

ITU

Student Satisfaction Analytics

(Summer 17 - Summer 18)



1.0 Introduction

ITU Master of Business Administration Program offers the following concentrations: Business Administration (MBA), Business Analytics (MBA BUA), Enterprise Resource Planning (MBA ERP), Financial Analysis and Risk Management (MBA FARM), Healthcare Management (MBA HCM), Management Information Systems (MBA MIS), and Project Management (MBA PM). The Western Association for Schools and Colleges (WASC) and more recently, the Accrediting Council for Business Schools and Programs (ACBSP) accredits all programs (MBA and DBA) within the Department of Business Administration.

As part of ongoing quality assurance and accreditation requirements of our business programs, ITU is allied with Peregrine Academic Services (PAS) since Spring 2016. PAS, an external assessment body administers inbound and outbound exams to our business students to identify the level of knowledge in ten different areas. These areas are listed below alongside the sub topics that make up each area. The results of this external assessment are contained within a separate report.

In addition to the inbound and outbound exams, PAS also administers a Graduate Exit Survey to all Business students (from all concentrations). This report is the first of its kind to be introduced by the Business Department. It tracks the student experience through their degree program and their plans after graduating from their MBA degree at ITU.

2.0 Results at a Glance

The results of this report may be summarized as follows:

- The Business Programs have a higher proportion of female students as compared to male students. These students are predominantly between 26 and 35 years old.
- Overall, students who pursue an MBA degree at ITU are satisfied with their degree experience
- Students also displayed satisfaction with the choice of courses, course activities (curricular and extra curricular), and with the faculty teaching various courses.
- Some students wish to pursue additional Masters programs/courses in Business upon graduation
- A small but significant proportion of graduating students display an interest in pursuing a Doctoral program in Business. This data is being mined further to invite these students to consider the newly restructured Doctor of Business Administration (DBA) program at ITU.
- A large proportion of respondents found employers through ITU's internship program that they would like to continue working with in the future. However, a small percentage of students expressed the desire to work in fields that are not related to business.

3.0 Methodology and Structure of Report

The Graduate Exit Survey is administered to all business students who are enrolled in the Capstone courses (thesis and capstone project). This survey is provided as part of the Peregrine Outbound Exam and is administered before the outbound exam. This survey was started in Summer 2017.

As indicated, the instrument used to collect this data was a survey. This survey was developed by PAS with input from the Chair of ITU's Department of Business Administration. In the first part of the survey, graduating students were asked to provide some information about them. These questions aimed at collecting demographic information (e.g. gender, age, etc). Next, students were asked about their entry into ITU (i.e. if they came to ITU with transfer credits from other similarly accredited institutions). They were also asked about their plans for further study and their career intentions after graduation. Lastly, they were asked to provide narrative feedback on what they enjoyed most about their academic experience, and what they did not like about their academic experience.

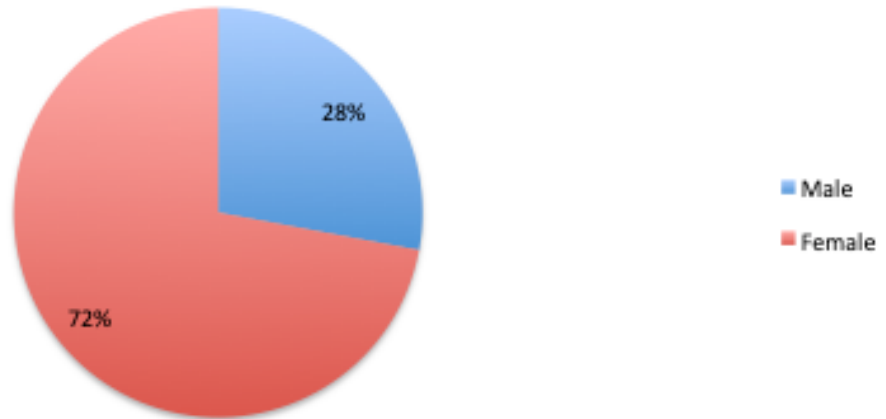
For the questions with a narrative component, each response was analyzed and provided with a "code". These codes encompassed areas of student experience such as "Campus events", "faculty approachability", "flexible class schedules", etc. These codes were developed to provide consistency across several similar student responses.

This report is structured in the following manner:

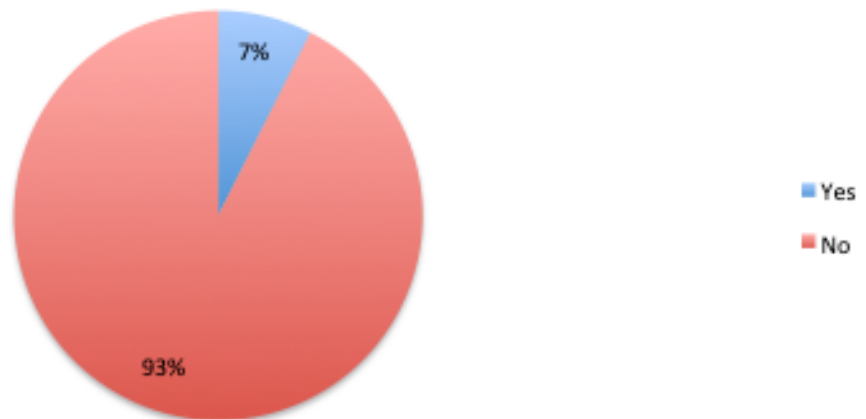
- Demographic Data to understand the business student profile
- Results from the exit survey (survey responses were requested on a Likert scale)
- Qualitative Responses

4.0 Respondent Demographic Profile

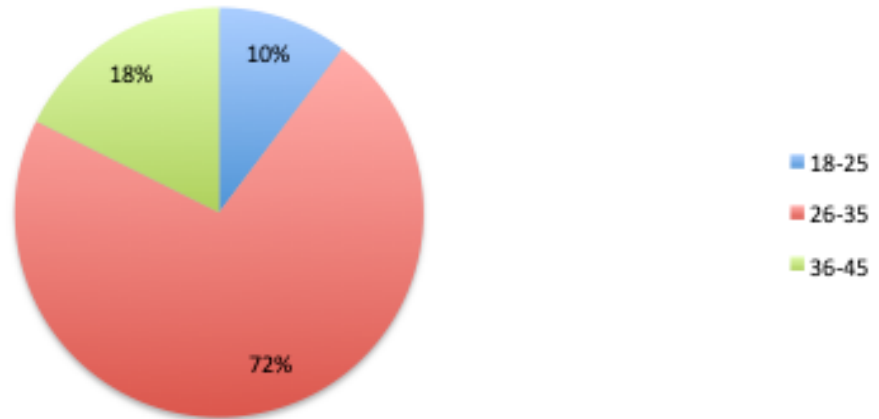
ITU BUSINESS DEPARTMENT GRADUATE SURVEY DEMOGRAPHIC DATA: GENDER



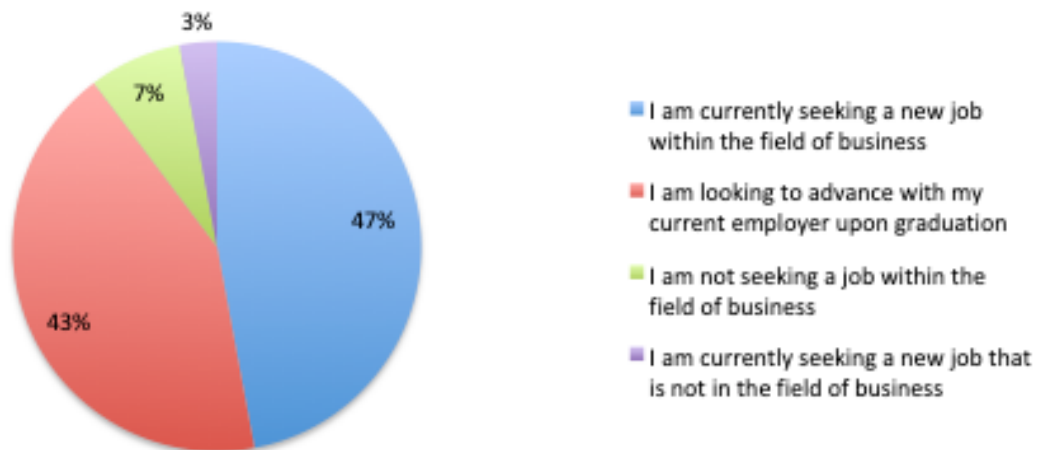
ITU BUSINESS DEPARTMENT GRADUATE SURVEY DEMOGRAPHIC DATA: TRANSFER CREDITS



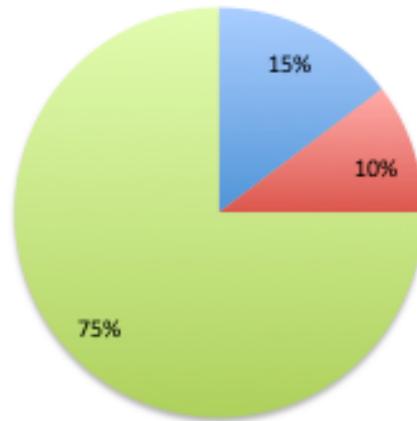
ITU BUSINESS DEPARTMENT GRADUATE SURVEY DEMOGRAPHIC DATA: AGE GROUP



ITU BUSINESS DEPARTMENT GRADUATE SURVEY POST GRADUATION INTENTIONS



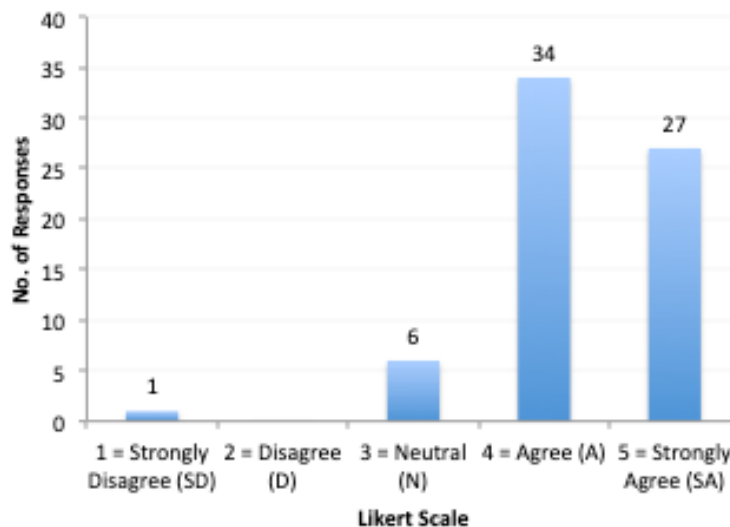
ITU BUSINESS DEPARTMENT GRADUATE SURVEY FUTURE EDUCATION PLANS



- I am looking to complete a masters program after I graduate from my current program
- I am looking to complete a doctoral program after I graduate from my current program
- I am not looking to go any further in higher education after I graduate from my current program

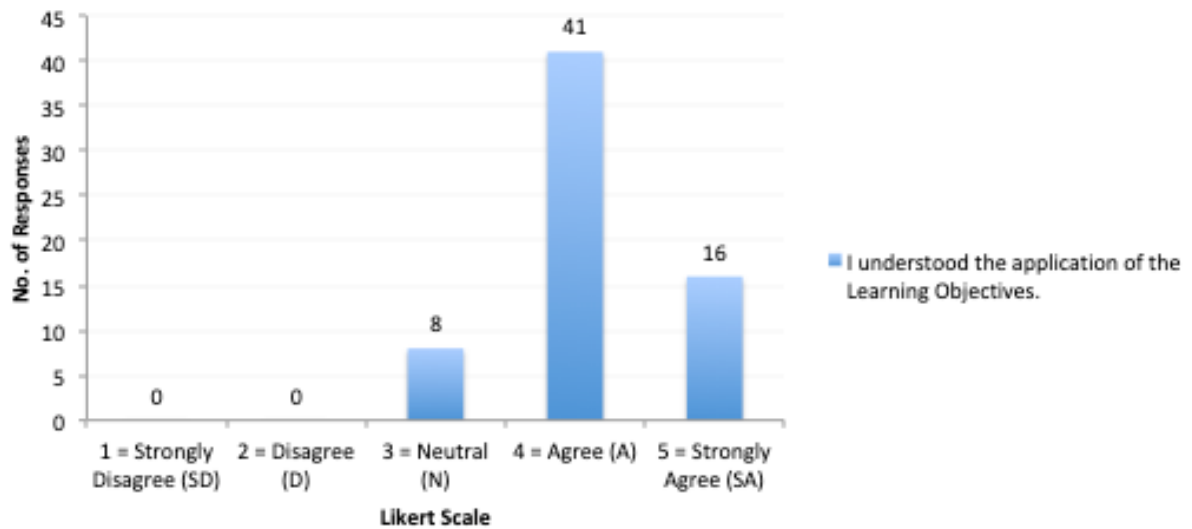
5.0 Survey Responses – Quantitative Results

ITU BUSINESS DEPARTMENT STUDENT SATISFACTION - LEARNING OBJECTIVES

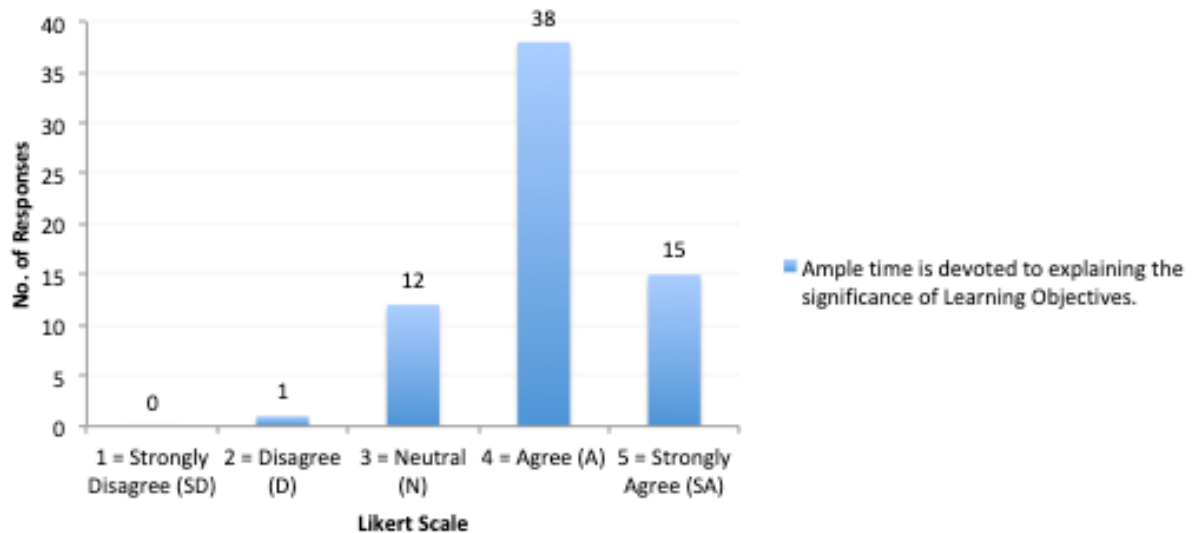


- I understood the Learning Objectives of all of my courses.

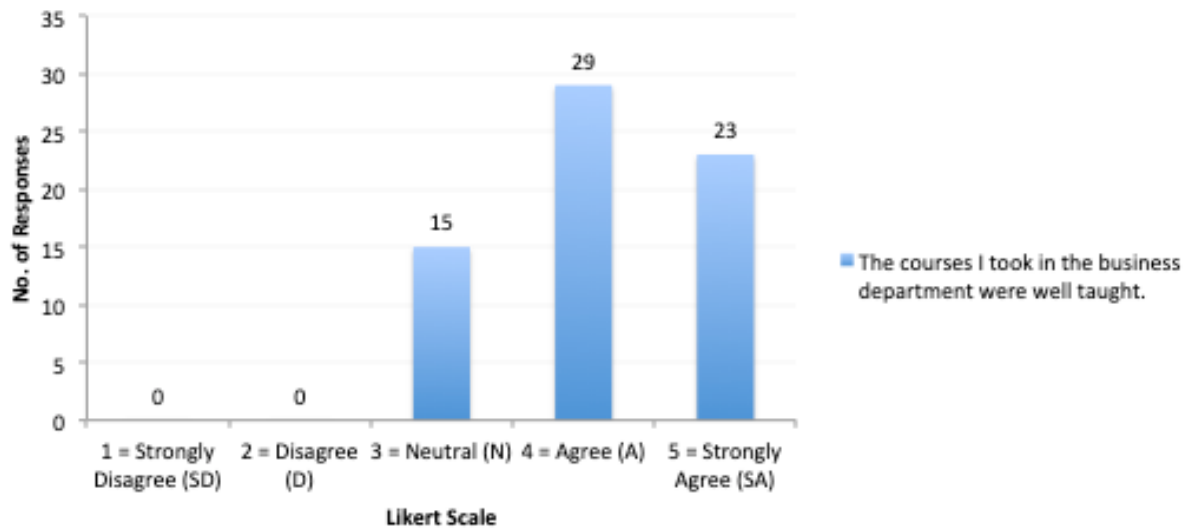
ITU BUSINESS DEPARTMENT STUDENT SATISFACTION - LEARNING OBJECTIVES



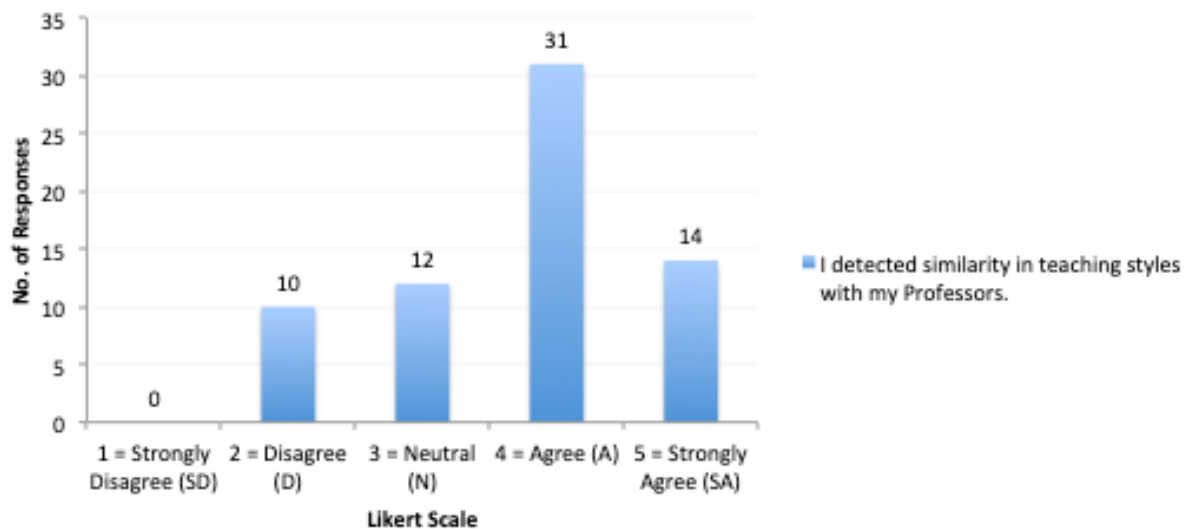
ITU BUSINESS DEPARTMENT STUDENT SATISFACTION - LEARNING OBJECTIVES



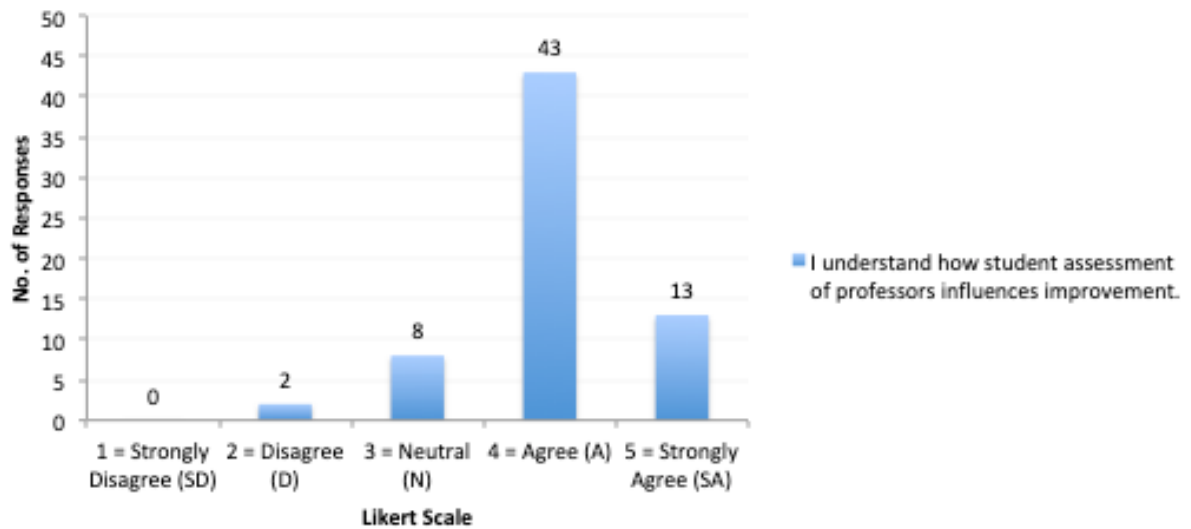
ITU BUSINESS DEPARTMENT STUDENT SATISFACTION - TEACHING



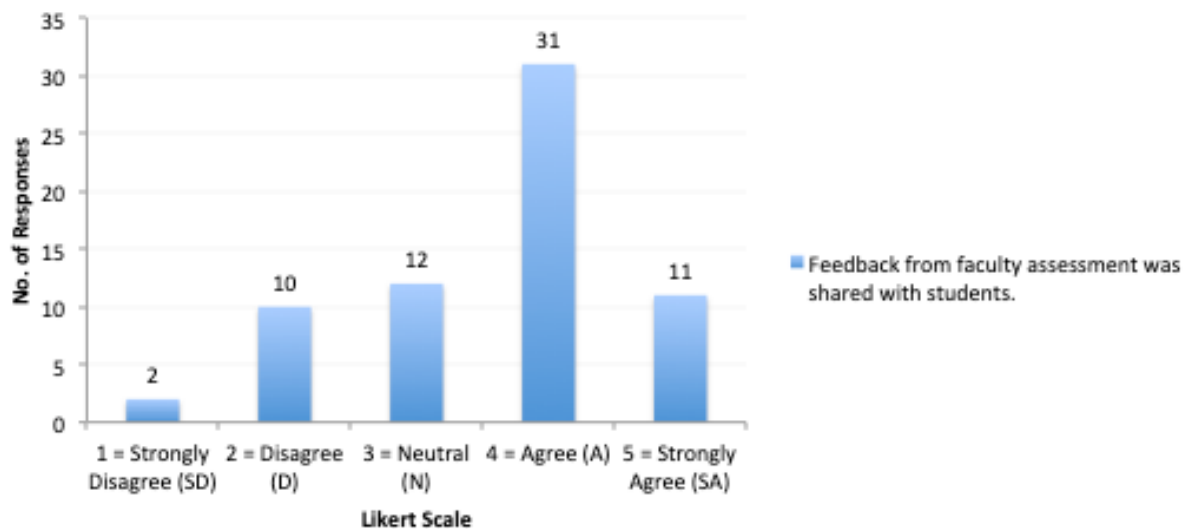
ITU BUSINESS DEPARTMENT STUDENT SATISFACTION - TEACHING



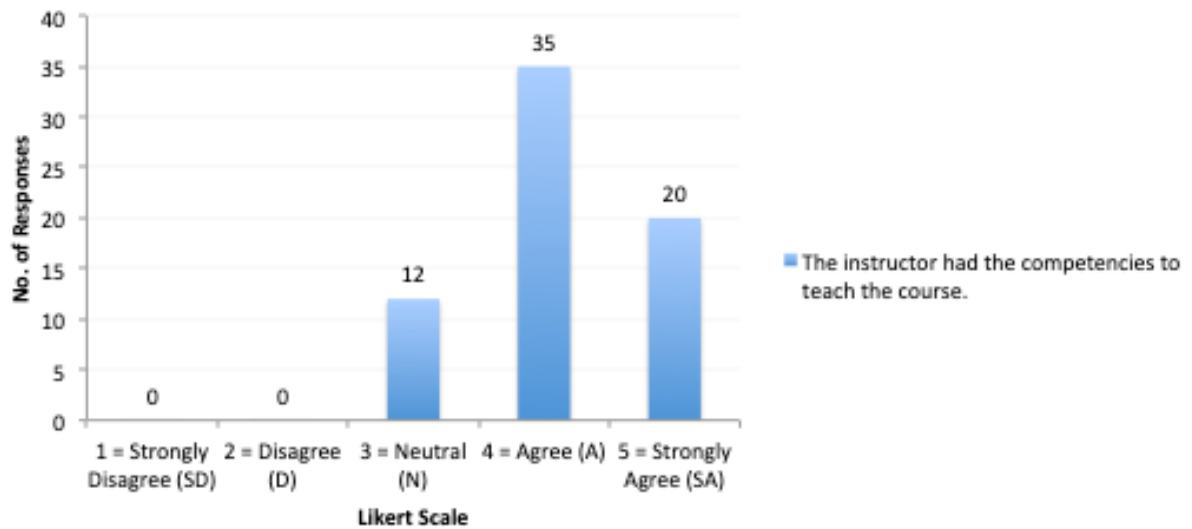
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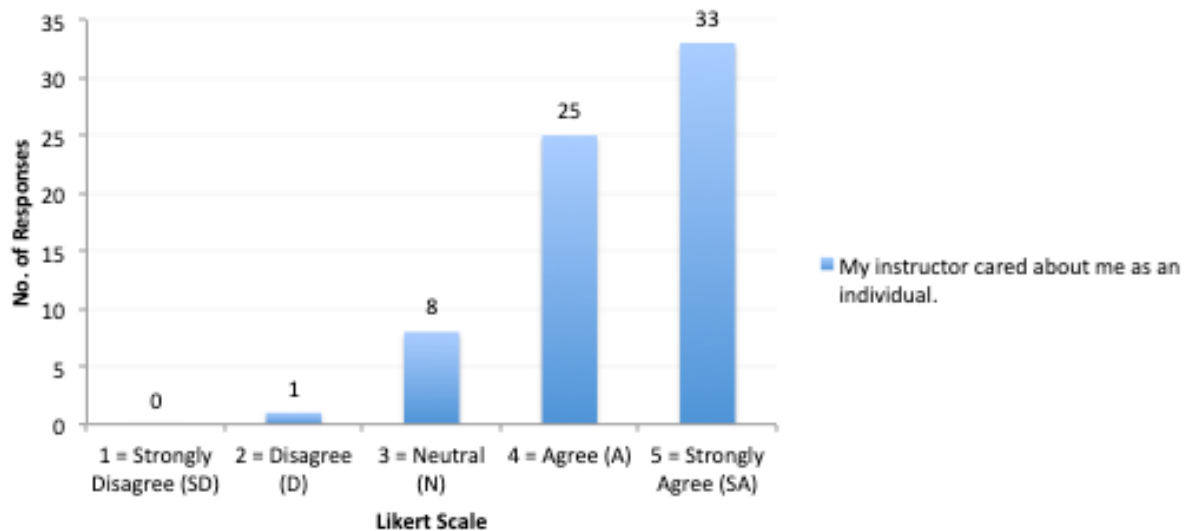
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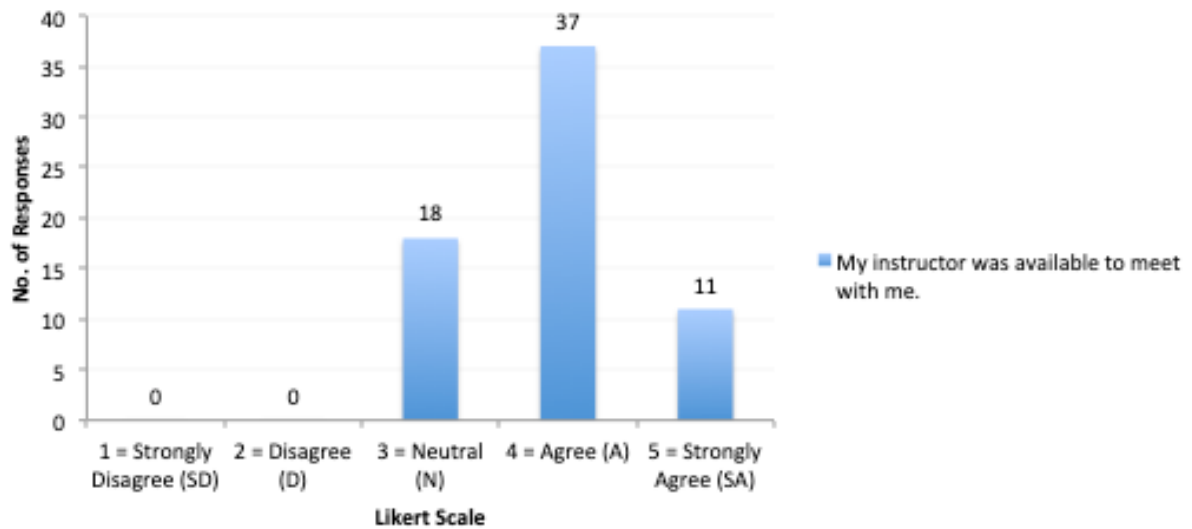
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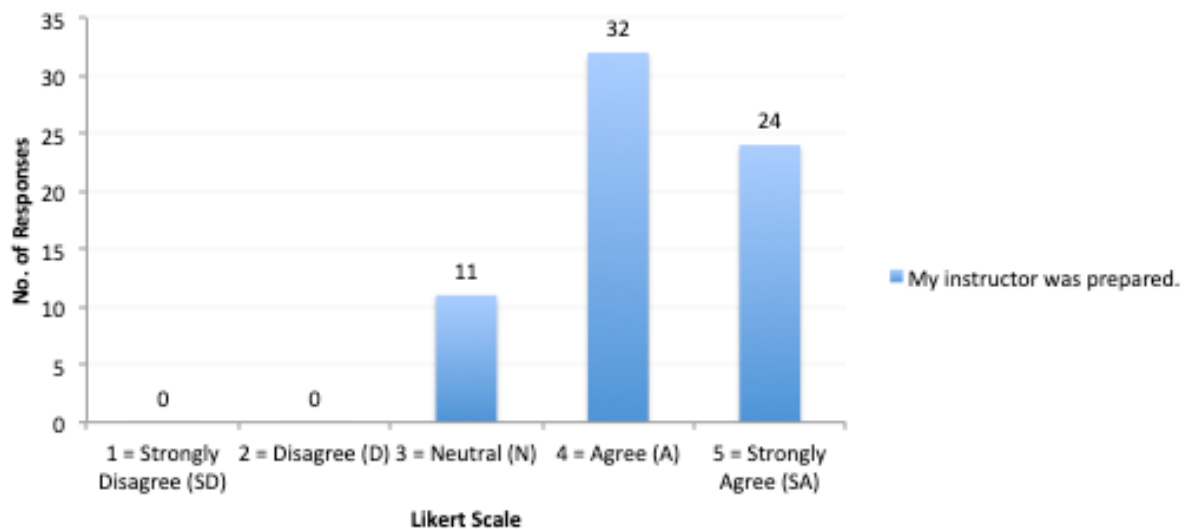
ITU BUSINESS DEPARTMENT STUDENT SATISFACTION - FACULTY



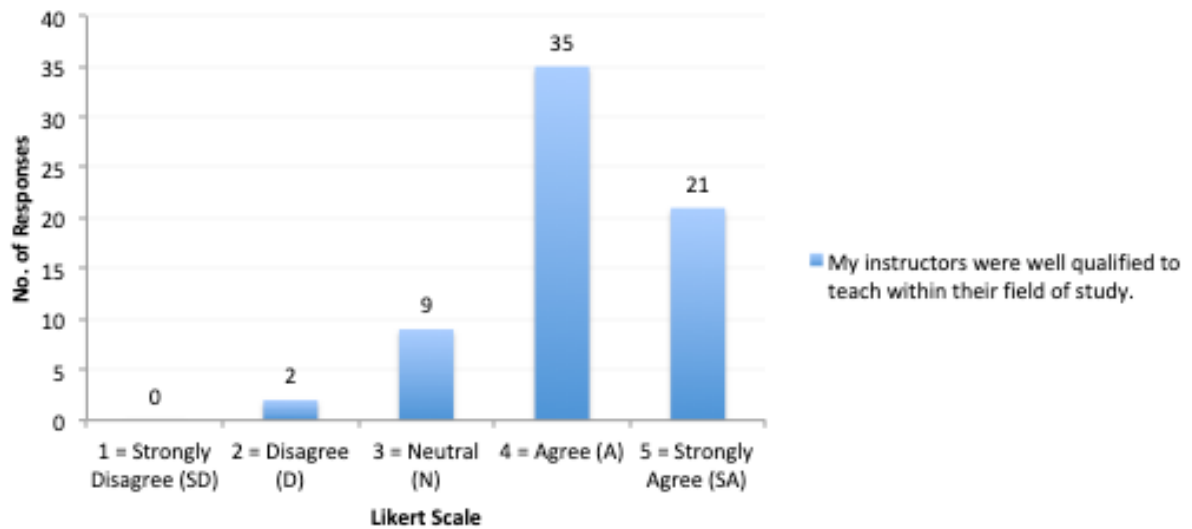
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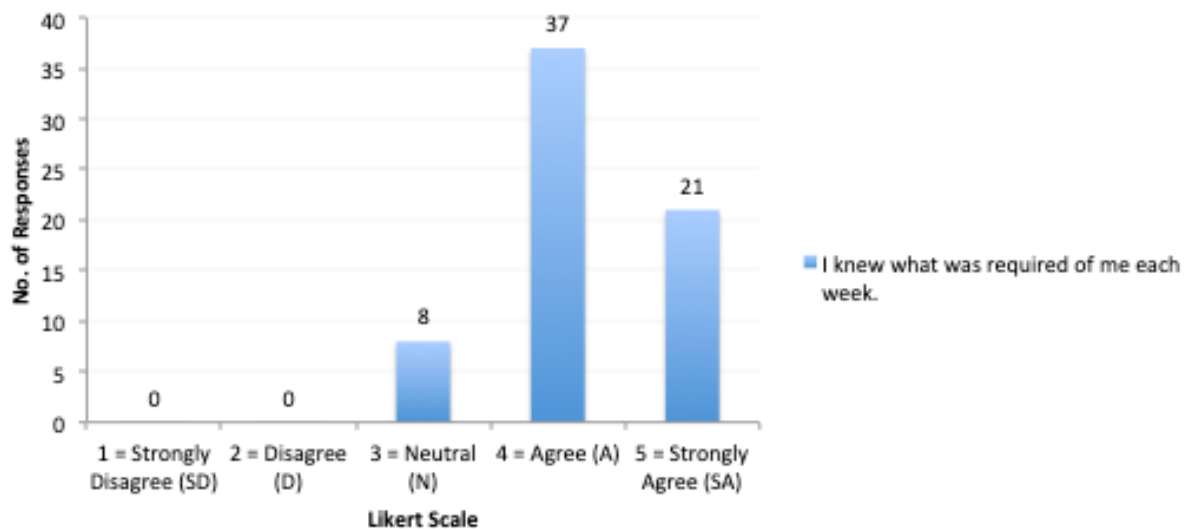
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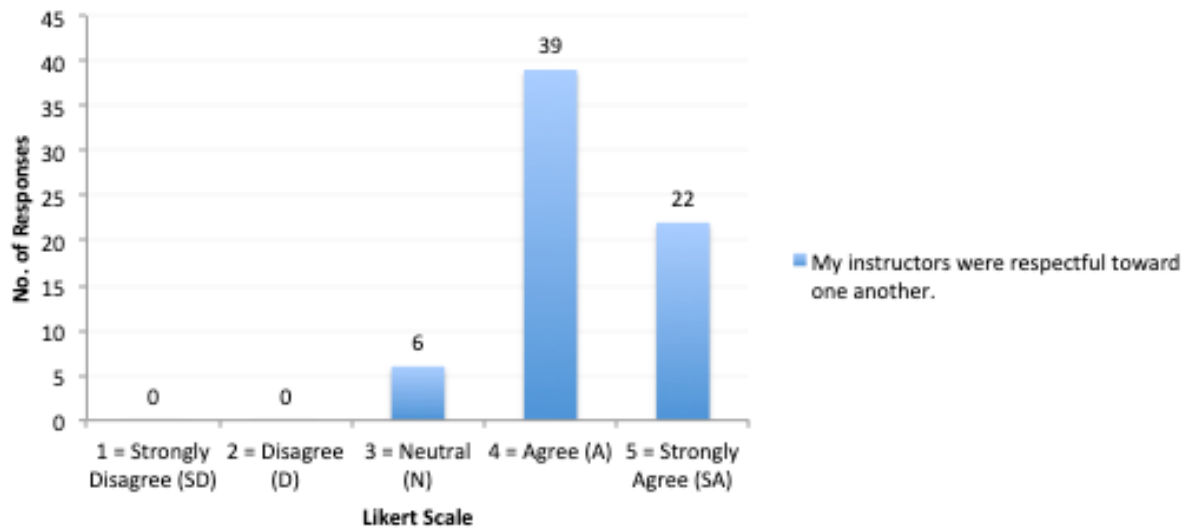
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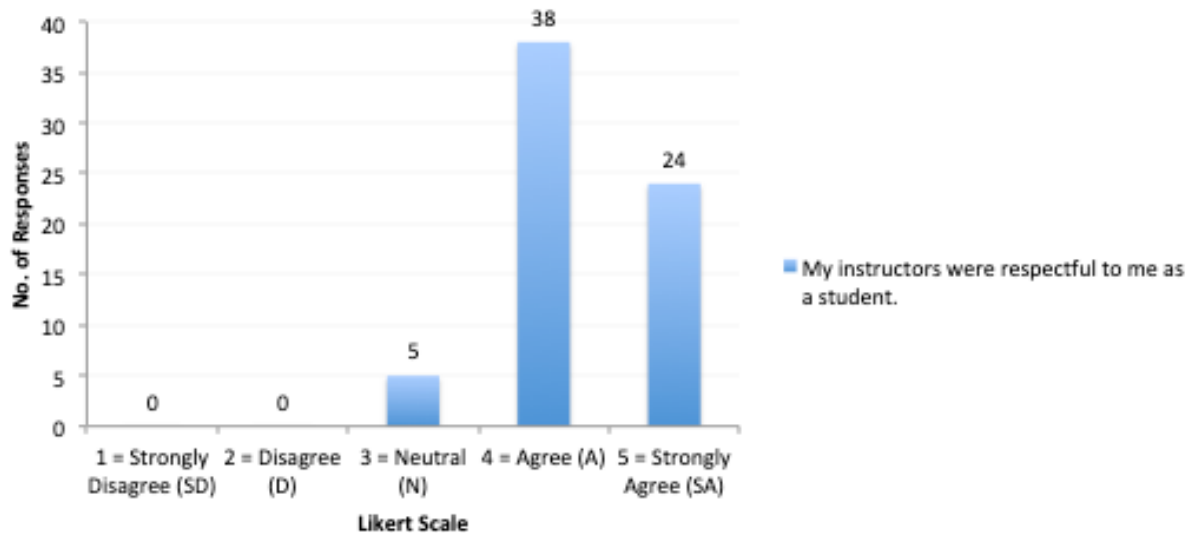
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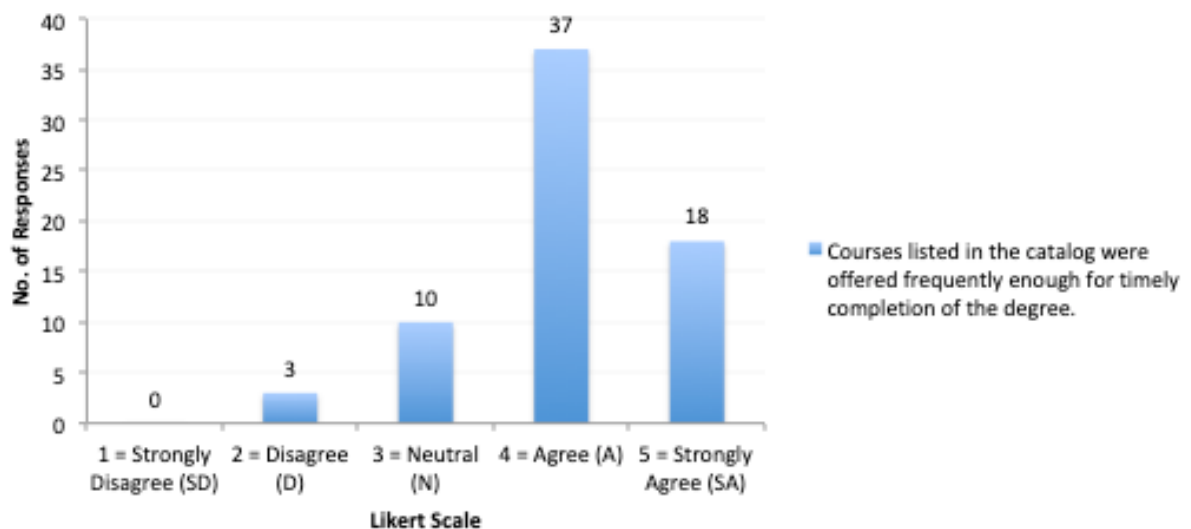
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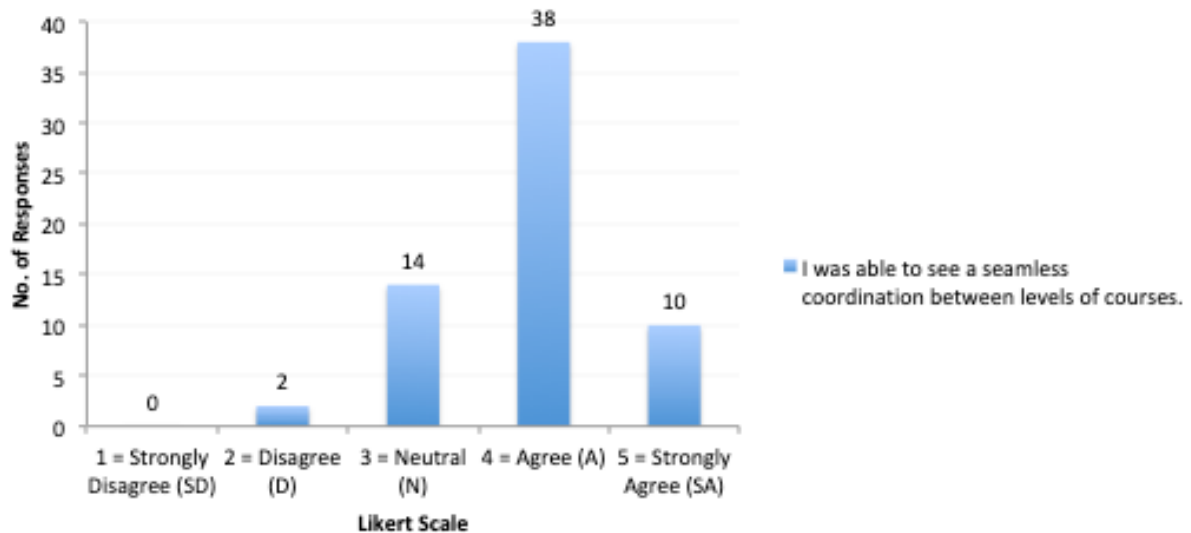
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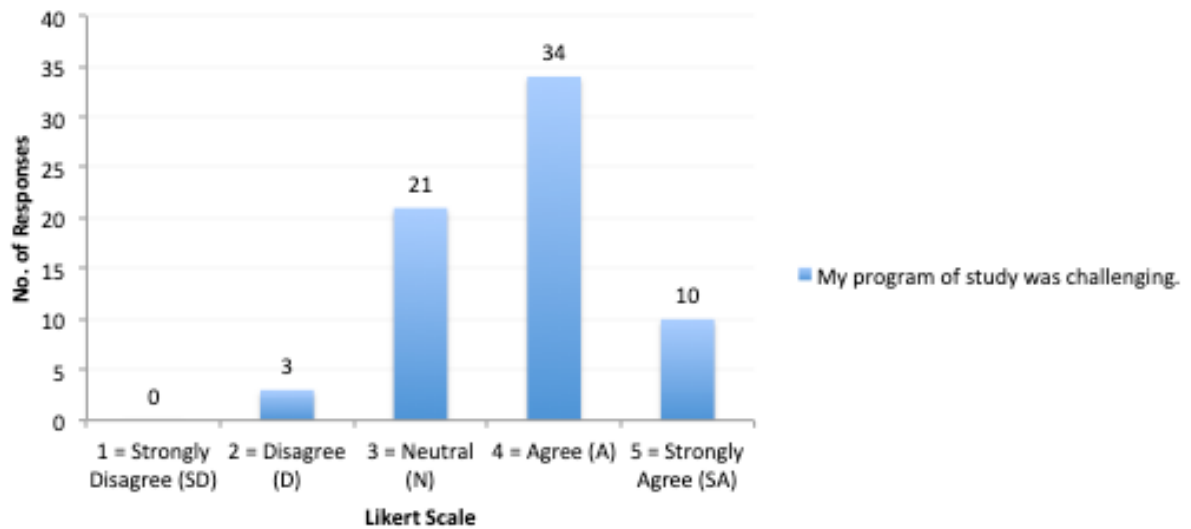
ITU BUSINESS DEPARTMENT STUDENT SATISFACTION - COURSE OFFERINGS FOR DEGREE COMPLETION



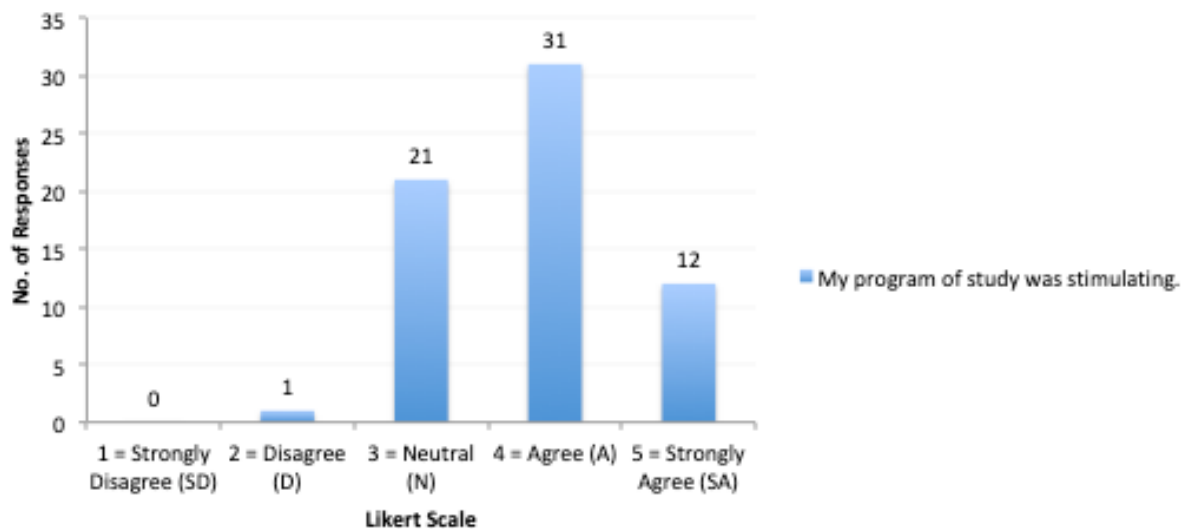
ITU BUSINESS DEPARTMENT STUDENT SATISFACTION - COURSE PROGRESSION



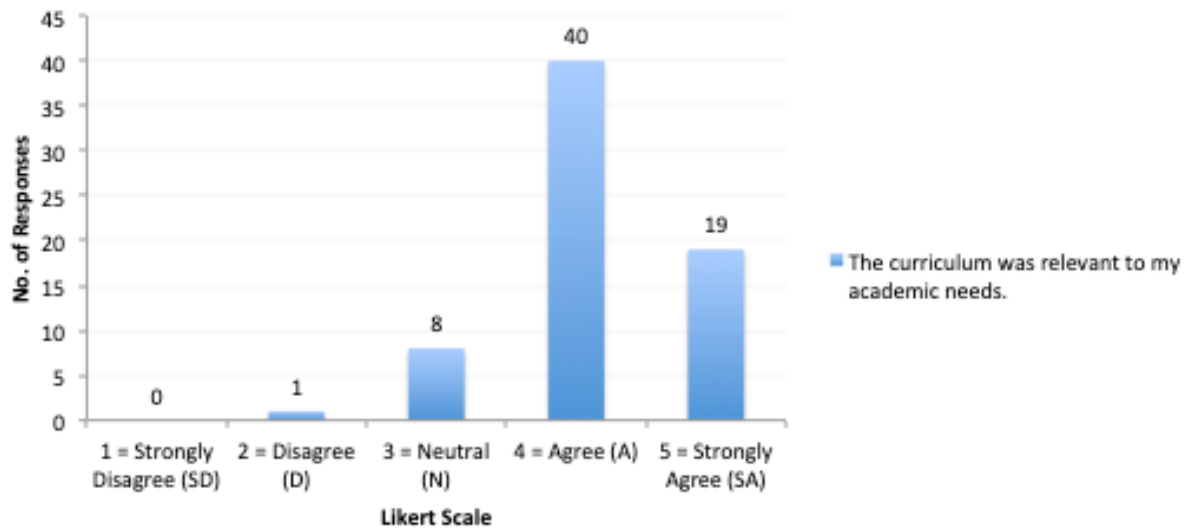
ITU BUSINESS DEPARTMENT STUDENT SATISFACTION - PROGRAM RELATED



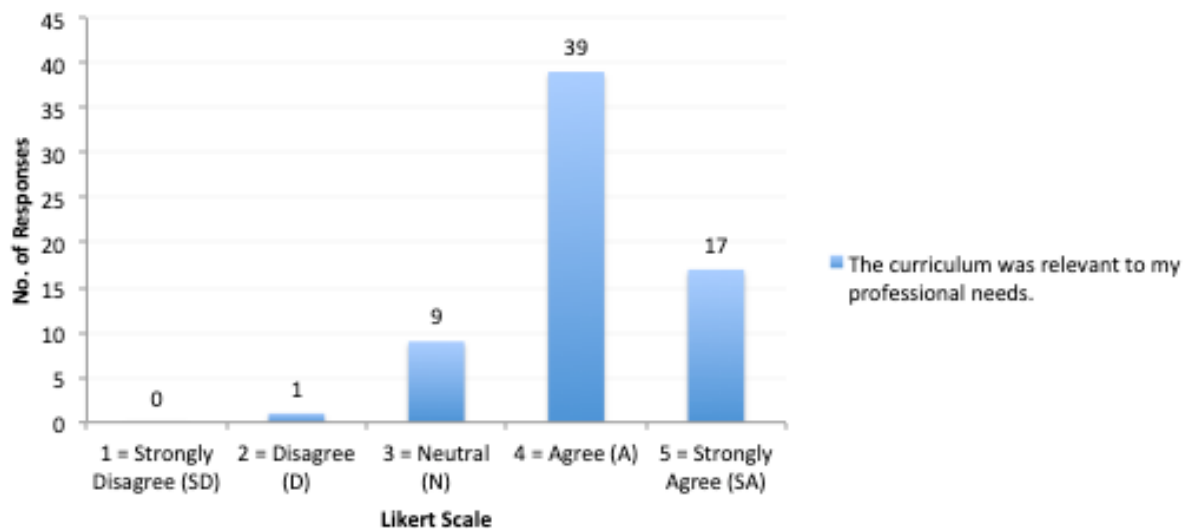
ITU BUSINESS DEPARTMENT STUDENT SATISFACTION - PROGRAM RELATED



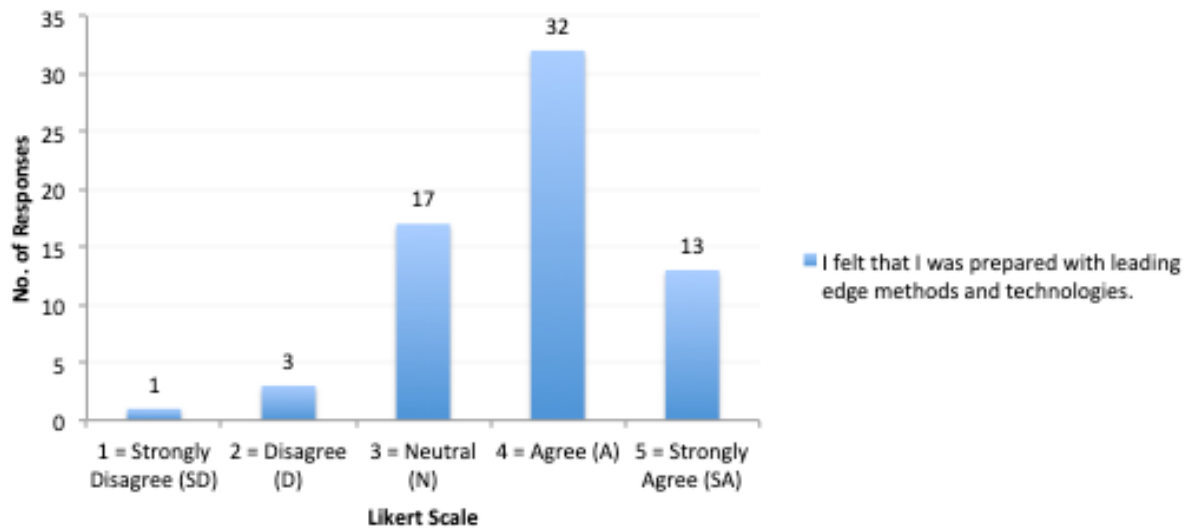
ITU BUSINESS DEPARTMENT STUDENT SATISFACTION - CURRICULUM



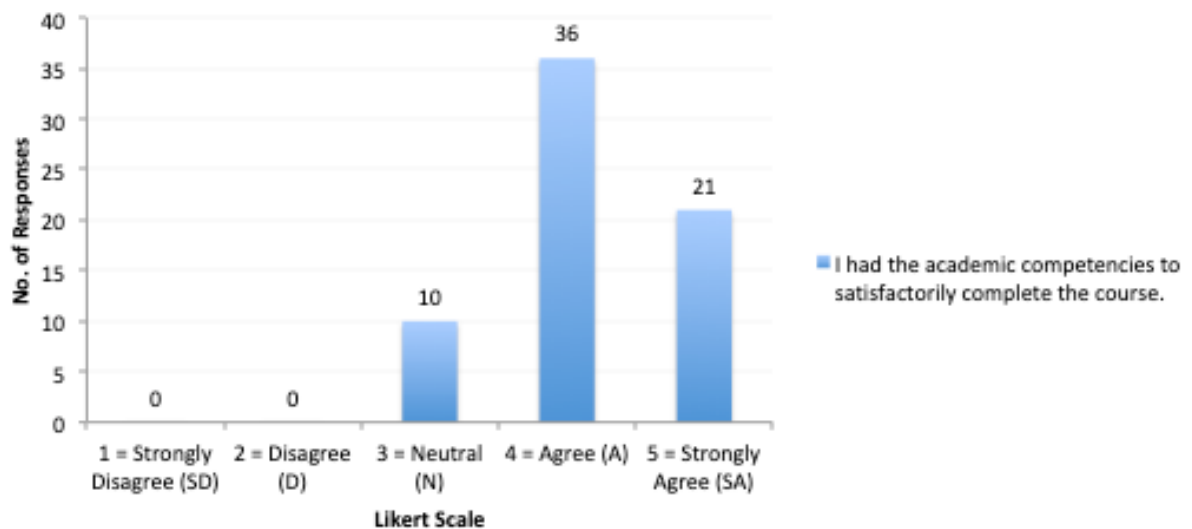
ITU BUSINESS DEPARTMENT STUDENT SATISFACTION - CURRICULUM



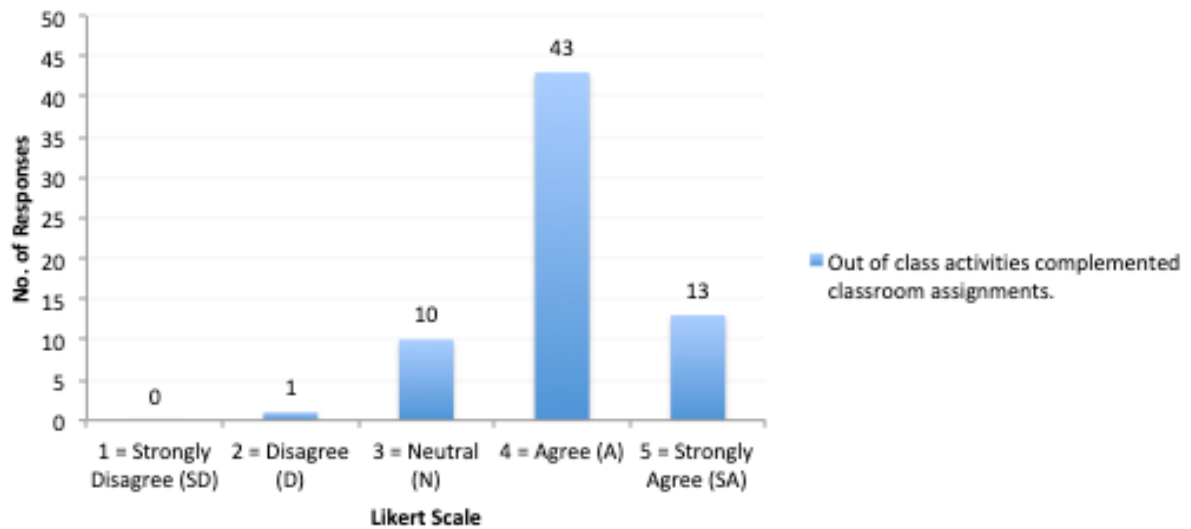
ITU BUSINESS DEPARTMENT STUDENT SATISFACTION - CURRICULUM



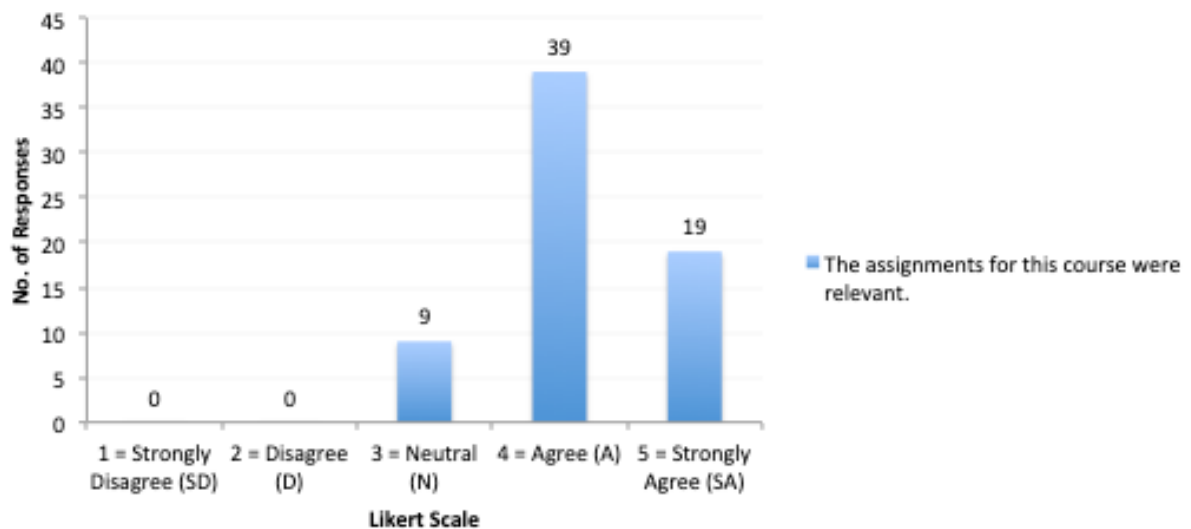
ITU BUSINESS DEPARTMENT STUDENT SATISFACTION - CURRICULUM



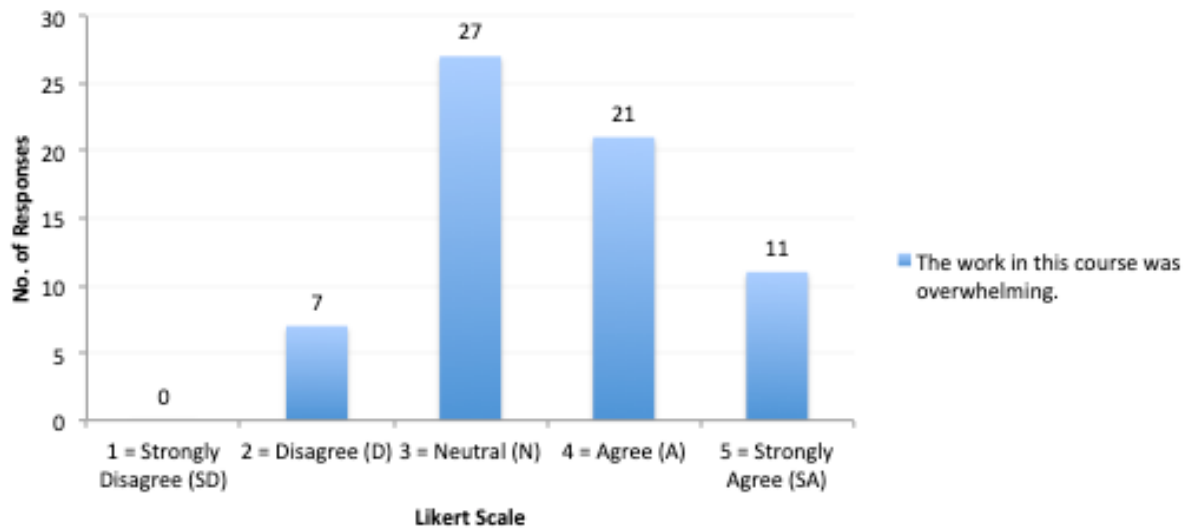
ITU BUSINESS DEPARTMENT STUDENT SATISFACTION - COURSE ACTIVITIES



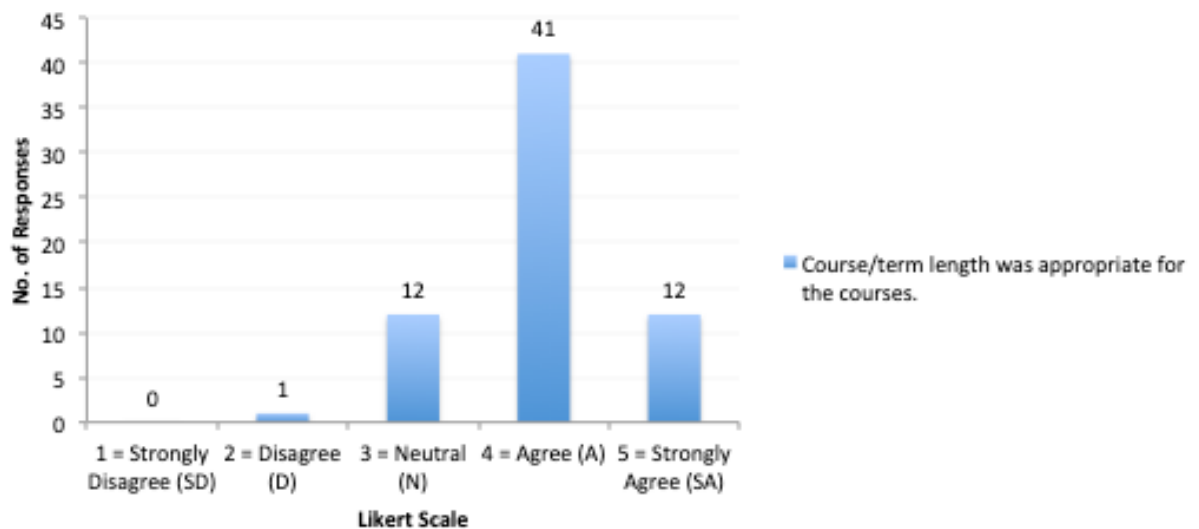
ITU BUSINESS DEPARTMENT STUDENT SATISFACTION - COURSE ACTIVITIES



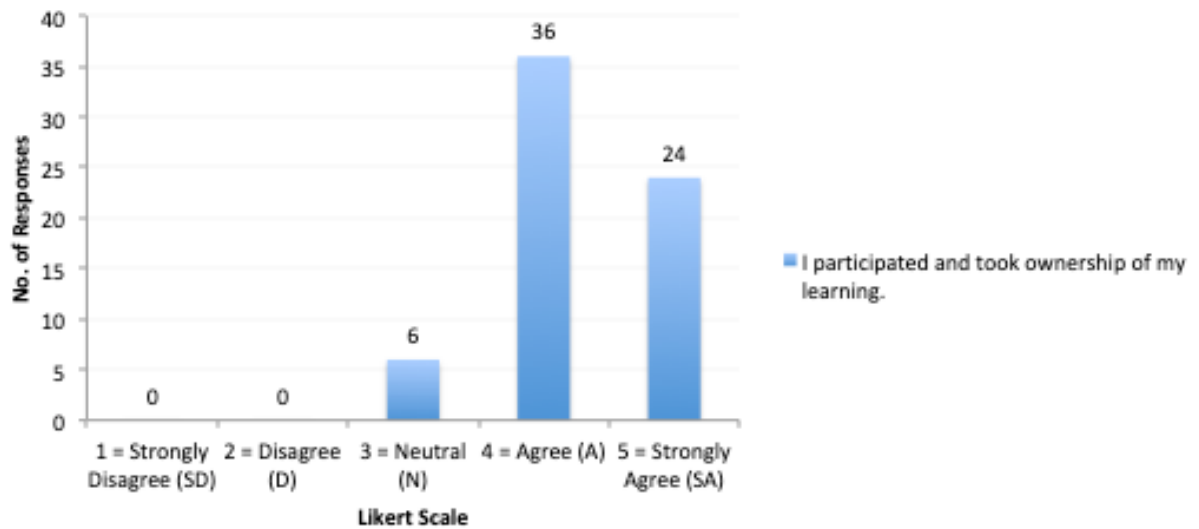
ITU BUSINESS DEPARTMENT STUDENT SATISFACTION - COURSE ACTIVITIES



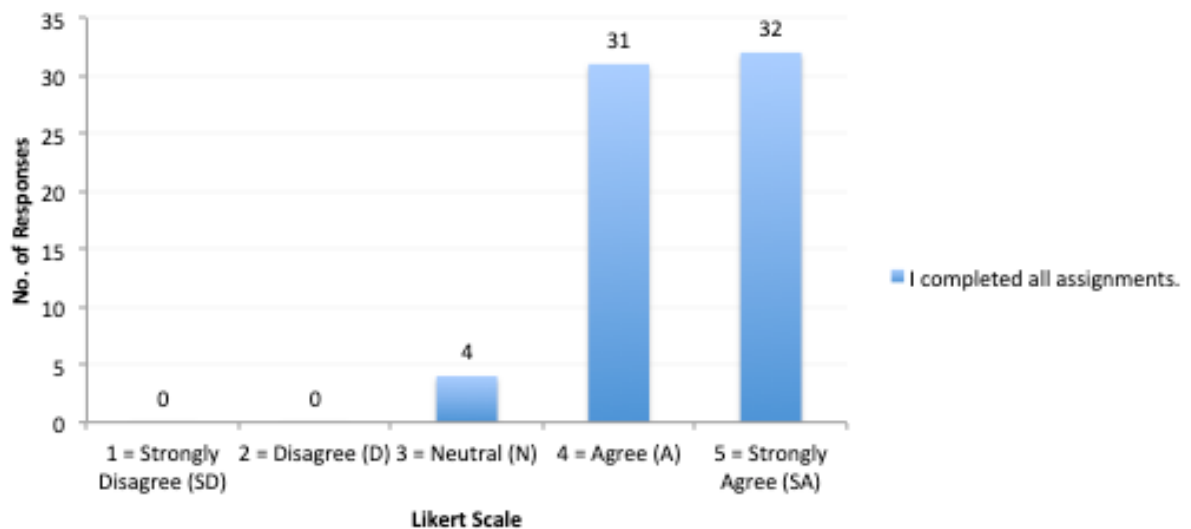
ITU BUSINESS DEPARTMENT STUDENT SATISFACTION - COURSE LENGTH

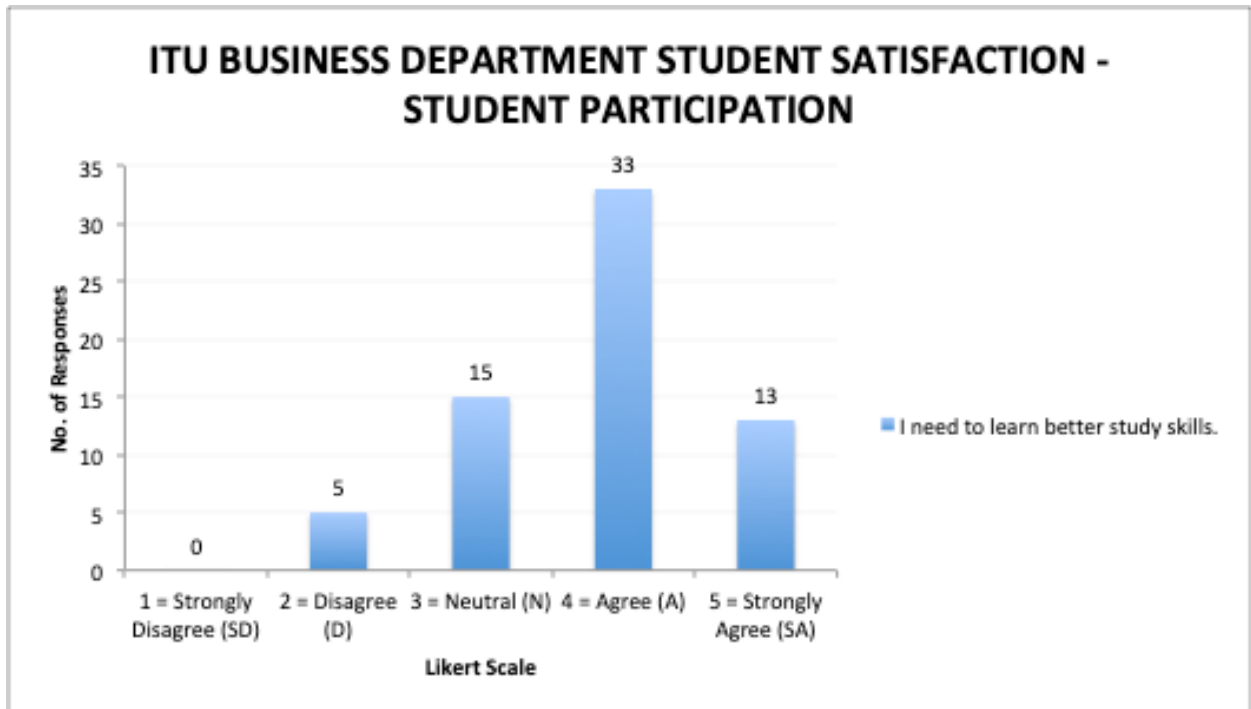


ITU BUSINESS DEPARTMENT STUDENT SATISFACTION - STUDENT PARTICIPATION



ITU BUSINESS DEPARTMENT STUDENT SATISFACTION - STUDENT PARTICIPATION





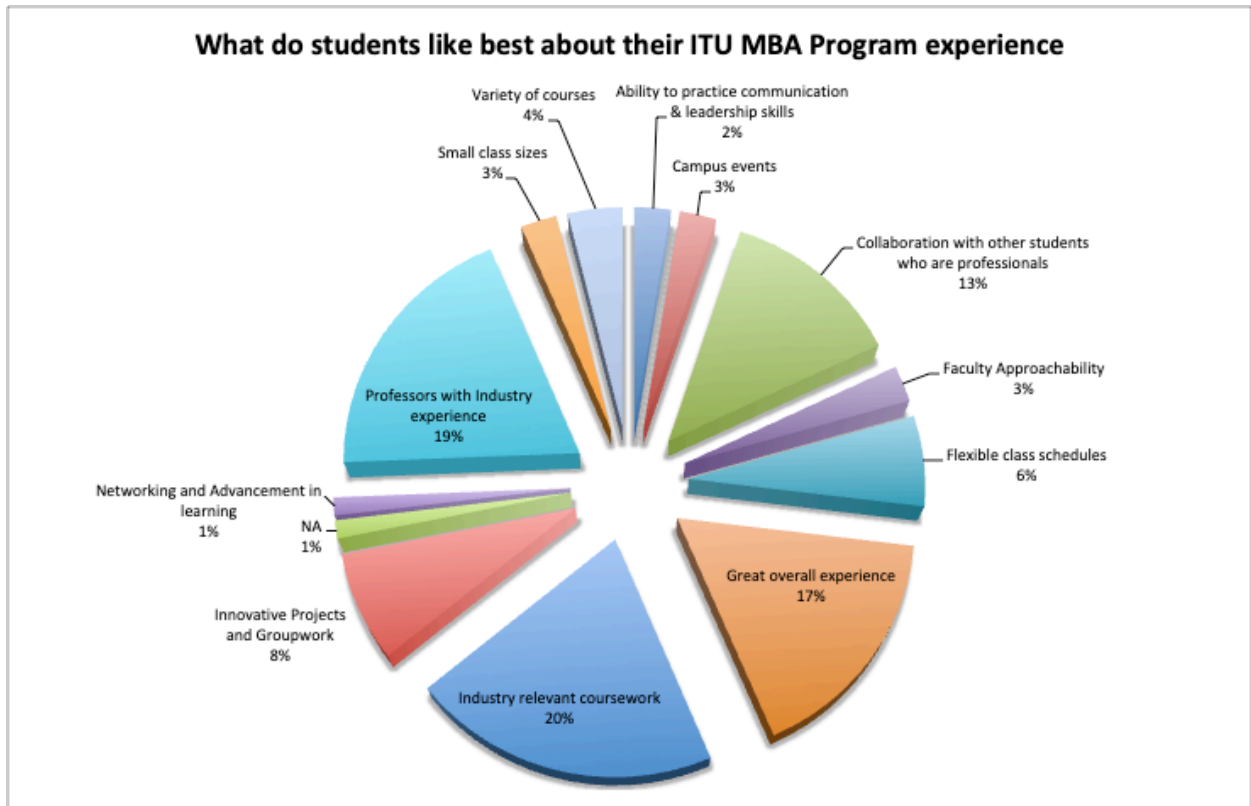
6.0 Survey Responses – Qualitative Results

In general, students expressed the following Top 5 sentiments when asked what they enjoyed most about their ITU program experience:

Number of responses: 78

- 20% of respondents enjoyed the **industry relevant coursework**
- 19% of respondents enjoyed the fact that their **professors worked in the industry** and brought this experience to the classroom in the form of real world projects, case studies, examples, etc. to illustrate the application of theory.
- 17% of respondents had a **great overall experience** through their MBA degree at ITU and would recommend the program to friends and/or family.
- 13% of respondents enjoyed **collaborating with a diverse and professional student body** through projects and other coursework.
- 8% of respondents liked the fact that their **coursework** (including group projects, and assignments) were innovative, well thought out, and greatly aided industry understanding and application.

A complete overview of these results is presented in the chart below:



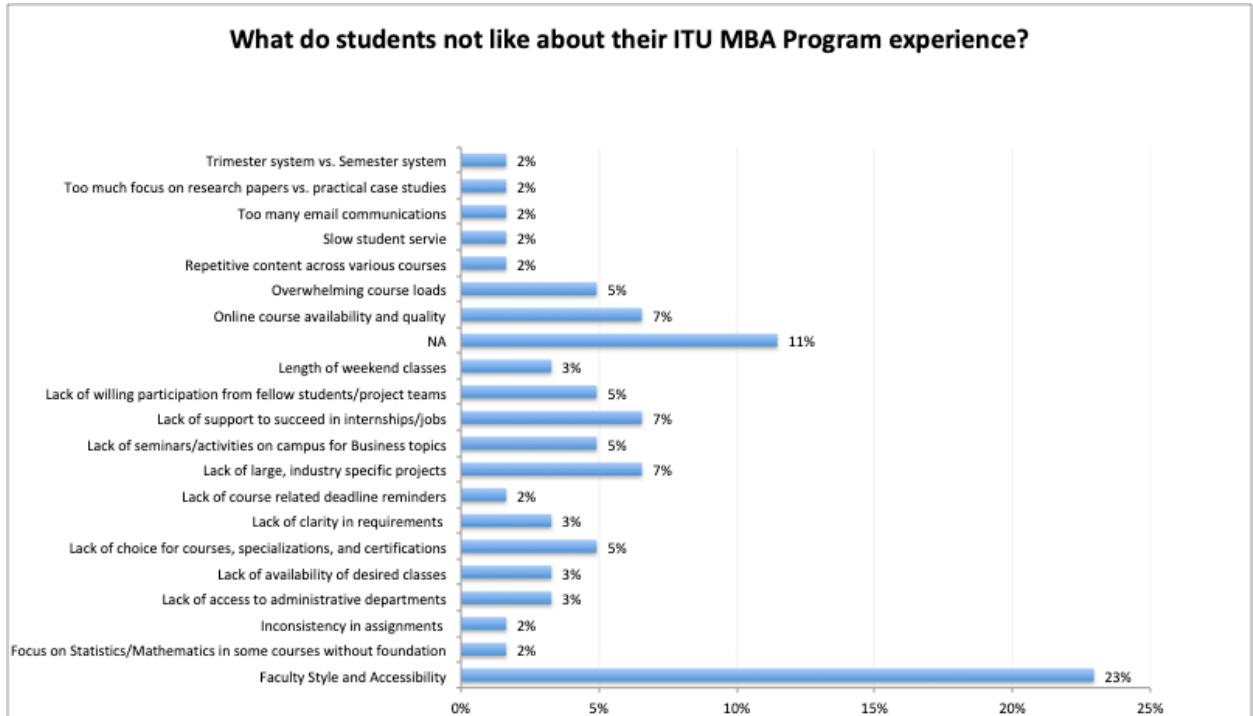
In general, students expressed the following Top 5 sentiments when asked what they disliked most about their ITU program experience:

Number of responses: 61

- 23% perceived that certain **faculty was either unprepared** for the courses, their teaching style, or lack of accessibility to their faculty.
- 11% declined to comment, or had **no comments**
- 7% felt that there should be **more online courses**, but also that there needs to be more **rigorous quality standards** imposed on the delivery of these online courses.
- 7% also felt the **need for better/more support to find and/or succeed in internships/** jobs.
- 7% felt that their course/program experience would be enhanced if they could have **worked on projects that solved problems for a real company**, using real data.
- 5% of students felt that there was **too much coursework** for each course
- 5% of students felt that their **project teams were uncooperative**, ruining their learning/experience
- 5% of students perceived a **lack of campus activities**, and seminars related to their field of business

- 5% of students also **lacked for their desired choice of courses**, specializations, and certifications.

A complete overview of these results is presented in the chart below:



While some of these concerns (e.g. availability of choice of courses, and campus activities) may be driven by low enrollment, some measures instituted by the Business Department to address these concerns are as follows:

- **Comprehensive faculty hiring and evaluation processes** – The business department follows a rigorous faculty hiring process. Incoming Faculty is gauged along several parameters such as teaching pedagogy, content, area of expertise, academic and industry credentials, and evaluations from students in his/her classes.
At ITU, students evaluate their faculty members anonymously on the learning management system at the end of each course. These evaluations are available to the teaching faculty and to the Department Chair to make address necessary areas of improvement.
The chair of the business department evaluates every new faculty on several areas of course delivery in the first term of their teaching through a personal classroom visit.
- **Academic Focus Groups** - The chair of the business department conducts focus groups with students every trimester to understand areas of student dissatisfaction, and thereby improve program outcomes. The results from these focus groups are contained in a separate report.

- **Course delivery consistency** – the Chair of the department ensures that certain minimum standards of course delivery (e.g. uploading certain number of assignments, lesson plans/syllabi, signature assignments, extended learning assignments, etc.) are met prior to the start of the term. These are evaluated at mid-term, and at the end of the term.
- **Specializations, certifications, and courses** – In addressing student concerns about the lack of industry specializations, certifications, and courses, the Business department has recently gone through an exercise of identifying the most cutting-edge topics in the area of business, and several new concentrations with associated certification pathways have been introduced. These are Business Analytics, Financial Planning and Analysis, Healthcare Management, Enterprise Resource Planning (ERP)/ Systems, Applications, and Products (SAP), Management Information Systems (MIS), and Project Management.
- **Industry affiliations and Campus activities** – In addressing the need for students to have more campus events in their area of business, the business department, and ITU have forged several industry partnerships. Key among these partnerships are The American Society for Quality (ASQ), Silicon Valley Organization Development Network (SVODN), Toastmasters International, and others. In addition, an ITU initiative “ITU Presents” routinely invites speakers in various fields, including business. These seminars are open to business students to attend, and some courses offer such opportunities as extra credit work.

7.0 Conclusions and Recommendations

The results of this report have revealed that students are generally satisfied with their business degrees at ITU.

- The Business Programs have a higher proportion of female students as compared to male students. These students are predominantly between 26 and 35 years old.
- Overall, students who pursue an MBA degree at ITU are satisfied with their degree experience
- Students also displayed satisfaction with the choice of courses, course activities (curricular and extra curricular), and with the faculty teaching various courses.
- Some students wish to pursue additional Masters programs/courses in Business upon graduation
- A small but significant proportion of graduating students display an interest in pursuing a Doctoral program in Business. This data is being mined further to invite these students to consider the newly restructured Doctor of Business Administration (DBA) program at ITU.
- A large proportion of respondents found employers through ITU's internship program that they would like to continue working with in the future. However, a small percentage of students expressed the desire to work in fields that are not related to business.
- Several areas of improvement have been instituted by the Business Department as a result of student feedback.
