

# **Appendix R**

# **Fermanian School of**

# **Business Survey**

Point Loma Nazarene University

Survey of Alumni and Employers

Summer 2011

# Key Topics

- Demographics
- Overall Impressions
- Undergrad Program
- MBA Program
- Summary/Conclusions

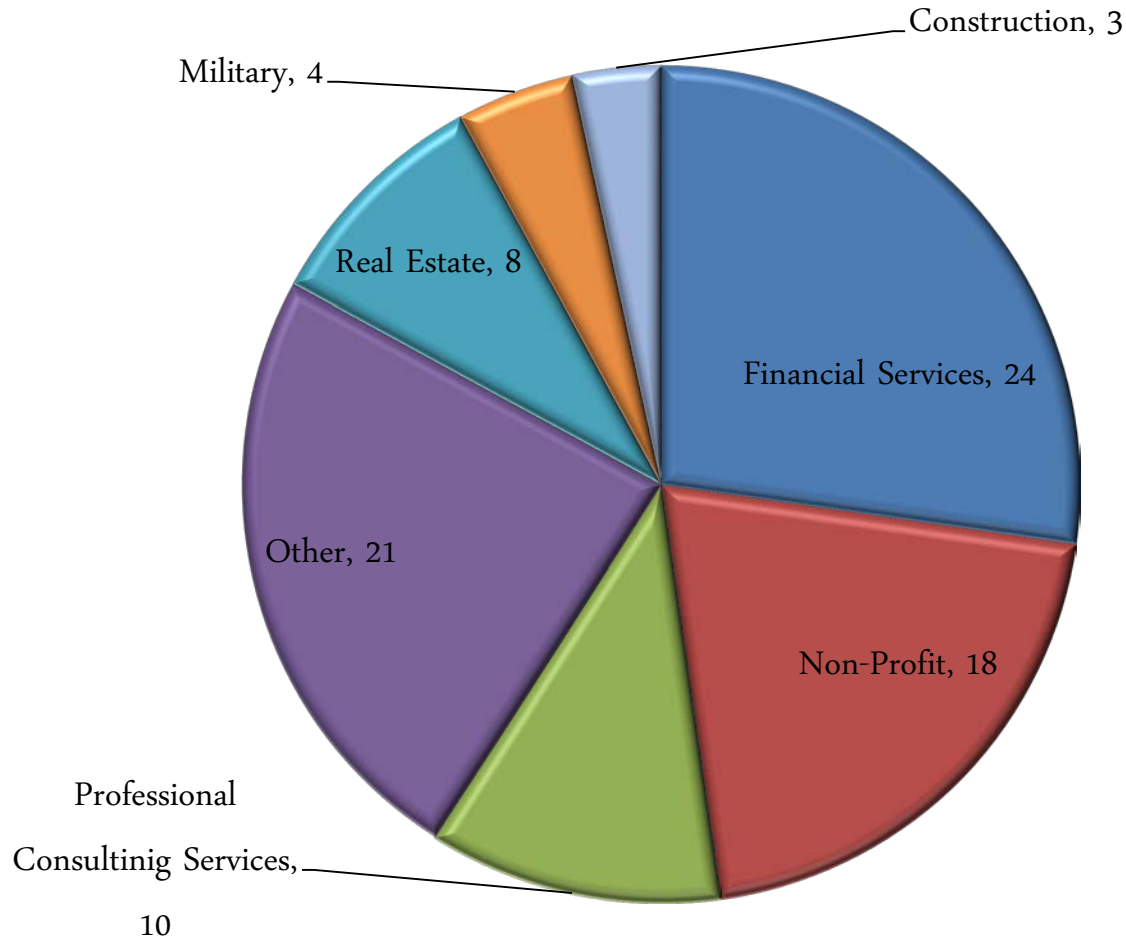
# Demographics

# Four Groups Surveyed

	Number
Undergrad Alumni	26
Views on Undergrad	34
MBA Alumni	10
Views on MBA	16
Total	86

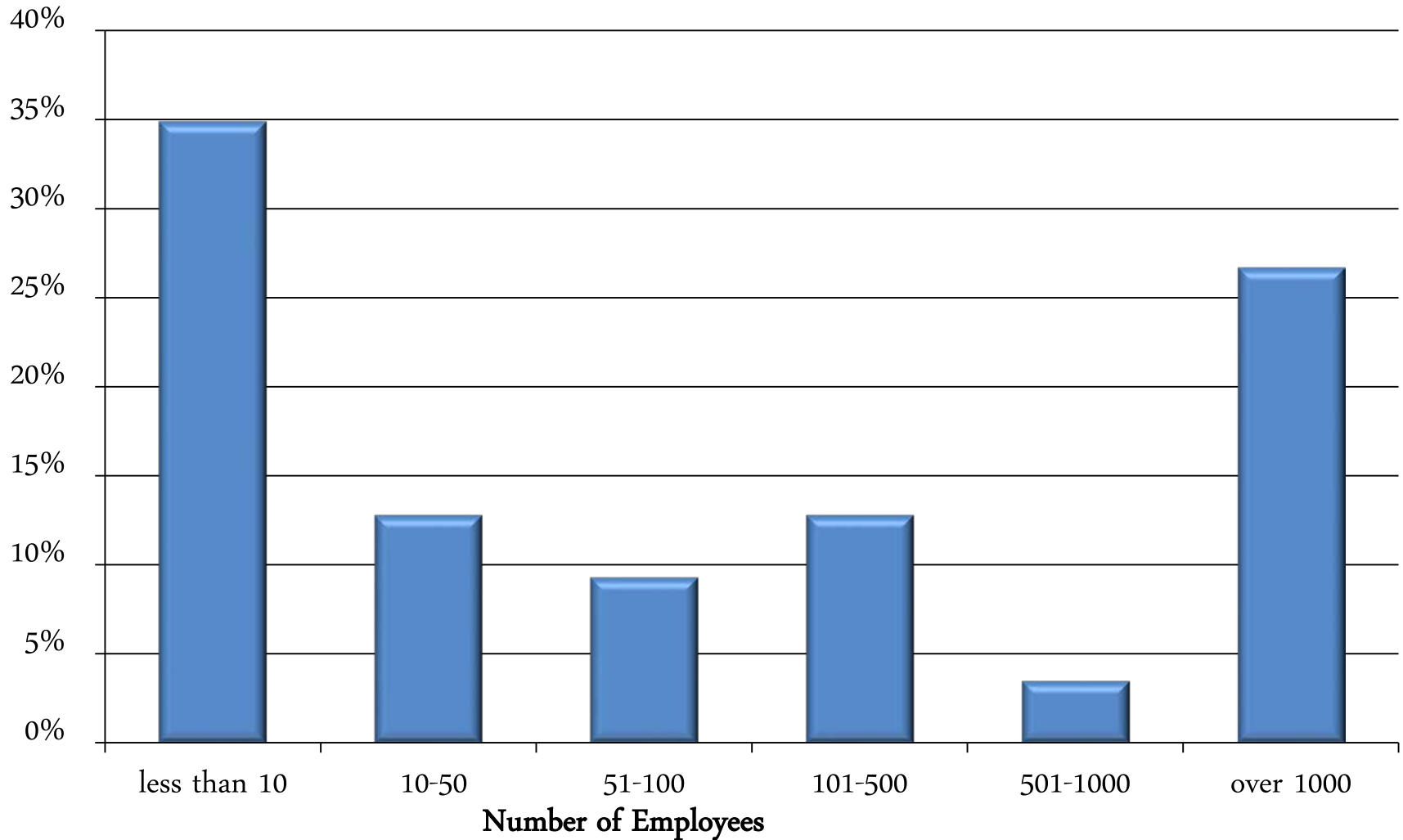
# Industry Representation

## Number of respondents



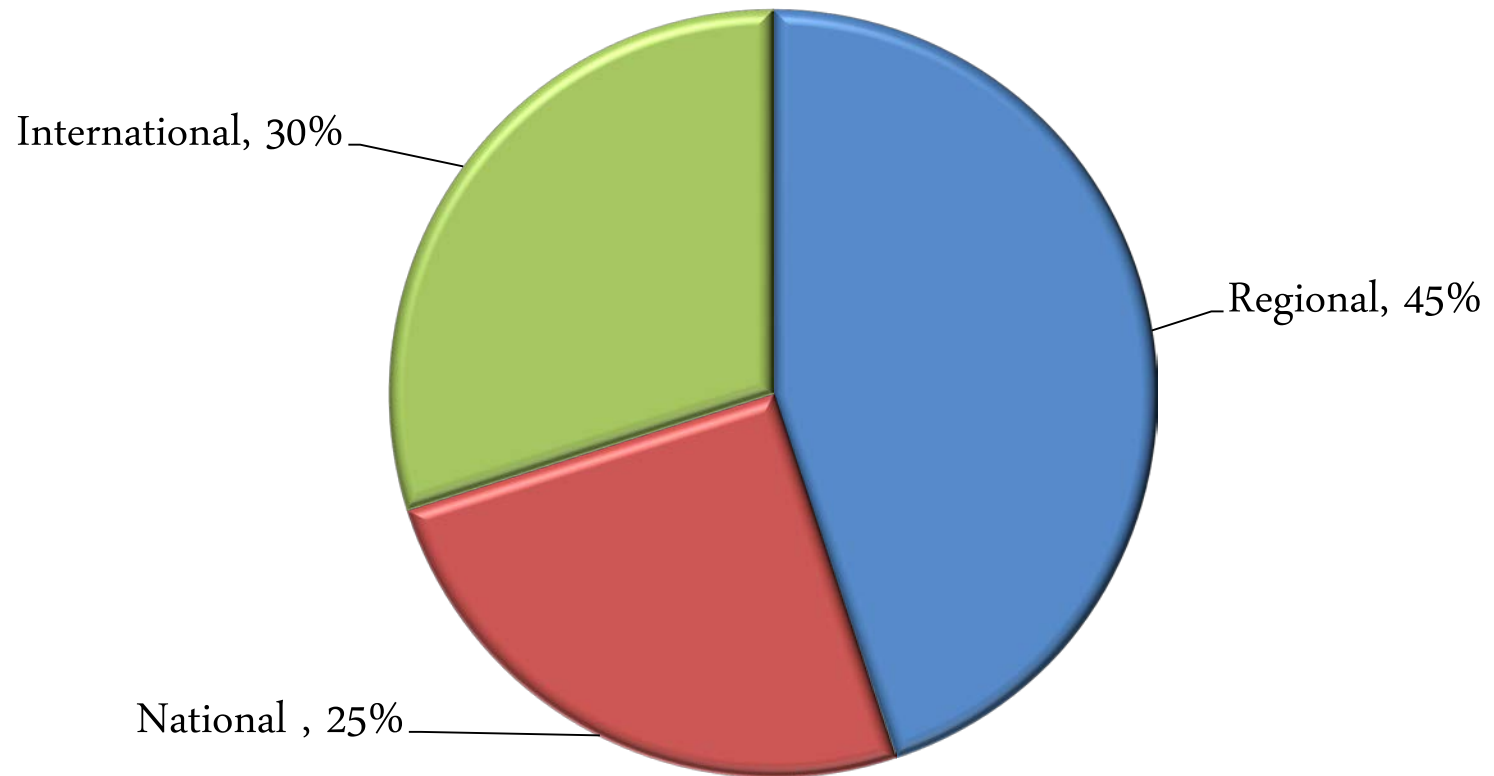
# Response by Firm Size

## Percent of respondents



# Scope of Organization

## Percent of respondents

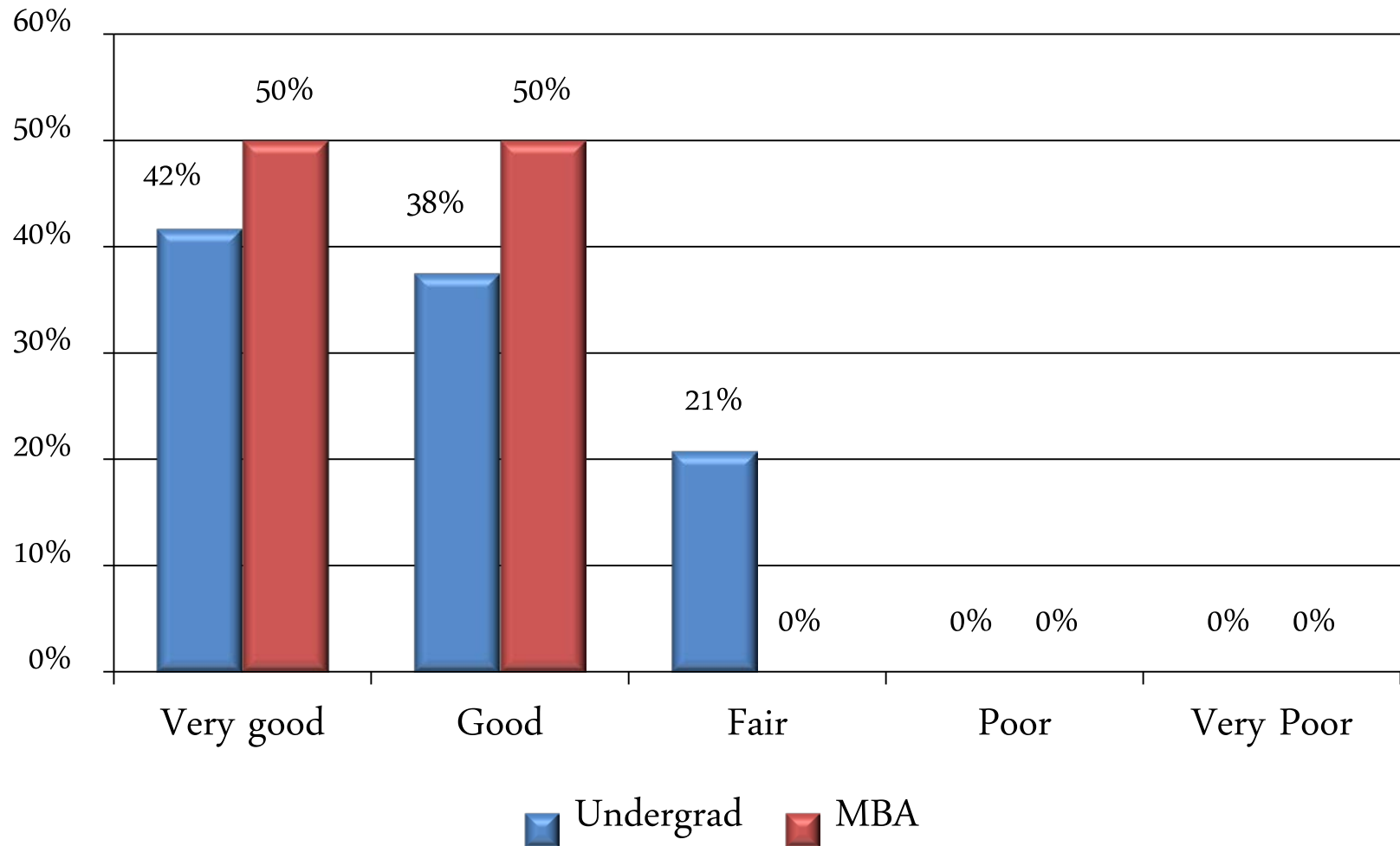


# Overall Impressions



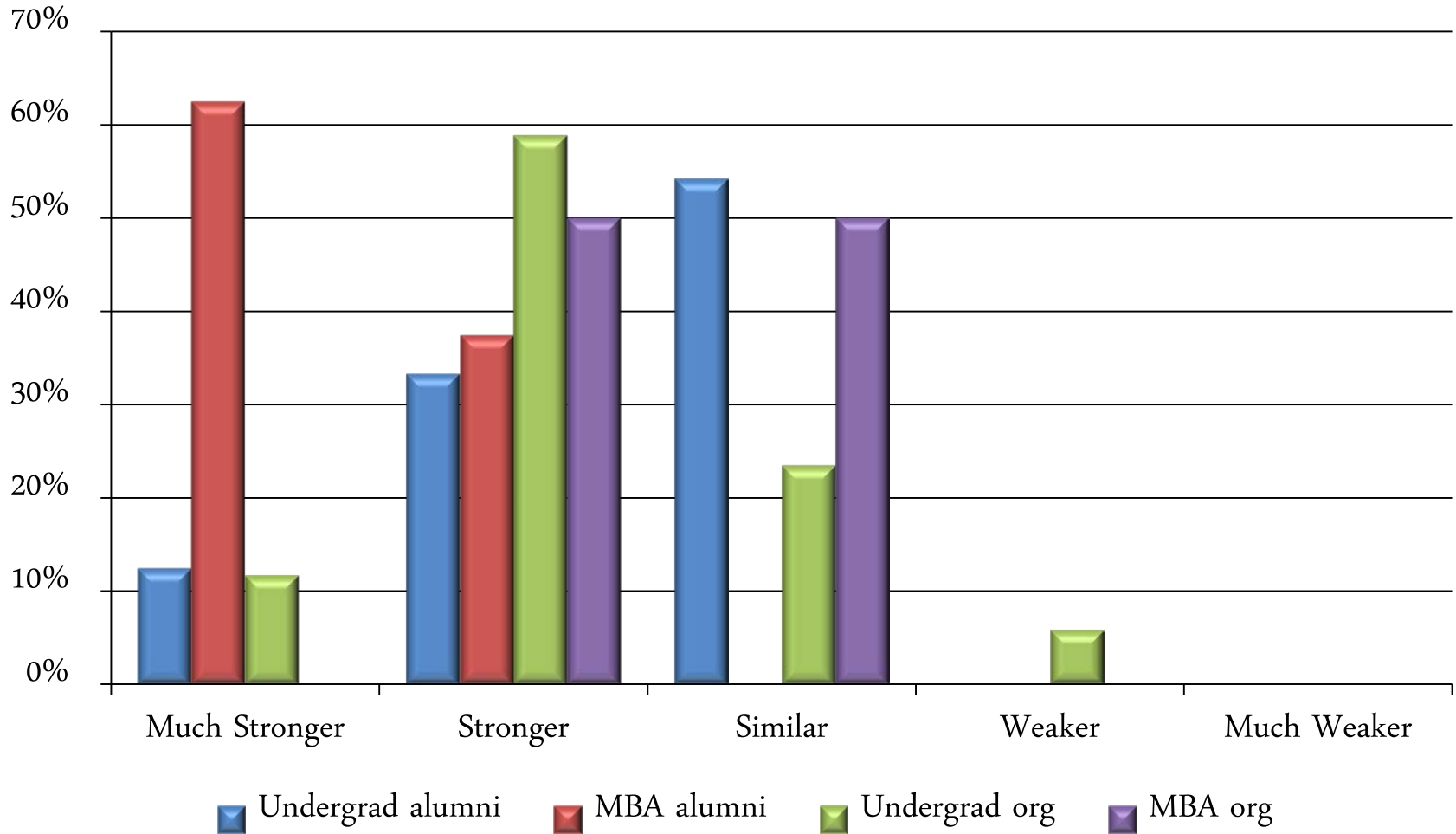
# U.S. Value of FSB Degree Relative to Cost

## Percent of respondents



# PLNU Grads vs. Peers

## Percent of respondents



# Most Valuable Skills/Knowledge Undergraduate program

## Undergrad Alumni:

1. Quantitative
2. Creative Thinking
3. Writing
4. Speaking

## Undergrad External Views:

1. Speaking
2. Creative Thinking
3. Teamwork (tied for 2<sup>nd</sup>)
4. Quantitative

# Most Valuable Skills/Knowledge MBA program

## MBA Alumni:

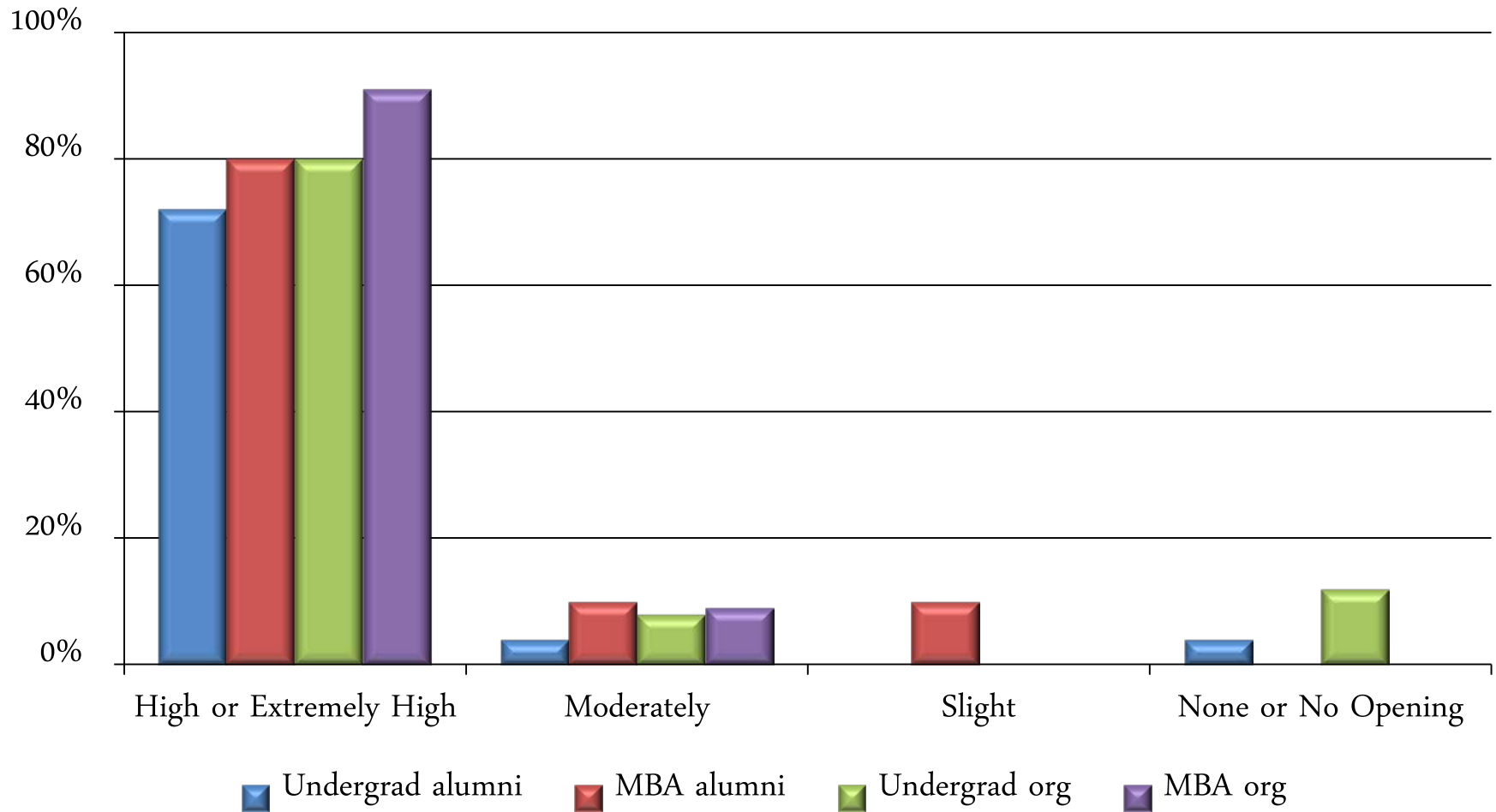
1. Creative Thinking
2. Quantitative
3. Innovative
4. Teamwork (tied for 3<sup>rd</sup>)

## MBA External Views:

1. Creative Thinking
2. Quantitative
3. Teamwork
4. Writing

# Importance of “More than the Bottom Line”

## Percent of respondents



# San Diego College Ratings

## Undergraduate program

### Undergrad Alumni:

1. USD
2. PLNU
3. UCSD
4. SDSU

### Undergrad External Views:

1. SDSU
2. USD
3. PLNU
4. UCSD

# San Diego College Ratings

## MBA program

### MBA Alumni:

1. SDSU
2. UCSD
3. USD
4. PLNU

### MBA External Views:

1. USD
2. PLNU
3. SDSU
4. UCSD

# Selected Observations of Respondents

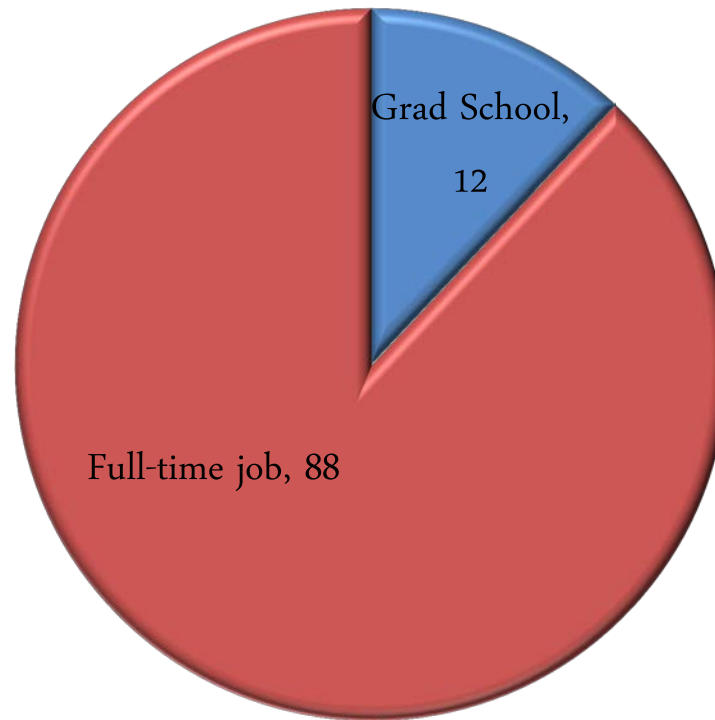
- Raise profile/awareness of PLNU
- More quantitative analysis at undergrad level
- Value of individual attention
- Value of emphasis on ethics



# Undergraduate Program

# Undergrad FSB After Degree

## Percent of respondents



Volunteer work; internships, other = none

# Most Important Subjects for Undergrads

## Alumni:

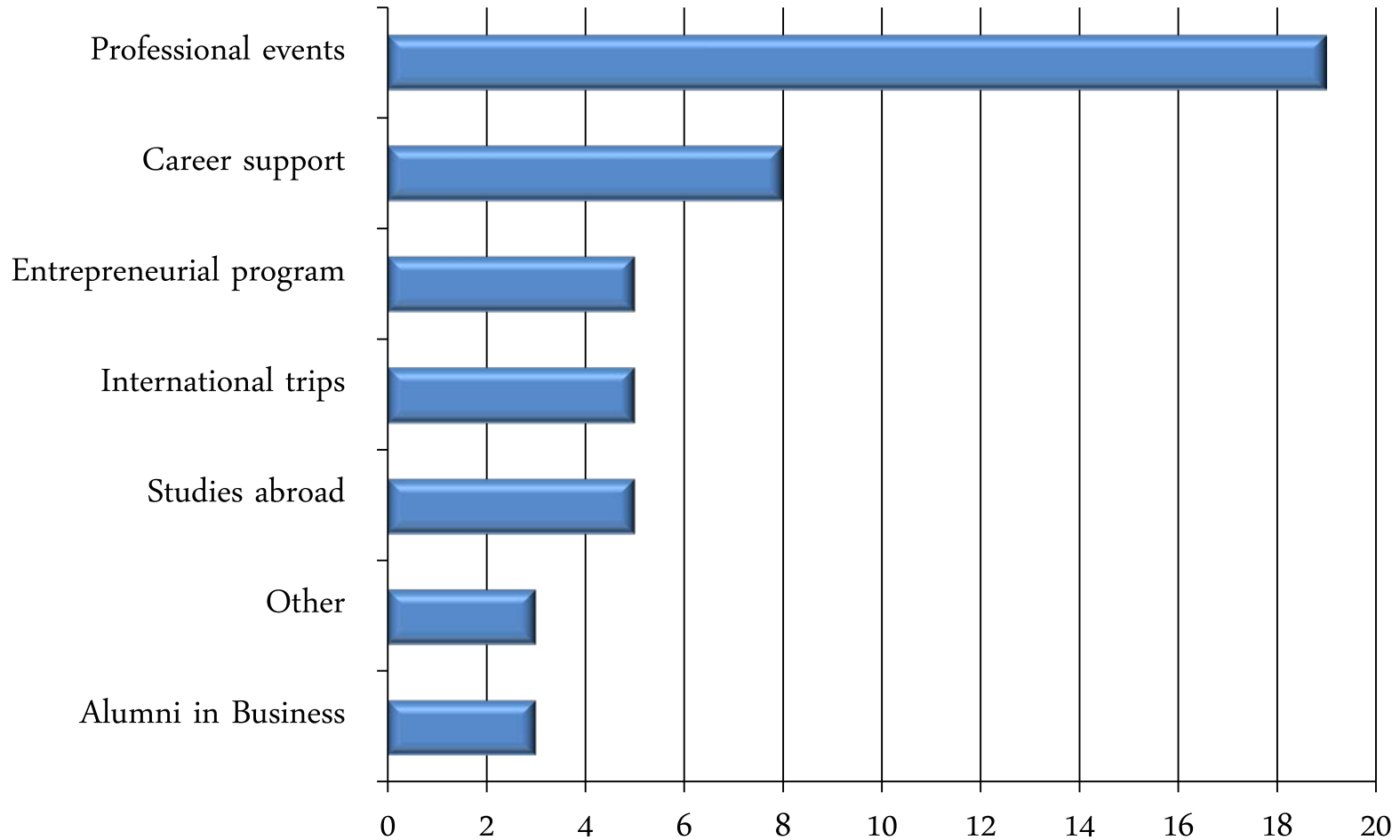
1. Accounting
2. Administrative Communication
3. Economics
4. Finance

## External Views:

1. Principles of Management
2. Leadership
3. Accounting
4. Administrative Communications
5. Finance

# Most Valuable Co-Curricular Events

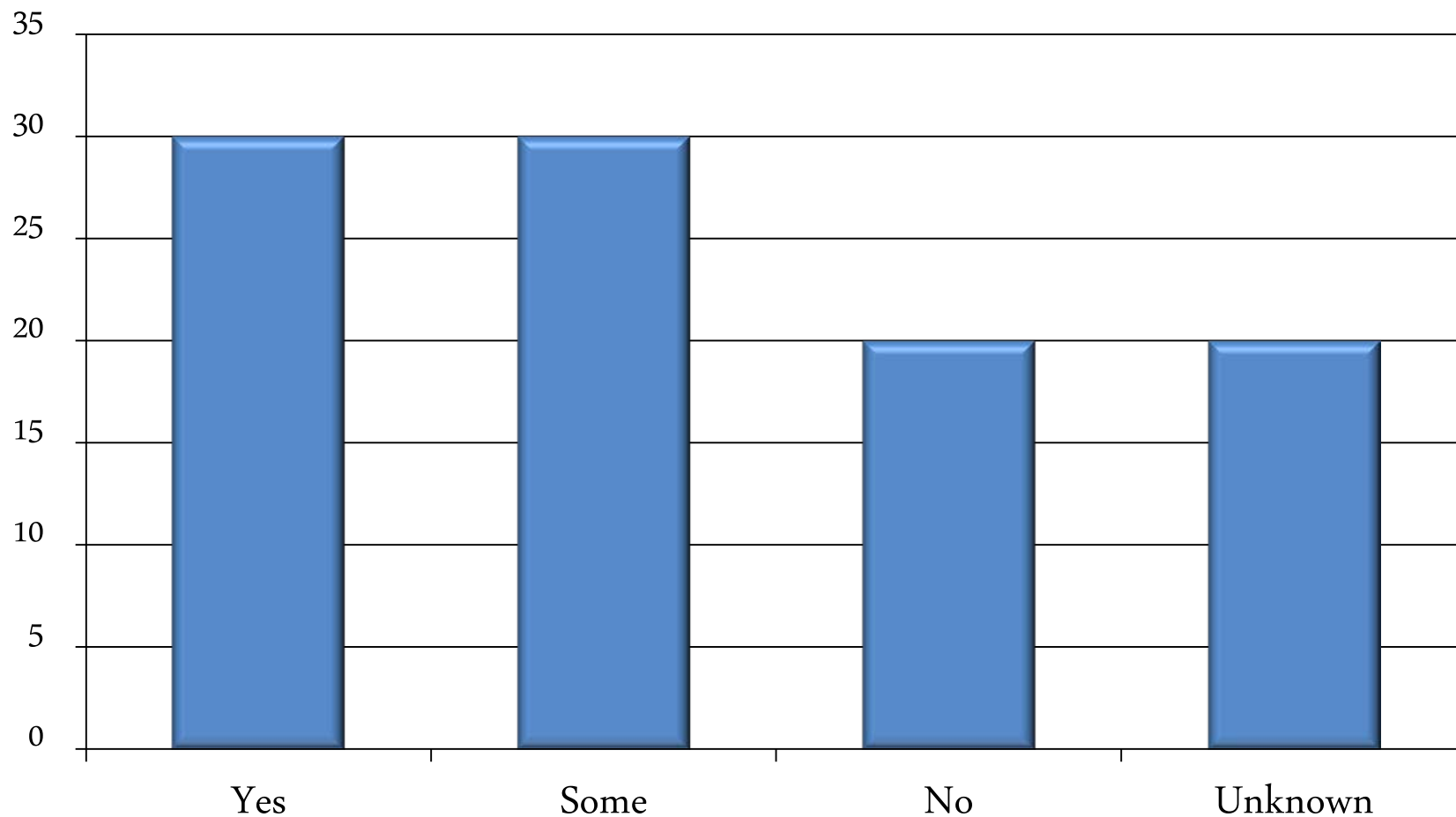
## Number of responses



# MBA Program

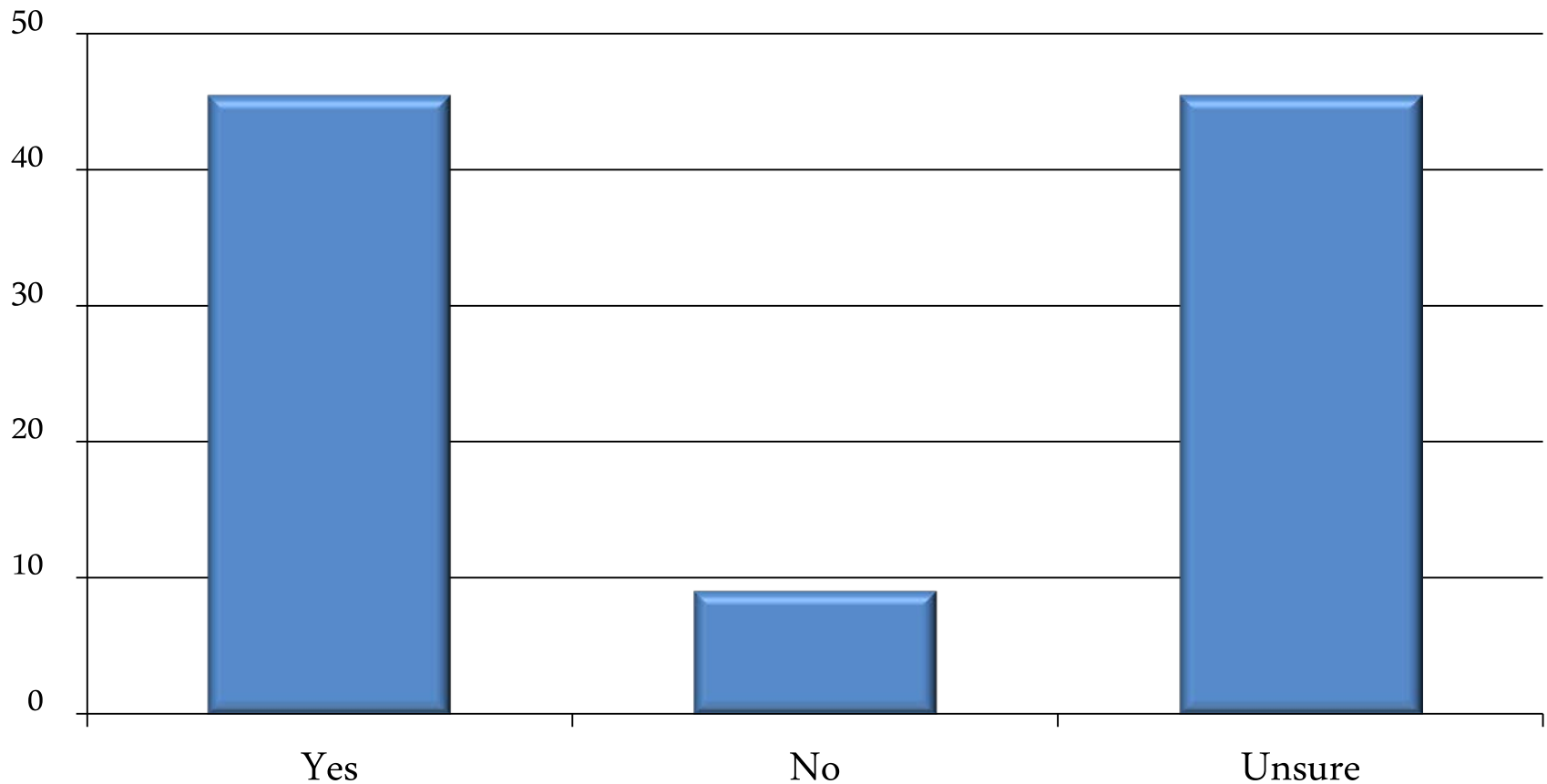
# Tangible Impact of MBA on Job

## Alumni, percent of respondents



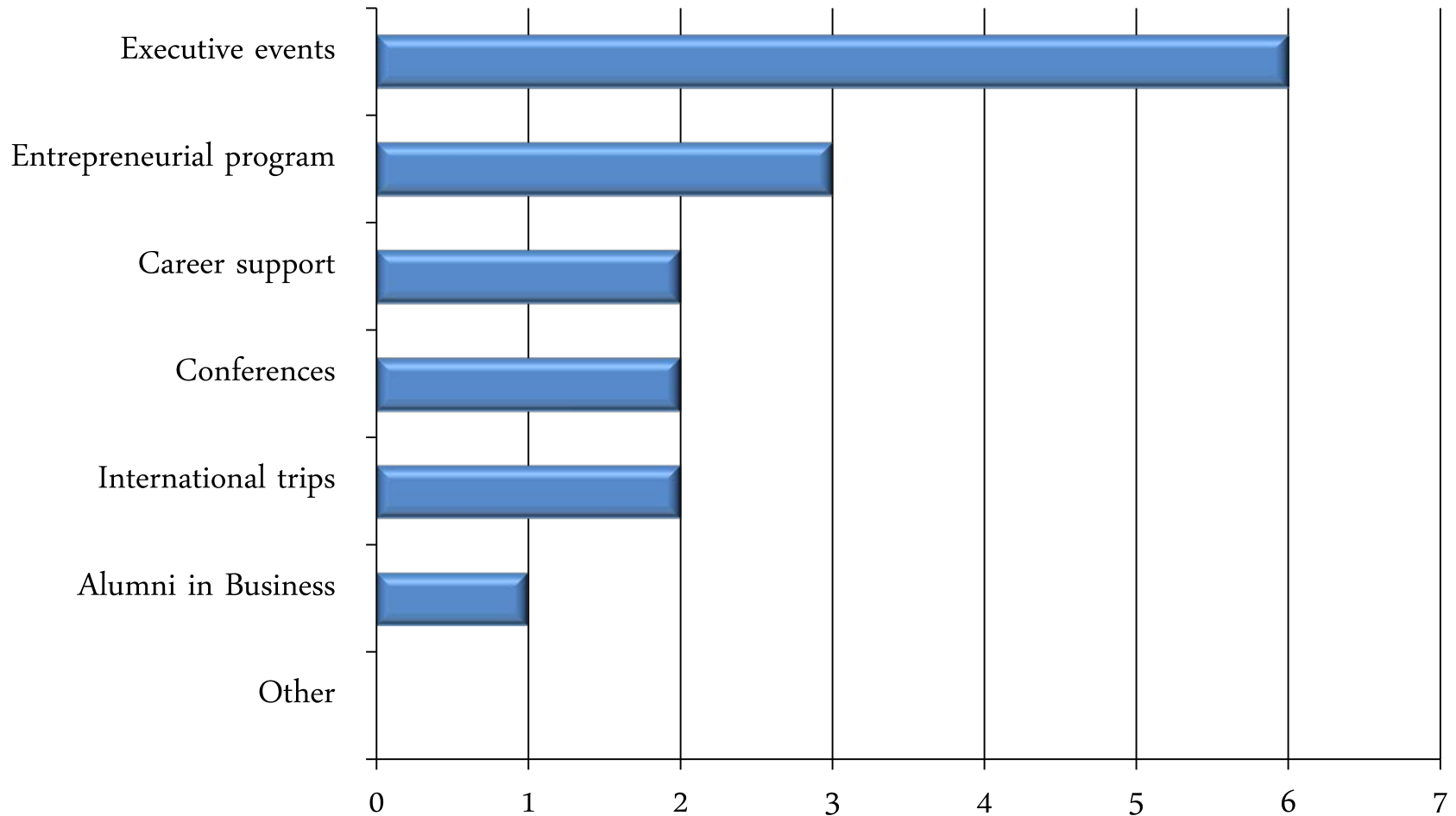
# Potential Salary Increase or Promotion for PLNU MBA

External organizations, percent of respondents



# Most Valuable Co-Curricular Events

## MBA alumni, number of responses





# Summary/Conclusions

- PLNU good value relative to cost
- Soft and hard skills needed
- Ethics emphasis important
- PLNU grads stronger or similar to peers
- PLNU ranks highly among San Diego schools