

THE RELATIVE VALUE OF SKILLS, KNOWLEDGE, AND TEACHING METHODS IN EXPLAINING MBA PROGRAM RETURN ON INVESTMENT

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ABSTRACT

With the increasing use of ROI metrics throughout enterprises, it is not surprising that the ROI concept is amenable to student evaluations of academic programs and may be captured through the use of outcome assessment measures, especially those involving alumni. To illustrate, alumni may be asked to compare their total MBA program expenses to the quality of their MBA education. Based on this comparison, they can rate the return of their MBA educational investment. This assessment is a surrogate type measure of MBA program satisfaction, yet it is quite explicit in its focus. In essence, was one's MBA education a worthwhile investment?

Since MBA program ROI can be measured, an interesting question is whether it can be explained by variables that are under the control of the academic institution. If this is the case, student evaluations of MBA program ROI can be influenced. This study therefore seeks to measure MBA program ROI among MBA alumni and it seeks to assess the relative efficacy of skills, knowledge, and teaching methods in influencing ROI. It thus denotes an outcome assessment orientation that can be used for outcome improvement.