

**Woodbury University School of
Business and Management**

Self-Study Report

to the

**Association of Collegiate Business
Schools and Programs**

**Dr. Kenneth R. Nielsen
President**

**Dr. Zelda Gilbert
Vice President, Academic Affairs and Dean of Faculty**

**Richard King
Dean, School of Business and Management**

**Requesting Accreditation for the School of Business and
Management**

**Institutional Contact and Coordinator
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Submitted April 20, 1998

APPENDIX D

SCHOOL OF BUSINESS PROGRAM EVALUATION AND OUTCOMES ASSESSMENT SURVEY

1. Course Evaluations: We must show evidence to ACBSP that our course evaluations are used as assessment tools.

Do you routinely use course evaluations to

assess satisfactory faculty performance	yes	no
rehire or not rehire faculty	yes	no
constitute the basis of conferences with your faculty	yes	no
enhance your faculty's in-class performance	yes	no
other:		

What percentage of your faculty have you conferred with concerning their course evaluations since the beginning of the fall semester (1997) _____

2. In-class visitation by deans/chairs:

Do you make in-class visits (circle as many as apply)

every class every term

every class once a year

for newly hired professors only

as needed to correct an apparent problem or situation

never

other:

How many classes did you visit during the fall semester? _____

3. How do you assess student satisfaction in your school/department? Be specific.

4. Program assessment: Please explain how you assess the quality of your program. Examples might include advisory boards, student advisory boards or councils, active participation in professional/academic organizations that disseminate information about state-of-the-art curricula, etc.

5. Curricular assessment:

How do you ensure that prerequisite courses feed properly into subsequent courses?

Are professors who teach pre-requisite courses apprised of their responsibility to ensure that students are prepared for subsequent courses? yes no

If yes, how are they involved in the process?

Do you require a capstone course that demands integration and expansion of all previous courses? yes no

If yes, how do you assess the outcomes of the course.

6. Outcome assessment. Please explain how you measure the success of your program in terms of the extent to which your graduating seniors are prepared for entering their prospective fields. Examples might be surveying employers of former students, internship assessment, etc.

7 Other: There are many ways of evaluating programs and assessing outcomes. Please discuss all methods you employ.

**Woodbury University
Business Management Program
Questionnaire**

January 15, 1998

Dear Participant:

Woodbury University is committed to offer the best business management education. In our effort to continuously improve our management program, we are in the process of reviewing our current business and management curriculum. We would like to know what your criteria are for an outstanding business management program. The criteria given by our various constituents (i.e., current students, alumni, employers, faculty, review committee members, others) will be noted. We will then measure our program's effectiveness against the criteria given and thereby identify areas for improvement.

Please state your criteria for an excellent Management Program below:
(According to you, what constitutes an outstanding Management Program)

1.

2.

3.

4.

5.

6.

✓ **Please Check:**

Current Student: **Major** _____, __ Senior, __ Junior, __ Sophomore, __ Freshmen;

Alumni; Faculty; Employer; Advisory Board Member; Other

(Please Specify: _____)

**Woodbury University
MBA Program
Questionnaire**

January 20, 1998

Dear Participant:

Woodbury University is committed to offer the best business management education. In our effort to continuously improve our MBA program, we are in the process of reviewing our current business and management curriculum. We would like to know what your criteria are for an outstanding business management program. The criteria given by our various constituents (i.e., current students, alumni, employers, faculty, review committee members, others) will be noted. We will then measure our program's effectiveness against the criteria given and thereby identify areas for improvement.

Please state your criteria for an excellent MBA Program below:

- 1.
- 2.
- 3.
- 4.
- 5.

Areas for Improvement: Currently, we offer the following core courses:

- | | | |
|------------------------|-------------------------|---------------------------|
| * Financial Accounting | * Managerial Accounting | * Quantitative Methods |
| * Managerial Economics | * Mgmt. & Org. Behavior | * Marketing Concepts |
| * Financial Management | * Information Systems | * Mgmt. Policy & Practice |

What would you like to see changed in this core curriculum? And why?

Add/Delete/Change Course(s) in the core, such as _____

Why? _____

Possible New Areas of Emphasis (Check one or more, per your interest)

- | | | |
|-----------------------------|--------------------|----------------|
| * Entertainment Management | * Entrepreneurship | * Health Care |
| * Facility Planning & Mgmt. | * TQM | * Other? _____ |

✓ **Please Check:** Current Student; Alumni; Faculty; Employer;
 Advisory Board Member; Other (Please Specify: _____)