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
Karen Kaigler-Walker, Ph.D.
Chair, Department of Marketing
Woodbury University
7500 Glenoaks Boulevard
Burbank, CA 91510-7846
818.767.0888

Submitted April 20, 1998
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? ______

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.
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

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:  )