

AN EXEMPLAR CASE STUDY OF A CONCORDANCE-BASED GAP ANALYSIS AMONG MBA ALUMNI: BENEFITS AND LIMITATIONS

Stuart Van Auken, Florida Gulf Coast University
Earl Chrysler, California State University, Chico
Ludmilla G. Wells, Florida Gulf Coast University

Abstract

This study focuses on MBA alumni and their ability to provide institution-specific insights into MBA program delivery. Given desired MBA outputs, a case exemplar is used to present a concordance-based model of gap assessment. All parameters are viewed as finite and departures from expectations are used to reveal either under- or over- emphases which require repair. The study presents insights into gap prioritization through gap magnitude-based themes and it reveals the benefits and the limitations of concordance-based gap assessments. The study also addresses the complexity of creating the structure for desired MBA outcomes.