

EBI (Educational Benchmarking) Survey Results

Introduction

Each semester students in MGMT 4750 complete the EBI student satisfaction survey. The survey covers student satisfaction in 16 areas (factor questions) as well as satisfaction with courses in the disciplines (non-factor questions).

Our School has been using the EBI since 2002. We get our scores as well as rankings within a group of six peer institutions (Coastal Carolina University, Towson University, Sam Houston University, University of Houston-Downtown, University of Northern Colorado, Winston-Salem State University) and with all Business institutions that use the survey. (Originally intended for MBA programs, the EBI is now available for other programs.)

In 2003, our results were not good. We were 6th or 7th out of seven in many areas. Since then, we have improved to ranking 1st or 2nd out of seven in most areas. We have added full-time professional advisors to the staff, increased the availability of secretarial help, increased the number of faculty and the number of courses offered, and improved the curriculum. By chance, we were also able to add meeting and study space for our students (a recommendation from our AACSB accreditation committee). We have also increased the number of clubs and scholarships.

Unfortunately the number of areas we are ranked 1st or 2nd among our peer group or ranked in the top 10% of all schools has fallen over the past two years. It is difficult to compare the results, however, since some of the questions have changed. In addition, the raw scores vary little from year to year. A closer look at the numbers suggests that most of the dissatisfaction comes from Accounting majors.

Highlights from this year's results

1. Number and quality of courses in the major continues to be a concern. The largest proportion of respondents was Accounting students who gave the lowest scores.
2. Career service is also our major priority. The number of companies recruiting on campus and the quality of those companies is a concern.
3. Value gained from teamwork has shown improvement as has the quality of teaching in Business Law and Strategy.
4. Students were very pleased with our advisors, as usual. Students also believed that the program has enhanced their writing skills and their ability to use technology.

NOTE: Some of the information in this report is proprietary and cannot be shared.

EBI Satisfaction Survey Results: Factor Scores 2007
(in order by factor number)

Area	Select 6* Rank (out of 7)	2005 All Institutions Rank (out of 157)	2006 All Institutions Rank (out of 164)	2007 All Institutions Rank (out of 149)
1. Required Courses: Quality of Faculty and Instruction	1	7	6	18
2. Required Courses: Faculty Responsiveness, Grades, and Student Effort	2	14	14	24
3. Major Courses: Quality of Faculty and Instruction	4	36	20	81
4. Major Courses: Faculty Responsiveness, Grades, and Student Effort	3	33	27	79
5. Breadth of the Curriculum	2	14	14	39
6. Size of Enrollments for Required and Major Courses	3	47	44	75
7. Student Organizations and Extracurricular Activities	2	13	12	38
8. Facilities and Computing Resources	3	39	77	71
9. Characteristics of Fellow Classmates	3	63	48	69
10. Placement and Career Services	4	34	83	92
11. Advisor	1	24	6	11
12. Learning Outcomes: Effective Communication and Team Work	1	15	10	14
13. Learning Outcomes: Use and Manage Technology	1	6	6	5
14. Learning Outcomes: Effective Management and Leadership Skills	2	6	17	33
15. Learning Outcomes: Critical Thinking and Problem Solving	2	24	21	29
16. Overall Program Effectiveness	3	29	12	32
Non-Factor Questions	See highlights below			

EBI Satisfaction Survey Results: Highlights from Non-Factor Questions
(sorted by All Institutions Rank)

Area	Select 6 Rank (out of 7)	All Institutions Rank (out of 149)
Q25. Satisfaction with quality of teaching in required subject matter: International Business	1	6
Q28. Satisfaction with quality of teaching in required subject matter: Operations	1	9
Q21. Satisfaction with quality of teaching in required subject matter: Economics / Business Economics	1	13
Q23. Satisfaction with quality of teaching in required subject matter: Human Resources Management	1	14
Q26. Satisfaction with quality of teaching in required subject matter: Management / Organizational Behavior	1	15
Q75. Course Comparisons: How academically challenging were Business courses in comparison to Non-Business courses on this campus	3	15
Q27. Satisfaction with quality of teaching in required subject matter: Marketing	1	20
Q29. Satisfaction with quality of teaching in required subject matter: Statistics	2	21
Q24. Satisfaction with quality of teaching in required subject matter: Information Systems	1	32

EBI Satisfaction Survey Results: Comparison of Strengths from 2003 to 2007

Area	2003	2005	2006	2007
Number of areas ranked 1 in Select 6 (out of 79 questions)	4	36	24	25
Number of areas ranked 2 in Select 6 (out of 79 questions)	3	20	28	18
Number of areas ranked in top 10% for all institutions	N/A	22	27	14

Other Highlights:
(sorted by All Institutions Rank)

Area	Select 6 Rank (out of 7)	All Institutions Rank (out of 149)
Q65. To what extent did the Business program enhance your: Writing Skills	1	4
Q67. To what extent did the Business program enhance your: Ability to use technology	1	5
Q68. To what extent did the Business program enhance your: Ability to manage technology	1	8
Q50. Satisfaction with: Advisor's helpfulness of recommendation	1	10
Q49. Satisfaction with: Advisor's knowledge of requirements	1	10
Q50. Satisfaction with: Advisor's interest in students' progress	1	12
Q48. Satisfaction with: Advisor's availability	1	15
Q30. Satisfaction with: Grades in Required Courses accurately reflecting student performance	1	15

EBI Satisfaction Survey Results: Areas of Concern in 2007 (sorted by question number)

Area	Select 6 Rank (Out of 7)	2006 Rank (Out of 7)
Q15: Instruction and Faculty: Quality of Teaching in your major courses	4	1
Q17: Instruction and Faculty: Quality of Feedback (other than grades) in major courses	4	1
Q33: Satisfaction with: Major course instructor's responsiveness to student concerns	4	2
Q43: Satisfaction with: Availability of Courses within the major	6	3
Q45: Satisfaction with: Average size of major courses	5	2
Q53: Satisfaction with: Quality of Business Classrooms	4	4
Q62: Satisfaction with: Number of Companies Recruiting on Campus	5	5
Q63: Satisfaction with: Quality of Companies Recruiting on Campus	5	6
Q76: Course Comparisons: How did the quality of teaching in your Business courses compare to the quality of teaching in Non-Business courses on this campus	4	2

EBI Satisfaction Survey Results: Areas of Concern in 2003

Area	2003 Rank (Out of 7)	2005 Rank (Out of 7)	2006 Rank (Out of 7)	2007 Rank (Out of 7)
Satisfaction with quality of teaching required subject matter: Accounting	7	3	3	3
Satisfaction with: Business curriculum instructors presenting technology issues	7	2	2	3
Satisfaction with: Advisor's availability	7	1	1	1
Satisfaction with: Advisor's knowledge of requirements	7	1	1	1
Satisfaction with: Advisor's helpfulness of recommendation	7	1	1	1
Satisfaction with: Advisor's interest in students' progress	7	1	1	1
Administration and Support Services – Satisfaction with: Availability of courses in students' major	7	3	3	6
Administration and Support Services – Satisfaction with: Availability of Business School's computers.	7	5	5	4
Career Services – in Satisfaction with: Access to school's alumni to cultivate career opportunities	7	1	3	2
Learning Outcomes – To what extent did the Business program enhance your: Presentation skills	7	1	1	1
Learning Outcomes – To what extent did the Business program enhance your: Ability to use technology	7	1	1	1
Overall Value: Comparing the expense to the quality of education, rate the value of the investment made in the Undergraduate Business degree	7	2	2	3

EBI Satisfaction Survey Results: Areas of Concern in 2003 (continued)

Area	2003 Rank (Out of 7)	2005 Rank (Out of 7)	2006 Rank (Out of 7)	2007 Rank (Out of 7)
Satisfaction with quality of teaching in required subject matter: Business Policy/Strategy	6	2	5	3
Satisfaction with: Student organization activities in the Business program	6	1	2	2
Satisfaction with: Leadership opportunities in Business program's extracurricular activities	6	2	2	2
Administration and Support Services – Satisfaction with: Quality of Business classrooms	6	2	4	4
Career Services-Satisfaction with: Assistance in preparation for permanent job search	6	1	3	3
Learning Outcomes – To what extent did the Business program enhance your: Ability to be an effective leader	6	1	1	2
Learning Outcomes – To what extent did the Business program enhance your: Ability to think critically	6	2	2	3
Learning Outcomes – To what extent did the Business program enhance your: Ability to define problems	6	2	2	2
Learning Outcomes – To what extent did the Business program enhance your: Ability to solve problems	6	2	2	3
Learning Outcomes – To what extent did the Business program enhance your: Ability to analyze and interpret data	6	1	2	2
Course Comparisons: How academically challenging were Business courses in comparison to Non-Business courses on this campus	6	3	3	3
Course Comparisons: How did the quality of teaching in your Business courses compare to the quality of teaching in Non-Business courses on this campus	6	3	3	4