



EDUNIVERSAL WORLD CONVENTION

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WHAT STUDENTS WANT: MAPPING
GLOBAL EXPECTATIONS OF BUSINESS
STUDENTS

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What students are given: “promises” & faculty expectations

Marketing the brand

Handbooks containing instructions, course outlines and policies, for example, on:

- Student learning
- Student behaviour: harrassment, plagiarism
- Grading and Appeals
- Attendance
- Library use
- Student support

What students are asked on exit: summary

By their schools – for example, satisfaction with:

- Instructors
- Subject matter
- With timely feedback
- Technology
- Facilities and management
- Library and other resources
- Career advice and opportunities

Some academic literature

- Research has been undertaken on student expectations, use of technology, gender, internships, and careers
- Several studies exist on student career expectations in relation to (1) choosing a career and company, (2) global and cultural issues, (3) gender issues, (4) differences for specific business functions, (5) recruitment, and (6) promotion, length of employment, ideal job acceptance, and the job search process.
- *Source:* Goliath Business News
[http://goliath.ecnext.com/coms2/gi_0199-13648339/
Career-expectations-and-perceptions-of.html](http://goliath.ecnext.com/coms2/gi_0199-13648339/Career-expectations-and-perceptions-of.html)

Determinants of undergraduate student satisfaction

- self-confidence
- satisfaction with the curriculum, instruction, and classes
- satisfaction with quality of teaching of subject matter
- satisfaction with extra-curricular activities and career opportunities
- satisfaction with student advising
- quality of teaching and instructor feedback
- satisfaction with computing facilities
- satisfaction with student quality and interaction
- *Source:* Letcher & Neves (2010)

Students and Technology

Research by JISC shows students think that technology should:

- support established methods of teaching and admin
- act as an additional resource for research and communication
- be a core part of social engagement and facilitate face-to-face friendships at university
- Source: JISC accessed at <http://www.jisc.ac.uk/publications/research/2007/studentexpectations.aspx>
- Although student desires have changed, the picture of an ideal classroom still shows a strong desire for lecture-dominated classes with class discussion and exercises, written handouts, and outlines. (Jackson et al 2011)

Building a Global Map...

Knowledge, skills and values

- Business skills: decision-making, accounting, finance, economics, human resource management...
- Technology
- Financial returns
- Internships
- Quality professors
- Accreditation

“Soft” skills

- Behavioural and social skills
- Cultural awareness - global
- Values
- Branding and reputation
- Self-confidence

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