

# WISCONSIN MBA CAREER SERVICES

Spring 2007 Alumni Survey Results

Entrepreneurial Management

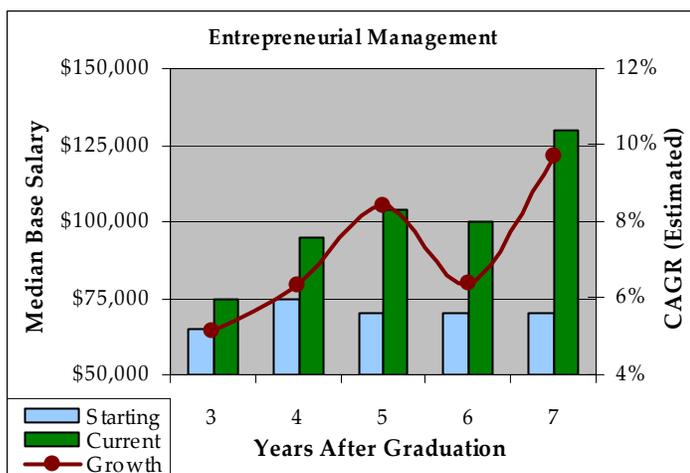


## Specialization Highlights

A total of 37 survey respondents identified themselves as having majored in Entrepreneurship. Of those, 21 also identified a second major, leaving 16 as exclusively Entrepreneurship. The results presented in this summary report include the entire 37-student dataset. By years post-graduation, there were 8 respondents 3 years out, 5 respondents 4 years out, 10 respondents 5 years out, 10 respondents 6 years out, and 4 respondents 7 years out.

Students in the Entrepreneurial Management specialization of the Wisconsin School of Business MBA program generally have lower initial salaries than their peers, but increase at a faster pace than their peers. According to the survey results, the median base salary for Weinert Center alumni 7 years after graduation is \$130,000, compared to \$107,500 for all Wisconsin School of Business masters degree alumni 7 years post-graduation.

Median current and starting salaries, along with an estimated compound annual growth rate, are presented in the chart and table below.



Years Out	Median Starting	Median Current	CAGR (est.)
3	\$65,000	\$75,000	5.1%
4	\$75,000	\$95,000	6.4%
5	\$70,000	\$103,750	8.4%
6	\$70,000	\$100,000	6.4%
7	\$70,000	\$130,000	9.7%

## Methodology

Wisconsin MBA Career Services acquired names and contact information for alumni who graduated with MS, MA, and MBA degrees from the Wisconsin School of Business from 2000 through 2004. The data were provided by the staff of 11 specializations — Arts Administration, Applied Corporate Finance (ACFIN), Applied Securities Analysis Program (ASAP), Brand & Product Management, Entrepreneurial Management, Information Systems, Marketing Research, Operations & Technology Management, Real Estate & Urban Land Economics, Risk Management & Insurance, Strategic Human Resource Management, and Supply Chain Management — and Wisconsin School of Business Alumni Services.

In total, 633 names were acquired, including 523 with email addresses. The survey was administered via email only. An email containing a link to the survey was sent to 523 alumni initially on January 31, 2007. A follow-up email with a link to the same survey was sent on February 8, 2007. The survey was closed on February 13, 2007. Of the 523 alumni included in the initial email survey request:

- ▶ 236 (45.4%) completed the survey;
- ▶ 235 (45.2%) did not respond to either email;
- ▶ 37 (7.1%) did not receive the survey because of undeliverable email addresses;
- ▶ 12 (2.3%) opted to decline the survey.

The survey was 15 questions long, including a final question for open-ended comments. Responses were required for 13 of the 15 questions. A full text of the questions is available to Wisconsin School of Business faculty, staff, and students upon request.

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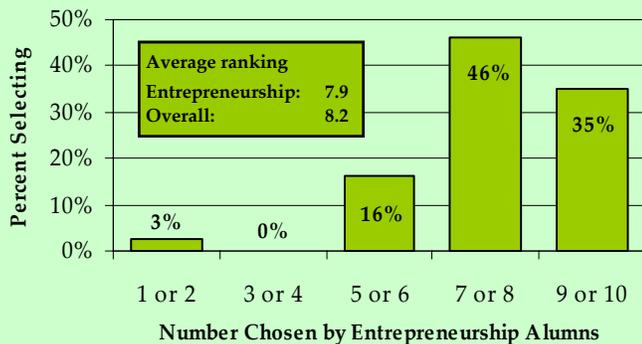


## Perceived Value of MBA

When asked, "On a scale of 1-10, how much has your masters in business from Wisconsin helped you achieve your current career position?" Weinert Center students generally provided lower scores than their peers. The average score among Entrepreneurship majors was 7.9, compared to 8.2 for all respondents. One student selected a score of 1. Excluding this result, the overall average was 8.1.

The rankings provided by Weinert Center students are provided in the following chart.

Helpfulness of MBA in Attaining Current Position



Also of note: When grouped by years after graduation, only Weinert Center students 5 years post-graduation valued their masters degree higher on average than their peers.

## Single Major vs. Multiple

As mentioned, 21 of the 37 survey respondents listing Entrepreneurship as their major or specialization also listed additional major(s) or specialization(s). Comparing the two groups shows that alumni who listed more than one major had higher median starting salaries and higher median current salaries than alumni who listed Entrepreneurship as their only major. However, the Entrepreneurship-only students were more likely to have received bonuses in the past 12 months and more likely to be in ownership positions.

The following table presents some of the key differences between the groups.

Item	Multiple Majors	E-ship Only
Number of respondents	21	16
Median base salary - starting	\$75,000	\$65,000
Median base salary - current	\$107,500	\$80,000
Received bonus in past year	76%	88%
Believed to be owners	14%	44%
Average ranking	7.8	8.1
Average years post-masters	4.8	4.7

## Select Titles and Companies

Survey participants were asked to identify their current titles and employers. While not directly asked, it appears from the job titles and employers provided that among Entrepreneurship alumni at least 27% are working for their own companies. Nearly half (43%) of Weinert Center alumni are working for the same company as they were immediately after graduation.

Weinert Center alumni believed to be in ownership positions are listed below. Bolded individuals are with the same company as they were at graduation.

Title	Employer
Consultant	Self-Employed
Strategic Consultant	Self-Employed
<b>CEO</b>	<b>PowerDesigners</b>
<b>President</b>	<b>Maple Leaf Farms, Inc.</b>
Managing Director	BSR Group
<b>Chief Operating Officer</b>	<b>ConjuGon, Inc.</b>
Managing Partner	Alto Vino
Owner / Operations Mgr	Summit Comm. Fitness
<b>Lead Developer</b>	<b>Sianum GmbH</b>
President	Josiah, Inc.

## Bonuses

Among Entrepreneurial Management alumni, 81% received bonuses in the past 12 months, with 37% reporting bonuses of \$10,000 or less, and another 37% reporting bonuses of \$10,001-\$24,999.

## Select Comments

Comments about the Entrepreneurial Management program were generally positive, with most complaints stemming from a perceived lack of specific career guidance. Some representative examples include:

- ▶ "The program prepared us exceptionally well for work in real world marketing organizations where both strong general business management and a true sense of entrepreneurship are highly valued."
- ▶ "(The program) could have been improved by shifting focus away from start-ups only to include traditional small businesses and interacting with the Madison community in a far more integrated way."
- ▶ "The investment was not reflected immediately after graduation, but when the opportunity came, it proved the value for all the money and time spent."