Improving the Wisconsin MBA Experience

Using student surveys and current state evaluations, the MBA Program Office assembled a process improvement committee to develop key goals to drive the MBA Experience to better meet students’ needs.

Project Goals

Streamline MBA Experience
Focus and Improve Content
Increase Student Satisfaction

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Revised Program

• The Experience has been streamlined from ten days to six. Students may attend math and MS Excel review sessions given over two optional days after the Experience.
• New content requested by students and faculty has been added to the Experience.
• “Pre-Reads” will be sent to students over the summer. These materials were formerly given to students during the Experience and consumed valuable time.
• Experience will now include more interactive sessions, fewer lectures.

Benefits of Revised Program

• Students will “Experience” an improved orientation program that will enable them to assimilate more quickly to the life of an MBA student.
• Student, Faculty, & Program Office stakeholders’ interests are aligned.
• Method developed can be used to improve other processes and programs at the School of Business.
• Metrics developed are also measurable.

Background/Challenges of Program

• Incoming Wisconsin MBA students overall liked the Wisconsin MBA Experience (the orientation program for incoming MBAs).
• The content of the MBA Experience needed to be updated to meet the evolving needs of students and faculty.
• The length of the event needed to be condensed.

Desired State for Program - Goals, Logistics, Metrics

• Align needs and goals of the key stakeholders: Students, Faculty, and MBA Program Office Staff.
• Ensure that each event included aligns with the needed goals of the key stakeholders.
• Shorten the length of the Experience by focusing on “vital” content.
• Improve the quality of and student satisfaction with the MBA Experience. (Example) Implemented a single web-based solution.
• Develop metrics for success.
• Improve Experience logistics.