

## Focus Group Interviews in April 2006

Compiled by the Planning and Assessment Committee

<u>The Themes and Issues</u>	<u>Suggestions/Recommendations</u>
<b>Undergraduate:</b>	
<b>Programs:</b>	
<p><i>Positives</i> Rigorous programs (included real-world cases/situations); affordable; good location; flexible scheduling; writing center helpful</p>	
<p><i>Negatives</i> Course offering (inadequate and infrequent offering of electives; some pre-requisites are not needed, e.g., in Marketing) Course content (impossible expectations; confusing tests) Advising quality and time Job fair (some are not appropriate for B&amp;E) Computer lab full</p>	<p>Need to evaluate and revise curriculum and offer more electives and more than once a year including summer Evaluate course requirements Hire more and better advisors; encourage students to start job search early Work with Career Services to ... (e.g., provide targeted job fairs) Ask that IT enforce academic use policy (many students play games at the lab); encourage students to start their work early in the semester</p>
<b>Professors:</b>	
<p><i>Positives</i> Professors are generally knowledgeable, energetic, entertaining, and bring (especially associate faculty) “real world” cases and situations to classroom; professors are usually supportive and available to students</p>	
<p><i>Negatives</i> Teaching styles (lecturing; textbook only; relying on the students for teaching the majority of the class) Office hours (not in office; limited office hours, e.g., only daytime; some faculty are more difficult to contact)</p>	<p>Encourage full-time faculty to incorporate “real-world” cases and situations in their courses and use a mixed approach Enforce IU requirements for office hours</p>
<b>Graduate:</b>	
<b>Programs:</b>	
<p><i>Positives</i> Rigorous programs (included real-world cases/situations); diverse student body; affordable; good location; current technology; scheduling (mostly evening classes, good for those working); good library; writing center helpful</p>	

<p><i>Negatives</i>  Curriculum (does not allow for concentration; not enough Economic and Macroeconomic courses; overlap in materials for the Leadership and Change and Business Policy; Buyer Behavior course is useless; Capstone course does not allow choice of topics; coursework not linked to pre-requisites)  Advising  Career fair inappropriate for grad students</p>	<p>Evaluate and revise curriculum periodically to eliminate overlap in materials, delete dated/useless courses, and keep up with market changes (e.g., consider offering concentrations in the MBA program)</p> <p>Hire more and better advisors  Work with Career Services to ...</p>
<p><b>Professors:</b></p>	
<p><i>Positives</i>  Professors are knowledgeable; interested in students; approachable; supportive</p>	
<p><i>Negatives</i>  Teaching styles – lecture or use solely the textbook; rely on the students for teaching the majority of the classes  Office hours (not in office; limited office hours)</p>	<p>Encourage full-time faculty to incorporate “real-world” cases and situations in their courses and use a mixed approach  Enforce IU requirements for office hours</p>