Customer Satisfaction

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University of Dayton graduate business students give the School of Business Administration high marks in preparing them to be good managers.

Feedback from students helped the University of Dayton achieve one of just 15 spots on The Princeton Review's "Student Opinion Honors for Business Schools" list in the general management category.

"This ranking is especially meaningful because it comes from the students themselves and indicates that our MBA program is an excellent value for our students. It demonstrates that the graduate business program is providing them with the kind of high quality educational experiences that will help them succeed and advance in their careers," said Matt Shank, dean of the School of Business Administration.

The Honors salute the 15 graduate schools most highly rated by students evaluating their master's of business administration program's preparation in six categories: accounting, finance, general management, global management, marketing and operations.

The complete list is in the April issue of Entrepreneur that hit newsstands and the Internet Tuesday, March 24.

The Princeton Review compiled the lists using data from its national survey of 19,000 MBA students attending schools profiled in its book, Best 296 Business Schools: 2009 Edition. The 80-question survey asked students to evaluate experiences at their schools and the schools' programs in several areas. The Princeton Review tallied the lists based on students' assessments of how well they felt their business school courses had prepared them to succeed in the six areas.

Student Matthew Towne said he values the way the program integrates different subjects into each course and emphasizes practical and academic learning.

"I feel a lot more prepared. Everything in each course is very practical so that you can see the relationships between different subjects. And we also have so many opportunities to apply what we've learned such as in the capstone project where we work with a real company," said Towne, a recruiting team leader for MacAulay-Brown Inc.

National recognition is nothing new for the University of Dayton's School of Business Administration. The Princeton Review and Entrepreneur magazine ranked the undergraduate entrepreneurship program fourth in the nation in its 2008 rankings – the third time the program was ranked in the top five. WOMEN 3.0 magazine ranked the MBA program in the top 50 in the nation in 2008. The WOMEN 3.0 rankings were based on academic excellence, entrepreneurial focus, commitment to new businesses and ideas and flexibility for working women.

For more information, contact Janice Glynn, director of the master's in business administration program, at 937-229-3733 or glynn@udayton.edu.