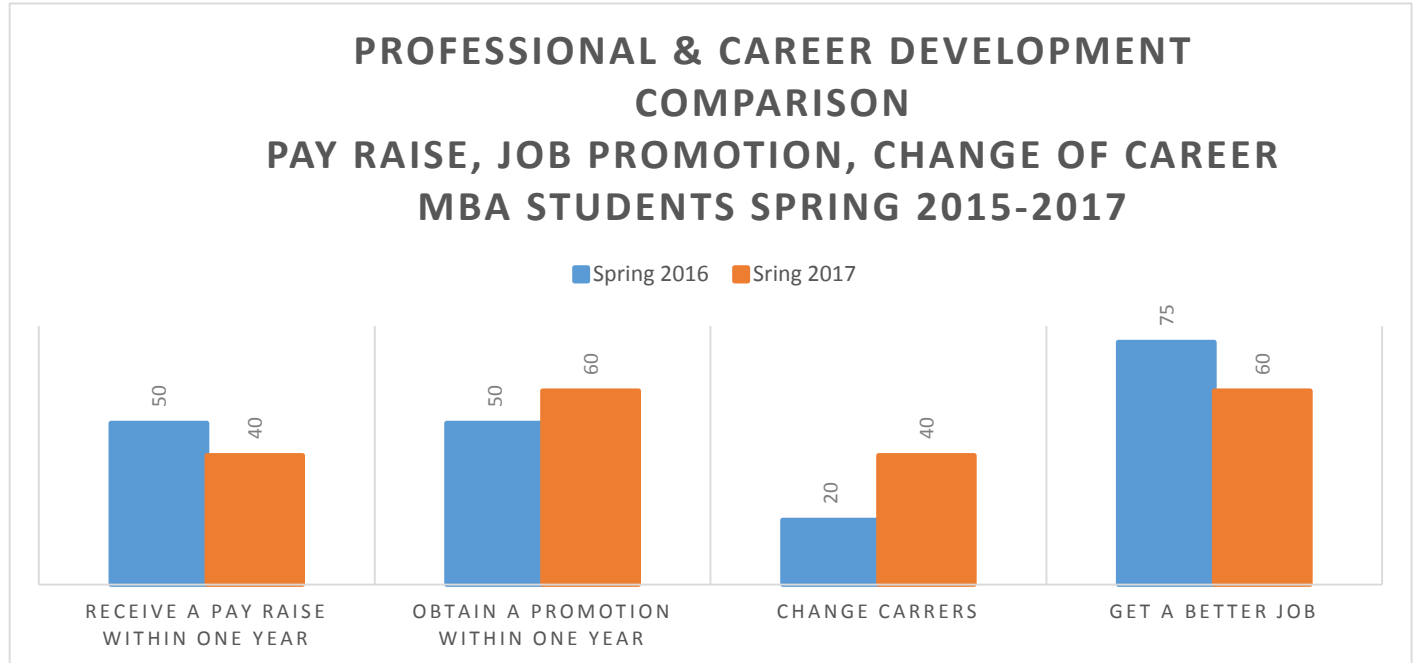


**Use of Results/Action Plan:**

- 1. Use of results to improve program:** The School needs to develop strategies to improve the alumni professional and career development. This may include invitation of MBA students to the School of Business job fairs.
- 2. Rationale:** The alumni satisfaction helps the School of Business in its recruitment, retention, maintenance of its accreditation with the Accreditation Council of Business School od Programs (ACBSP), and fund raising.
- 3. Changes in assessment:** None.
- 4. Additional resources/budget required:** No.

## Two Cycles Comparison

### School of Business Graduate Alumni Satisfaction survey



**Comparison of the Results:** The comparison results indicate that MBA alumni were more successful to obtain a promotion within a year and change career in spring 2017 than spring 2016. Overall results show that getting an MBA will improve the MBA alumni's professional progress and career opportunities.

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

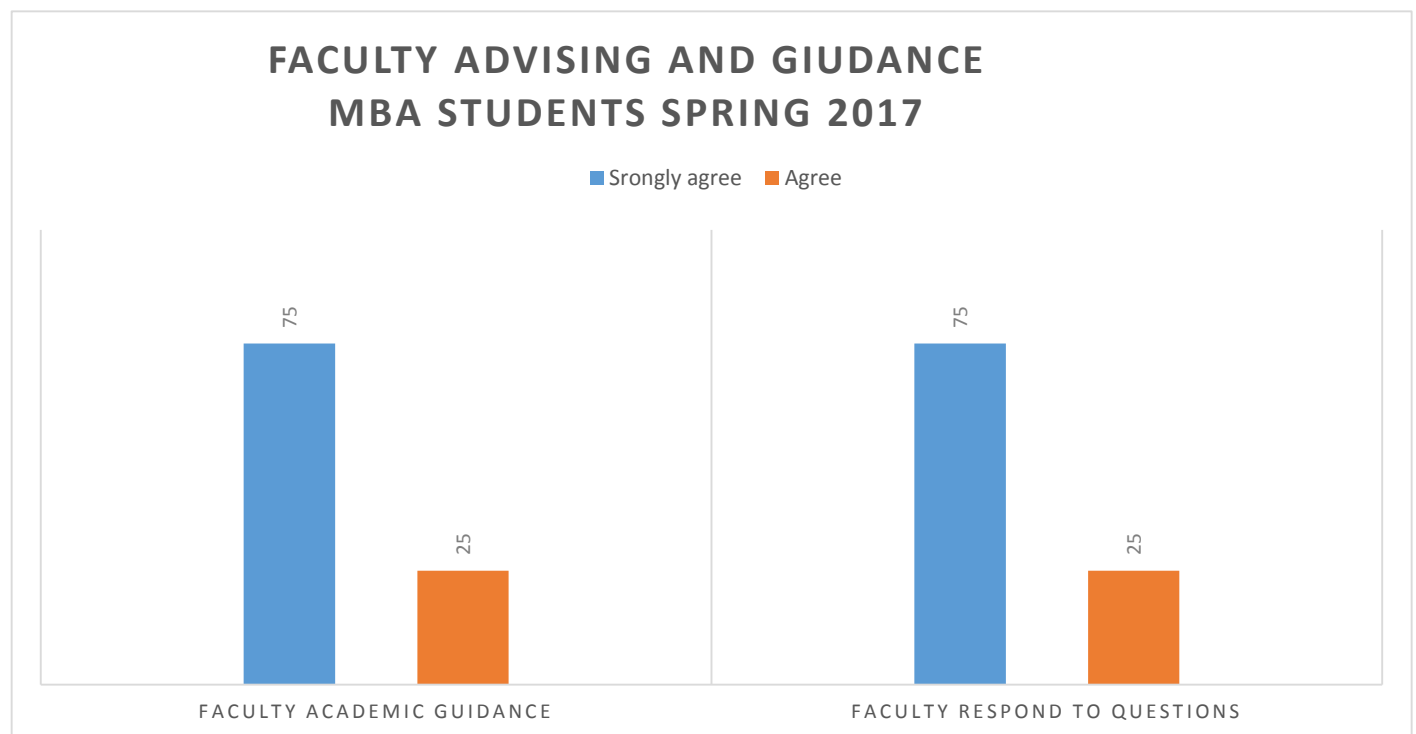
**Means of Assessment:** School of Business developed a survey to measure MBA alumni satisfaction with faculty advisement and response to questions. Students were asked to choose one of the following: Strongly Disagree Neutral in Agreement Agree Strongly Agree

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

**Course in which SLO is assessed:** Survey developed by the School of Business.

**Results:** The MBA alumni showed strong satisfaction (75% strongly agree and 25% agree) with their faculty advisement and response to questions.

## School of Business Graduate Alumni Satisfaction survey

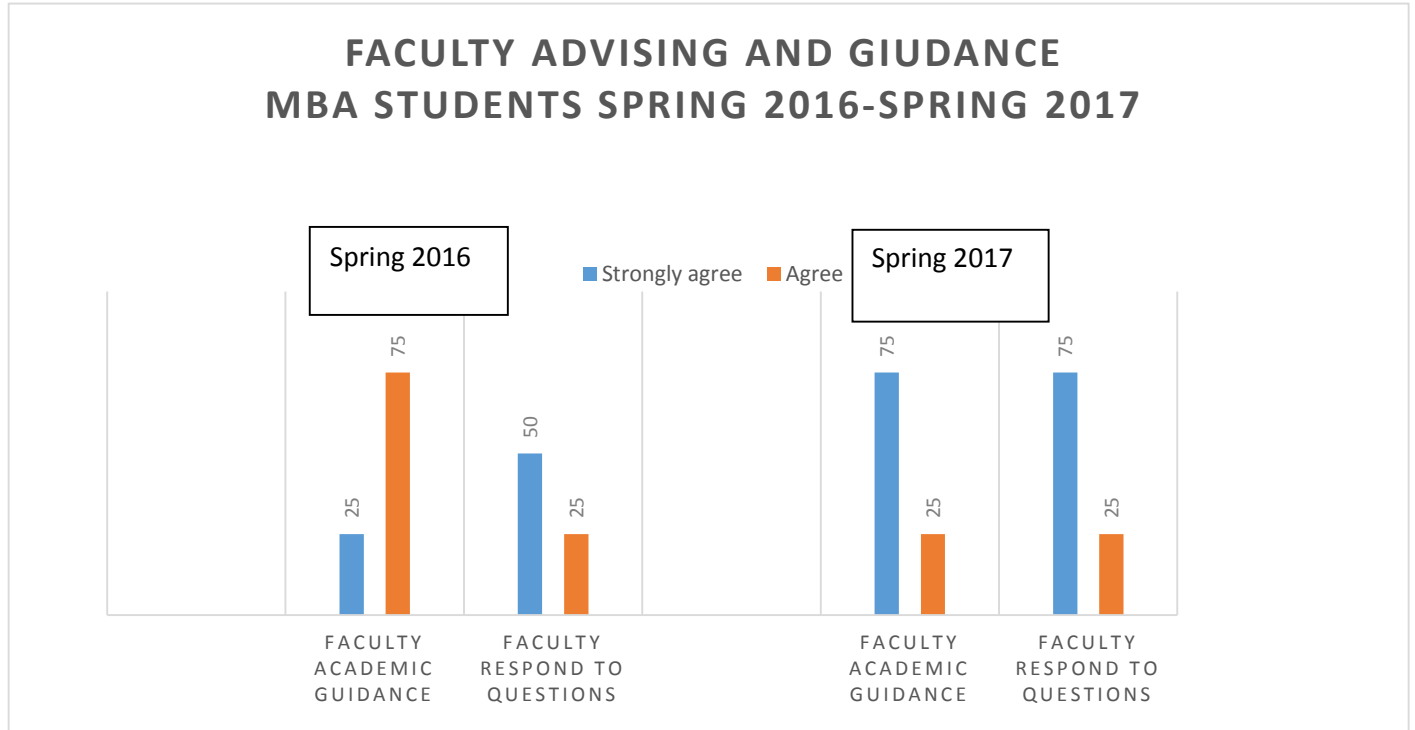


### Use of Results/Action Plan:

- 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, retention, maintenance of its accreditation with the Accreditation Council of Business School Programs (ACBSP), and fund raising.
- 3. Changes in assessment:** None.
- 4. Additional resources/budget required:** No.

## Two Cycles Comparison

# School of Business Graduate Alumni Satisfaction survey



**Comparison of the Results:** The survey comparison results indicate the MBA alumni were generally satisfied with the faculty advising and responses to their inquiries in spring 2016 and spring 2017. The satisfaction, however, were stronger in spring 2017.

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

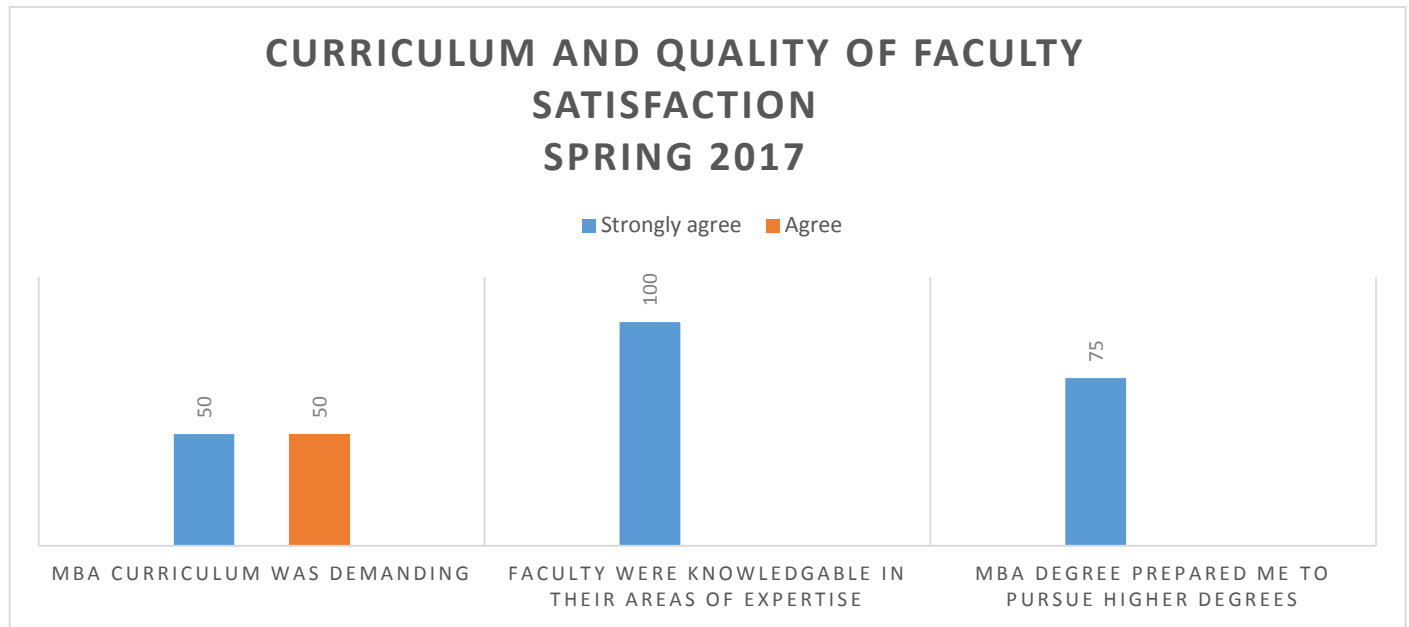
**Means of Assessment:** School of Business developed a survey to measure MBA alumni satisfaction with curriculum and faculty qualifications. Students were asked to choose one of the following: Strongly Disagree Neutral in Agreement Agree Strongly Agree

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

**Course in which SLO is assessed:** Survey developed by the School of Business.

**Results:** The MBA alumni showed satisfaction (50% strongly agree and 50% agree) with the demanding curriculum, high satisfaction with faculty qualifications (100% strongly), and adequate satisfaction with their preparedness to pursue higher academic degrees after receiving MBA degree (57% strongly agree and 25% agree).

**School of Business Graduate Alumni Satisfaction survey**

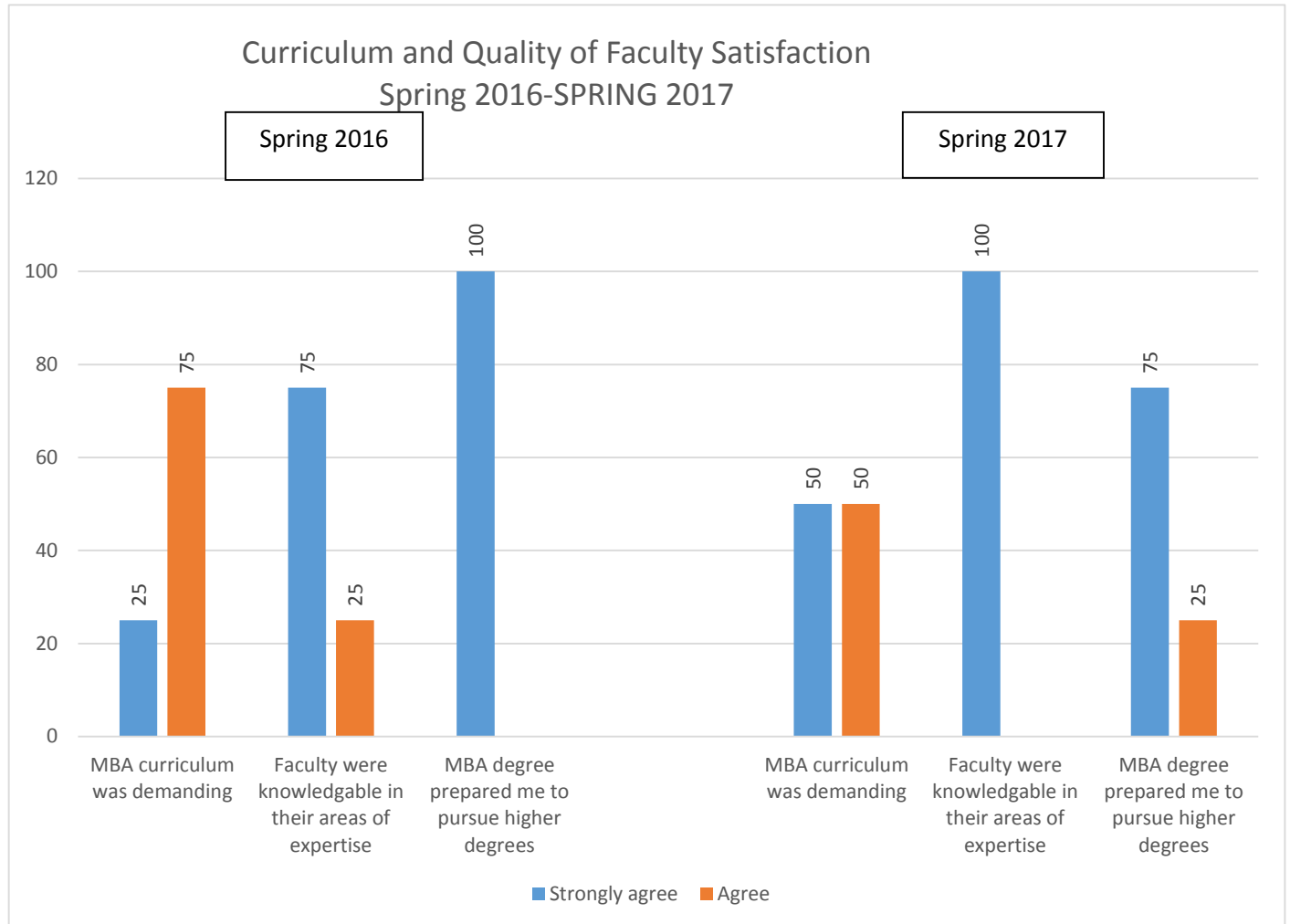


**Use of Results/Action Plan:**

- 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, retention, maintenance of its accreditation with the Accreditation Council of Business School od Programs (ACBSP), and fund raising.
- 3. Changes in assessment:** None.
- 4. Additional resources/budget required:** No.

## Two Cycles Comparison

### School of Business Graduate Alumni Satisfaction survey



**Comparison of the Results:** The survey comparison results indicate the MBA alumni were generally satisfied with the faculty advising and responses to their inquiries in spring 2016 and spring 2017. The satisfaction, however, were stronger in Spring 2017.

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

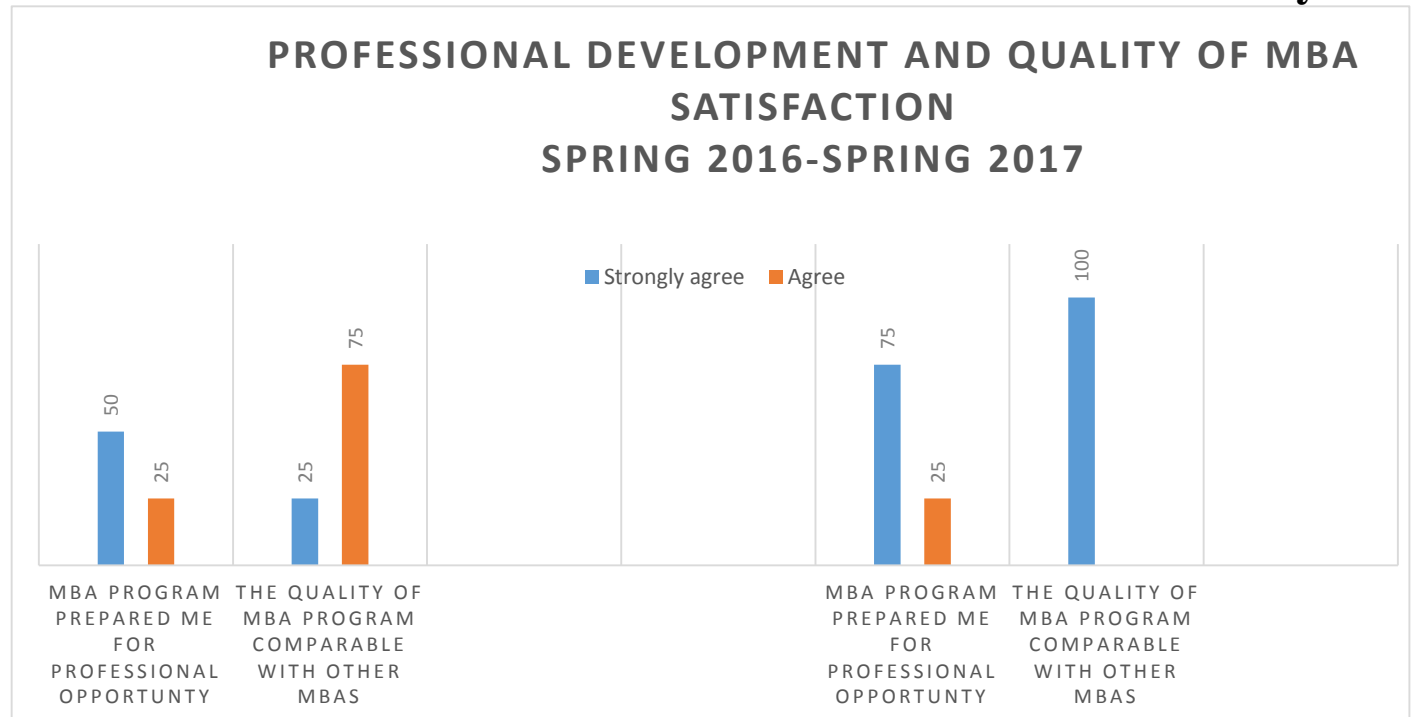
**Means of Assessment:** School of Business developed a survey to measure overall MBA alumni’s satisfaction with the career and academic development as compare to other MBAs. To choose one of the flowing: Strongly Disagree Neutral in Agreement Agree Strongly Agree

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

**Course in which SLO is assessed:** Survey developed by the School of Business.

**Results:** The MBA alumni survey showed adequate students satisfaction (50% strongly agree and 25% agree) with the professional development and strong satisfaction (25% strongly agree and 75% agree) with choosing Florida Memorial Program.

**School of Business Graduate Alumni Satisfaction survey**



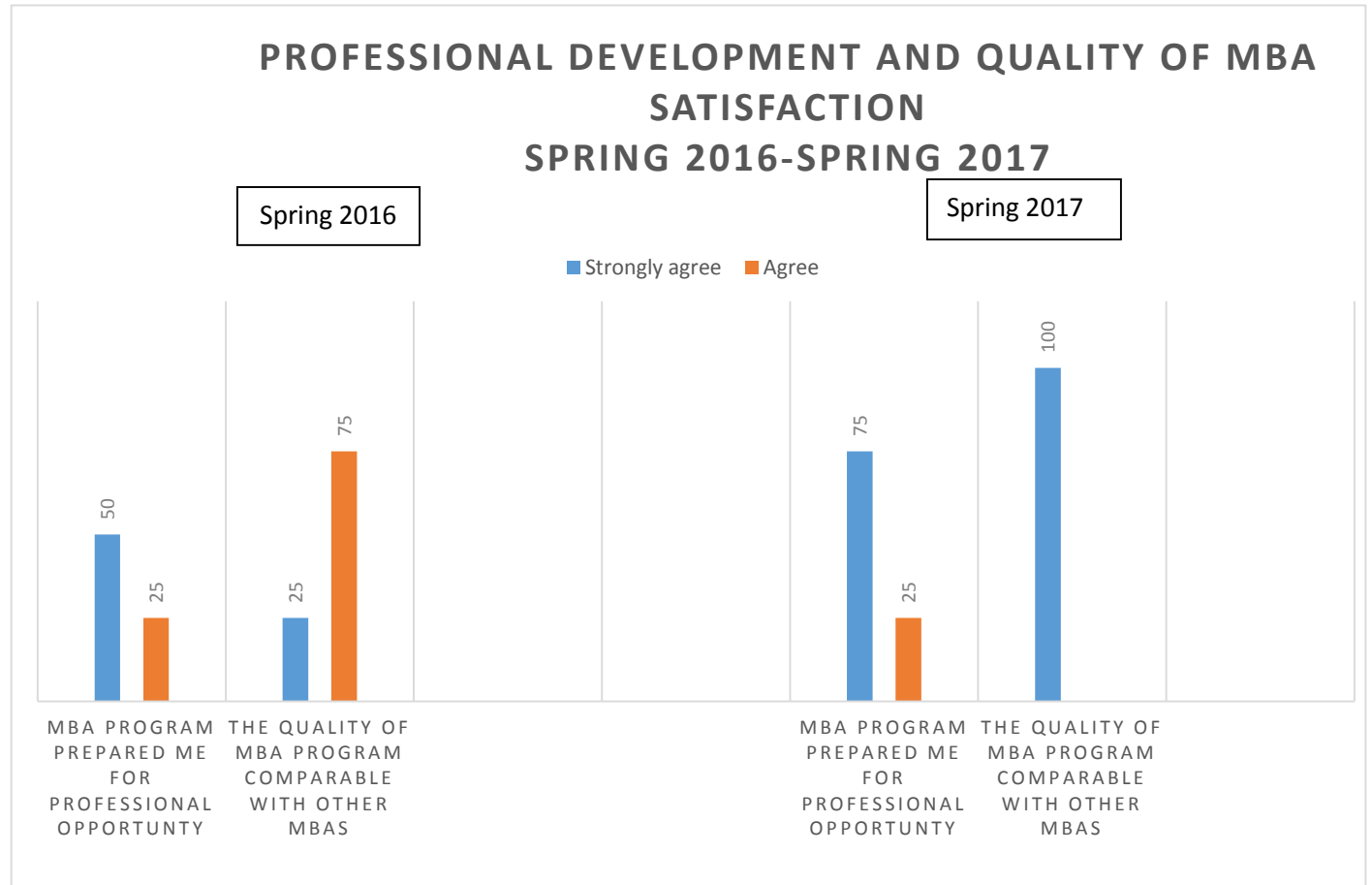
**Use of Results/Action Plan:**

- 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, retention, maintenance of its accreditation with the Accreditation Council of Business School od Programs (ACBSP), and fund raising.
- 3. Changes in assessment:** None.
- 4. Additional resources/budget required:** No.



## Two Cycles Comparison

### School of Business Graduate (MBA) Alumni Satisfaction survey



**Comparison of the Results:** The survey comparison results indicate the MBA alumni were generally satisfied with the MBA program preparing them for professional opportunity and growth. The alumni were also satisfied with the quality of the MBA program at Florida Memorial University's School of Business. The satisfactions were stronger in spring 2017.

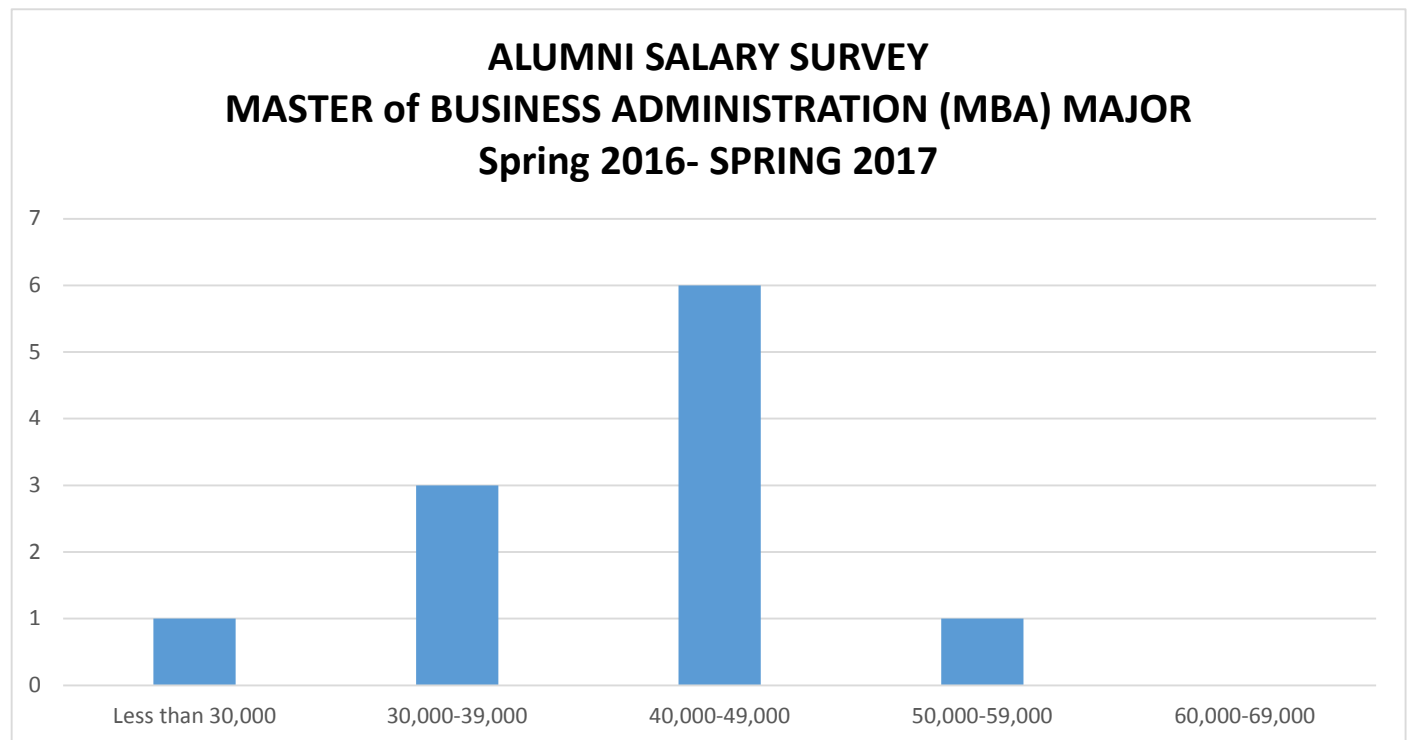
## Students Satisfaction Assessment-graduate Salary, Master of Business Administration (MBA)

**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](http://www.payscale.com/research/us/degree=Master_of_Business_Administration) (MBA)/salary

**Course in which SLO is assessed:** Survey developed by the School of Business.

**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 \$47,000.



### 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.





