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Eleventh Annual UCLA Survey of Business School Computer Usage: A Global Perspective Academic Year 1993-94 - Questionnaire

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ELEVENTH ANNUAL UCLA SURVEY OF BUSINESS SCHOOL COMPUTER USAGE: A GLOBAL PERSPECTIVE

Anderson Graduate School of Management at UCLA in Cooperation with the American Assembly of Collegiate Schools of Business Academic Year 1993-94

Are business schools prepared to participate in the electronic communications future?

The sample for the Eleventh Annual Survey includes the 800 AACSB-member business schools located around the world. The purpose is to identify learning technologies that business schools currently use and their plans for the next two years. This survey is the first comprehensive global inventory of computer-based communication resources available to support business schools programs.

Please complete as many of the questions as possible. Pilot testing suggests it takes 15 - 20 minutes to complete this questionnaire. If you do not know the exact answer to a particular question, an approximation is better than no answer at all. Feel free to add, comment, or elaborate on any question. We have incorporated many past suggestions into the annual surveys.

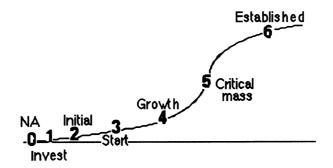
Please return this questionnaire by Monday, February 7, 1994, to:

Jason L. Frand, Ph.D.
Director, Computing Services
Anderson School of Management
UCLA
Los Angeles, CA 90024-1481
FAX 310-825-4835

A presentation based on this survey will be made at the AACSB Annual Meeting in Orlando, Florida, in April, 1994. A copy of the written report will be sent to participating schools in June, 1994. Thank you for your forthcoming support.

Institution: (please print)
City:
Country:
Your name:
Telephone: ()
E-mail:
Zip Code:

Business School Technology Adoption Phases



Instructions:

For the eight learning technologies described below, first complete the two phase diagram by circling the number which most closely corresponds to where your business school is today, January 1994, and to where your business school plans to be in two years, January 1996. Please try to provide your most realistic, not idealistic, estimates.

Next please check the five most important factors influencing the change, both in terms of requirements and motivators of growth.

Please complete the questionnaire from the orientation of the individual(s) responsible for all computer, communication, and information resources for your business school. Even though you may not have all the information, use your general knowledge, assuming a school-wide perspective.

Please use these definitions as a guide to answering the questions

- Not applicable: Not appropriate for our business school at this time; no interest, support or motivation to use this technology
- 1 Investigation: Gathering information, generating discussion, promoting idea to faculty and administration
- 2 Initial actions: General preparation for implementation including selecting alternatives, identifying funding, writing proposals, obtaining bids, testing with one or two experimenters, pilot testing phase.
- 3 Start-up: Implementation of the technology with at most 25% of the users involved.
- 4 Growth: Use of the technology has expanded to 26 50% of user population.
- 5 Critical mass: Use of the technology has expanded to 51 75% of user population.
- **Established:** Use of the technology has expanded to at least 76% of user population.

I. Electronic mail (e-mail): What percent of yo	our users use electronic mail at least 3 times per week
A. Current Jan 1994% faculty% state	ff% MBAs% undergrads
B. Anticipate Jan 1996% faculty% star	
b. Anticipate junt 1990 to idealty to date	
C. Overall, where is your business school today,	D. Where does your business school plan to be in
January, 1994, with respect to Email?	two years, January, 1996?
(circle one) Established	(circle one) Established
5 Critical	5 Critical
Growth	Growth mass
NA Initial 34	NA Initial 3
Invest	-D_1Stert
E. Requirements for growth: please check the five	F. Motivators for growth: please check the five
most immediate impediments which must be	most immediate factors which are supporting
overcome to move forward:	your move forward:
1 become part of school's mission	23 part of school's mission
2 funding/money	24 commitment to staying on the leading-
3. commitment from school	edge of instructional use of technology
administration	25 competitive advantage with peer
4 commitment from campus	institutions
administration	26 international focus
perceived long term benefits,	27 appeal to new students/audiences
educational value	28 alternative learning approach for
6 access equity	remediation
7 goals or strategic planning	29 increased student ratings
8 timing, wait and see strategy	30 ability to present concepts not possible
9 faculty interest (indifferent to use)	otherwise
10 faculty reluctance (don't want to use)	31 ability to gain insights not possible
11 faculty rewards or incentives	otherwise
12 faculty training	32 increased faculty teaching productivity
13 student training	(number of students reached)
14 finding and/or retaining technical staff	33 increased class time productivity
15 computers, projectors, etc., to use in	(cover more material)
classroom	34 reduced overall cost of instruction over
16 wiring or physical infrastructure to use	time
in classroom	35 access to data resources on campus
17 equipment reliability (technology too	36 access to data resources not on campus
unstable)	37 communication with people off-
18 additional network bandwidth	campus
19 technology less complicated to use	38 ability to access campus resources from
20 easier access from remote locations	community
21 clearer choices among many	39 opportunity for equipment donations 40 faculty demand
competing options (e.g., voice mail,	41. administration demand
fax, paper)	41 administration demand 42 student demand
22 other, please specify	43 student demand 43 computing staff championing
	44 recruiters/corporate community
	expectations
	45 other, please specify
	onici, picase specing

G. Using a five point scale, indicate how effective current email use is at facilitating business school communication:

II. Electronically wired school/campus: All offices, classrooms, library, student areas (e.g., lounges, residences), have network access capability. Check one item for each row.

A. Today, Jan., 1994,	NA	Invest	Init Act	Start-up	Growth	Crit Mass	Established
one connection per classroom	1	2	3	4	5	6	7
all classroom seats	8	9	10	11	12	13	14
faculty offices	15	16	17	18	19	20	21
administrative offices	22	23	24	25	26	27	28
library seats	29	30	31	32	33	34	35

B. Two years, Jan, 1996	NA	Invest	Init Act	Start-up	Growth	Crit Mass	Established
one connection per classroom	1	2	3	4	5	6	7
all classroom seats	8	9	10	11	12	13	14
faculty offices	15	16	17	18	19	20	21
administrative offices	22	23	24	25	26	27	28
library seats	29	30	31	32	33	34	35

C. Requirements for growth: please check the five most	D. Motivators for growth: please check the five most
immediate impediments which must be overcome to	immediate factors which are supporting your move
move toward overall wiring established.	forward:
1 become part of school's mission	23 part of school's mission
2 funding/money	24 commitment to staying on the leading-edge
3 commitment from school administration	of instructional use of technology
4 commitment from campus administration	25 competitive advantage with peer
5 perceived long term benefits, educational	institutions
value	26 international focus
6 access equity	27 appeal to new students/audiences
7. goals or strategic planning	28 alternative learning approach for
8 timing, wait and see strategy	remediation
9 faculty interest (indifferent to use)	29 increased student ratings
10 faculty reluctance (don't want to use)	30 ability to present concepts not possible
11 faculty rewards or incentives	otherwise
12 faculty training	31 ability to gain insights not possible
13 student training	otherwise
14 finding and/or retaining technical staff	32 increased faculty teaching productivity
15 computers, projectors, etc., to use in	(number of students reached)
classroom	33 increased class time productivity (cover
16 wiring or physical infrastructure to use in	more material)
classroom	34 reduced overall cost of instruction over time
17 equipment reliability (technology too	35 access to data resources on campus
unstable)	36 access to data resources not on campus
18 additional network bandwidth	37 communication with people off-campus
19 technology less complicated to use	38 ability to access campus resources from
20 easier access from remote locations	community
21 clearer choices among many competing	39 opportunity for equipment donations
options (e.g., voice mail, fax, paper)	40 faculty demand
22 other, please specify	41 administration demand
	42 student demand
	43 computing staff championing
	44 recruiters/corporate community
	expectations
	45 other, please specify
E. Does your business school currently have Internet according	ess?yesno
	2
F. Does your business school have its own gopher server	?yesno

Multimedia: Computer based integrated text, graphics, video, and audio materials. B. Where does your business school plan to be in A. Where is your business school today, January, two years, January, 1996? 1994, with respect to multimedia? Established (circle one) (circle one) Critical C. Requirements for growth: please check the five D. Motivators for growth: please check the five most immediate impediments which must be most immediate factors which are supporting overcome to move forward. your move forward: become part of school's mission ___ part of school's mission 1. 2. funding/money commitment to staying on the leading-3. commitment from school edge of instructional use of technology administration competitive advantage with peer institutions commitment from campus 4. international focus administration 5. perceived long term benefits, 27. appeal to new students/audiences educational value alternative learning approach for remediation access equity goals or strategic planning increased student ratings 7. ability to present concepts not possible timing, wait and see strategy 8. faculty interest (indifferent to use) otherwise 9. ability to gain insights not possible 10. faculty reluctance (don't want to use) _ faculty rewards or incentives otherwise 11. increased faculty teaching productivity 12. _ faculty training (number of students reached) _ student training 13. finding and/or retaining technical staff increased class time productivity computers, projectors, etc., to use in (cover more material) reduced overall cost of instruction over classroom wiring or physical infrastructure to use in classroom 35. access to data resources on campus equipment reliability (technology too 36. access to data resources not on campus 17. unstable) 37. communication with people offadditional network bandwidth campus ability to access campus resources from _____ technology less complicated to use _ easier access from remote locations community opportunity for equipment donations clearer choices among many 39. competing options (e.g., voice mail, faculty demand 41. administration demand fax, paper) 22. student demand other, please specify computing staff championing recruiters/corporate community expectations other, please specify

III.

Using a five point scale, indicate how effective current multimedia use is at:

E. enhancing classroom instruction: not effective very effective F. developing student skills: not effective 2 3 4 5 very effective

IV. Distance Learning: Courses for credit are interactive question and answer capability.	re broadcast live to more than one classroom with
A. Where is your business school today, January 1994, with respect to distance learning? [Circle one] Established	two years, January, 1996?
Growth Critical mass	Growth Critical mass
NA Initial 34	NA Initial 3
C. Requirements for growth: please check the fi	ive D. Motivators for growth: please check the five
most immediate impediments which must be	most immediate factors which are supporting
overcome to move forward.	your move forward:
1 become part of school's mission	23 part of school's mission
2 funding/money	24 commitment to staying on the leading-
3 commitment from school	edge of instructional use of technology
administration	25 competitive advantage with peer
4 commitment from campus	institutions
administration	26 international focus
5 perceived long term benefits, educational value	27 appeal to new students/audiences
	28 alternative learning approach for remediation
6 access equity7 goals or strategic planning	29 increased student ratings
8 timing, wait and see strategy	30 ability to present concepts not possible
9 faculty interest (indifferent to use)	otherwise
10 faculty reluctance (don't want to use)	
11 faculty rewards or incentives	otherwise
12 faculty training	32 increased faculty teaching productivity
13 student training	(number of students reached)
14 finding and/or retaining technical st	
15 computers, projectors, etc., to use in	(cover more material)
classroom	34 reduced overall cost of instruction over
16 wiring or physical infrastructure to u	ise time
in classroom	35 access to data resources on campus
17 equipment reliability (technology too	36 access to data resources not on campus
unstable)	37 communication with people off-
18 additional network bandwidth	campus
19 technology less complicated to use	38 ability to access campus resources from
20 easier access from remote locations	community
21 clearer choices among many	39 opportunity for equipment donations
competing options (e.g., voice mail,	40 faculty demand
fax, paper)	41 administration demand
22 other, please specify	42 student demand
	43 computing staff championing
	44 recruiters/corporate community
	expectations
	45 other, please specify

E. Using a five point scale, indicate how effective current use of distance learning is at facilitating student learning:

instruction (e.g., conduct an interview from a classro	oom with a guest in another city).
A. Where is your business school today, January, 1994, with respect to classroom teleconferencing? [circle one] [circle one]	B. Where does your business school plan to be in two years, January, 1996? [circle one] Established
(circle one)	(circle one)
Growth Critical mass	5 Critical Growth mass
NA Initial 3	NA Initial 3
-D-Stert	Invest
C. Requirements for growth: please check the five	D. Motivators for growth: please check the five
most immediate impediments which must be	most immediate factors which are supporting
overcome to move forward .	your move forward:
1 become part of school's mission	23 part of school's mission
2 funding/money	24 commitment to staying on the leading-
3 commitment from school	edge of instructional use of technology
administration	25 competitive advantage with peer
4 commitment from campus	institutions
administration	26 international focus
5 perceived long term benefits,	27 appeal to new students/audiences
educational value	28 alternative learning approach for
6 access equity	remediation
7 goals or strategic planning	29 increased student ratings
8 timing, wait and see strategy	30 ability to present concepts not possible
9 faculty interest (indifferent to use)	otherwise
10 faculty reluctance (don't want to use)	31 ability to gain insights not possible
11 faculty rewards or incentives	otherwise
12 faculty training	32 increased faculty teaching productivity
13 student training	(number of students reached)
14 finding and/or retaining technical staff	33 increased class time productivity
15 computers, projectors, etc., to use in	(cover more material)
classroom	34 reduced overall cost of instruction over
16 wiring or physical infrastructure to use	time
in classroom	35 access to data resources on campus
17 equipment reliability (technology too	36 access to data resources not on campus
unstable)	37 communication with people off-
18 additional network bandwidth	campus
19 technology less complicated to use	38 ability to access campus resources from
20 easier access from remote locations	community
21 clearer choices among many	39 opportunity for equipment donations
competing options (e.g., voice mail,	40 faculty demand 41. administration demand
fax, paper) 22 other, please specify	41 administration demand 42. student demand
22 other, prease specify	43 student demand 43 computing staff championing
	44 recruiters/corporate community
	expectations
	45 other, please specify
	other, picuse specify

Classroom Teleconferencing: Use of real-time, interactive video communications supporting

V.

E. Using a five point scale, indicate how effective current use of classroom teleconferencing is at enhancing clsasroom instruction:

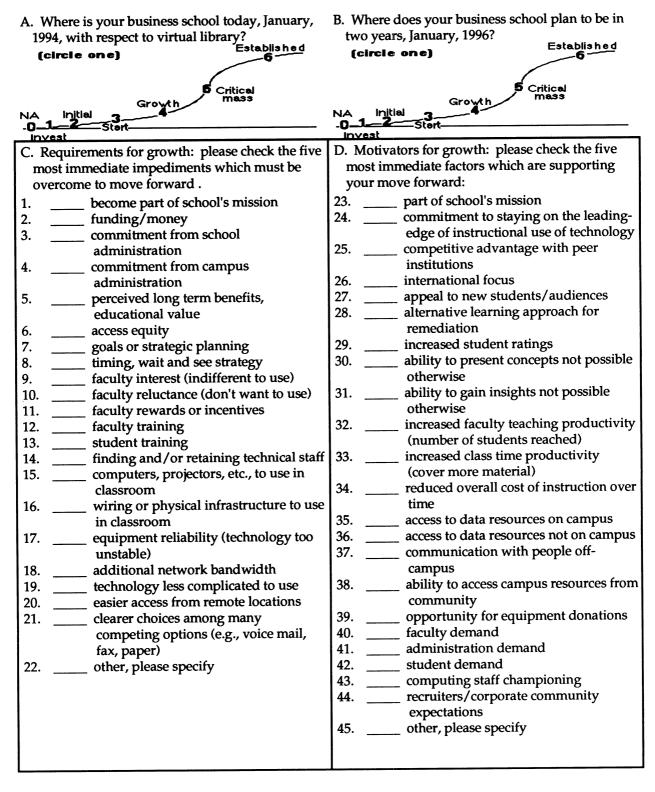
VI. Student Laptop/Portable Computer Ownership: Students required to own a system which can be used in classrooms, library, etc. B. Where does your business school plan to be in A. Where is your business school today, January, two years, January, 1996? 1994, with respect to laptop computers? Establis hed Established (circle one) (circle one) C. Requirements for growth: please check the five D. Motivators for growth: please check the five most immediate impediments which must be most immediate factors which are supporting overcome to move forward. your move forward: ____ part of school's mission _ become part of school's mission 23. 1. ___ commitment to staying on the leading-2. _ funding/money 3. commitment from school edge of instructional use of technology competitive advantage with peer administration institutions 4. commitment from campus international focus administration 26. 27. appeal to new students/audiences 5. perceived long term benefits, educational value alternative learning approach for remediation access equity 6. goals or strategic planning 29. increased student ratings 7. ability to present concepts not possible 8. timing, wait and see strategy faculty interest (indifferent to use) otherwise 9. faculty reluctance (don't want to use) ability to gain insights not possible 10. otherwise faculty rewards or incentives 11. 12. _ increased faculty teaching productivity faculty training 13. ____ student training (number of students reached) finding and/or retaining technical staff increased class time productivity 14. (cover more material) 15. _____ computers, projectors, etc., to use in reduced overall cost of instruction over classroom wiring or physical infrastructure to use 16. access to data resources on campus in classroom 35. access to data resources not on campus 17. equipment reliability (technology too 36. unstable) communication with people off-18. additional network bandwidth campus ability to access campus resources from 19. technology less complicated to use easier access from remote locations community opportunity for equipment donations clearer choices among many competing options (e.g., voice mail, 40. faculty demand 41. administration demand fax, paper) 22. 42. student demand other, please specify computing staff championing **43**. recruiters/corporate community expectations

E. Using a five point scale, indicate how effective current student laptop computer onwership is at enhancing student learning:

not effective 1 2 3 4 5 very effective

other, please specify

VII. Virtual Library: Journals, magazines, books, library catalogues, and information databases (including text, graphics, sounds, pictures, and video) available on-line to be accessed electronically from any location at any time.



VIII. Virtual Classroom: Student can access instructional materials (e.g., pre-recorded lectures) at any time and from any location; electronic mail, computer conferencing, or networked multimedia is used to support the instructional process. It also may include non-interactive satellite programs.

E. Using a five point scale, indicate how effective current implementation of the virtual classroom is enhancing student learning:

IX.	Business School Demog	graphics:							
(Check A. Typ	one) œ: 1 Public: primar	ily gover	nment f	unded	2 P	rivate: p	rimarily	student tuition	funded
B. Prin	nary mission/focus of bu	usiness sc	thool:						
	t	eaching	1 2	3	4 5	resera	ch		
	graphics: At your busine lents, FTE)			-	ach cate	gory (ple	ease use	full-time	
			Fulltim	e	Parttim FTE	e	Total FTE		
	Students				112		112		
C.	Undergraduate	es		_		-		_	
D.	MBA, other ma	sters		_	***************************************	-		_	
E.	PhD, DBA			-		_		_	
F.	Degree Executi	ves		-		_		_	
G.	Faculty, Academic Staff	f		_		-		_	
H.	Administrators, secreta	ries		-		-		-	
I.	Computer Support Staf	f		_		-		-	
Numbe	er of business school-ow	ned micro Student Public	/	ters avai <u>Faculty</u>		<u>Staff</u>		Network <u>Server</u>	<u>Total</u>
J.	Apple Desktops		•					<u> </u>	
K.	Apple Powerbooks		-						
L.	DOS Desktops		_				_		
M.	DOS Laptops		-						
N.	Window Desktops				_		_		
O.	Window Laptops		_				-		
P.	UNIX		_				_		
Q.	TOTAL				<u>-</u>		- .		
R.	New business school be	uilding (p	olease ch	neck one) :				
	1 Not applicable 2 Planning stage 3 Moved 2 - 5 yes 4 Moved within 5 Moving now of 6 Moving 2 to 4 yes	past year r next yea							

Λ.	experiences or innovative projects you would like to share. If yes, please describe.
XI.	Is your school using technologies to meet the requireements of the American Disabilites Act? Please check one:
	1 not applicable 2no 3investigating options
	4implementing programs: please describe
XII	. Is your school using any of these technologies to assit students with remedial or tutorial work (e.g., an academic resource center)?
	1 not applicable 2no 3investigating options
	4implementing programs: please describe

Please return this questionnaire as soon as possible to UCLA at the address on the front cover. Thank you.