

# **UCLA**

## **Information and Technology**

### **Title**

Fourteenth Annual UCLA Survey of Business School Computer Usage: 1996-1997 Academic Year - Questionnaire

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### **Publication Date**

1997-09-01

**FOURTEENTH ANNUAL  
UCLA SURVEY OF BUSINESS SCHOOL COMPUTER USAGE  
1996-1997 Academic Year**

Conducted by  
The John E. Anderson Graduate School of Management at UCLA  
in cooperation with the  
American Assembly of Collegiate Schools of Business

***What are the hardware, software, and information technology support structures and their usages  
in our business schools?***

In order to provide key decision makers in business schools with an answer to this question, you are invited to participate in this Fourteenth Annual Survey. This questionnaire replicates major portions of the Second (1985), Sixth (1989), and Tenth (1993) Surveys, thus also providing the opportunity to see trends - where we have been and where we may be going.

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

Complete as many of the items as possible. If you do not know an exact response, an approximation is better than no answer. Feel free to add, comment, or elaborate on any item. Many past suggestions have been incorporated into these annual surveys.

A copy of the final report will be sent to all participating schools in September 1997. A presentation based on the preliminary results of this survey will be made at the AACSB Learning Technology Workshop in Boston in late May. Please return this questionnaire by Monday, May 26, 1997 to:

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Assistant Dean and Director, Computing and Information Services  
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The John E. Anderson Graduate School of Management  
UCLA  
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Thank you for your forthcoming support.

<b>Mailing Label Here Please</b>	<b>Telephone:</b>  (    ) <hr/> <b>E-mail address:</b>  <hr/>
----------------------------------	--

Your  
Name: \_\_\_\_\_  
(please print)

**Title:**  
(please circle  
most appropriate)

- |                       |                    |
|-----------------------|--------------------|
| 1. Dean               | 5. Admin assist    |
| 2. Assoc/assist dean  | 6. Other director  |
| 3. Comp cent director | 7. Comp cent staff |
| 4. Faculty member     | 8. Other _____     |

**I. BUSINESS SCHOOL DEMOGRAPHICS: 1996-1997 ACADEMIC YEAR**

1. **Type** of business school: (check one)  Public (traditionally government funded)  
 Private (traditionally student tuition funded)
2. At your business school, how many in each category? Please **use full-time equivalents (FTE)**, not "head-counts."

Students	Fulltime FTE		Parttime FTE	=	Total FTE
Undergraduates/first degree	_____	+	_____	=	_____
MBA/other post graduate	_____	+	_____	=	_____
Executives MBA	_____	+	_____	=	_____
PhD, DBA	_____	+	_____	=	_____
Faculty, academic staff	_____	+	_____	=	_____
Administrators, secretaries	_____	+	_____	=	_____
Computing support staff	_____	+	_____	=	_____

**II. BUSINESS SCHOOL OPERATIONS: 1996-1997 ACADEMIC YEAR**

3. US \$ \_\_\_\_\_ total annual **business school operating budget** for 1996-97 from all sources.
4. US \$ \_\_\_\_\_ total annual business school **computer operating budget** for 1996-97 from all sources including:  
 staff salaries, benefits, and support,  
 software and data acquisition and licenses,  
 supplies, operating overhead, and  
 computer recharge funds
- excluding:  
 capital expenditures where list value greater than  
 \$2000 and depreciated 3 years or more  
 (e.g., microcomputer purchases), lease payments,  
 and faculty salaries
5. Are **students** charged a **fee** for computer usage?

Fee charged	Undergraduate	MBA
No		
Some free usage, then must pay. Please specify:		
Yes, per course	\$ _____ for _____ units	\$ _____ for _____ units
Yes, per semester or quarter	\$ _____	\$ _____
Yes, per year	\$ _____	\$ _____
Yes, per page printed of output	\$ _____	\$ _____
Yes, other	\$ _____	\$ _____

6. Does your business school have its own **computing support staff** autonomous from the campus facilities?  
 No  Yes If yes, please indicate number full-time equivalent paid from business school budget:

Computing Support Staff	fulltime	parttime & students (fte equivalents)	total fte
technical/hardware/network			
research support			
instructional support			
web support			
teleconference/distance learning			
audio/visual			
management			

7. What **services** does your business school **outsource**:

To central campus? \_\_\_\_\_

To commercial vendors? \_\_\_\_\_

**III. BUSINESS SCHOOL HARDWARE: 1996-1997 ACADEMIC YEAR**

8. Number of business school owned microcomputers available to:

	Student/ Public	+	Faculty	+	Staff	+	Network Server	=	Total
Apple desktops	_____	+	_____	+	_____	+	_____	=	_____
Apple PowerBooks	_____	+	_____	+	_____	+	_____	=	_____
DOS <b>only</b> desktops	_____	+	_____	+	_____	+	_____	=	_____
DOS <b>only</b> laptops	_____	+	_____	+	_____	+	_____	=	_____
Windows 3.X desktops	_____	+	_____	+	_____	+	_____	=	_____
Windows 3.X laptops	_____	+	_____	+	_____	+	_____	=	_____
Win 95 desktops	_____	+	_____	+	_____	+	_____	=	_____
Win 95 laptops	_____	+	_____	+	_____	+	_____	=	_____
UNIX	_____	+	_____	+	_____	+	_____	=	_____
Win NT desktops	_____	+	_____	+	_____	+	_____	=	_____
other	_____	+	_____	+	_____	+	_____	=	_____
							<b>Total</b>		<b>_____</b>

9. Are there generally sufficient microcomputers at your business school to meet current demand (excluding exam time or end of term)?

Microcomputer sufficiency	Faculty	Undergraduates	MBA's
Yes, but occasional waiting	_____	_____	_____
Yes, never any waiting	_____	_____	_____
No, usually a wait for access	_____	_____	_____
No, always a wait for access	_____	_____	_____

10. Who maintains your business school owned microcomputers/laptops? (check all that apply)

- |   |   |
|---|---|
| <input type="checkbox"/> no definite policy               | <input type="checkbox"/> contract with outside vendor |
| <input type="checkbox"/> business school staff            | <input type="checkbox"/> other, please describe       |
| <input type="checkbox"/> contract with university service |   |

11. Student ownership: Does your business school recommend/require students to own a microcomputer?

Undergraduates	<input type="checkbox"/> no	<input type="checkbox"/> yes, recommended	<input type="checkbox"/> yes, required: Desktops	<input type="checkbox"/> Laptops	_____
MBA's	<input type="checkbox"/> no	<input type="checkbox"/> yes, recommended	<input type="checkbox"/> yes, required: Desktops	<input type="checkbox"/> Laptops	_____
Executive MBA's	<input type="checkbox"/> no	<input type="checkbox"/> yes, recommended	<input type="checkbox"/> yes, required: Desktops	<input type="checkbox"/> Laptops	_____

12. Mini/mainframe computers:

	Business School	Central Campus
<input type="checkbox"/> no, never did		
<input type="checkbox"/> not now, give year removed from service:	_____	_____
<input type="checkbox"/> yes	make/model: _____	_____
	purpose: _____	_____

IV. BUSINESS SCHOOL TRAINING/CURRICULUM: 1996-1997 ACADEMIC YEAR

13. **Computer-related training** for business school users. Is each type of training doing the job? For your business school, please evaluate from 1 to 5, how effective each type of training seems to be, where  
 0 = not provided at this time, 1 = inadequate, 3 = adequate for most users, 5 = exceptionally effective

Type of training	Ungrad	MBA	Faculty	Staff
As part of classroom instruction				
Central University-provided workshops				
Central University-provided individual training				
Business school workshops (prior to the beginning of classes)				
Business school workshops (during the academic year)				
Business school individual training				
Handouts, workbooks, and other documentation				
CAI, video training				
Other:				

14. Briefly describe the major **obstacles** to providing adequate **training** for students:  
 for faculty:

15. Is hands-on use of computing required in the **undergraduate core courses** at your business school?

Introductory or core course	Classes requiring computer use (check one)			Source of courseware used (check all that apply and give name if possible)			
	None (or N/A)	Some sections	All sections	Developed internally	With textbook	Acquired commercially	From other universities
Accounting							
Business Policy							
Economics							
Finance							
Information Systems							
Management Science							
Marketing							
Production							
Organization Behavior							
Statistics							

16. Is hands-on use of computing required in the **MBA core courses** at your business school?

Introductory or core course	Classes requiring computer use (check one)			Source of courseware used (check all that apply and give name if possible)			
	None (or N/A)	Some sections	All sections	Developed internally	With textbook	Acquired commercially	From other universities
Accounting							
Business Policy							
Economics							
Finance							
Information Systems							
Management Science							
Marketing							
Production							
Organization Behavior							
Statistics							

17. To what degree has computer technology **positively impacted the curriculum** at your business school?

	none	somewhat			extensively	
Undergraduate	0	1	2	3	4	5
MBA	0	1	2	3	4	5

18. Given the resources available at your business school, to what degree is **computer integration into the curriculum meeting** your school's **expectations**?

	less than expectations	meeting expectations		exceeding expectations	
Undergraduate	1	2	3	4	5
MBA	1	2	3	4	5

19. Does your business school have a **computer competency entrance requirement**?

Undergraduates: \_\_\_ No \_\_\_ Yes, briefly describe

MBAs: \_\_\_ No \_\_\_ Yes, briefly describe

20. Computer requirements and/or **expectations upon graduation** from your business school. If not required for all students, write-in major(s) for which it is required.

(Check all that apply)	Undergraduate		MBA	
	Required	Not required, but expected	Required	Not required, but expected
Computer /information systems concept course				
Use mini/mainframe system				
Use microcomputer				
Programming language (specify)				
Use a word processing package				
Use a spreadsheet				
Use a database management system				
Online retrieval from library databases				
Pass computer literacy exam				
Groupware (e.g., forums, brainstorming)				
e-mail				
Web search skills				
Web page development				
Other				

21. Please estimate what percent of your users **regularly use electronic mail** (at least 3 times per week).

\_\_\_ % faculty    \_\_\_ % staff    \_\_\_ % MBAs    \_\_\_ % undergrads

V. BUSINESS SCHOOL SOFTWARE: 1996-1997 ACADEMIC YEAR

22. Check or write-in the name of the **principal software package(s)** used at your business school for each of the categories shown below.

Instruction	Research
<b>AI, Expert system</b>	
<input type="checkbox"/> Exsys	<input type="checkbox"/> Prolog
<input type="checkbox"/> VP-Expert	<input type="checkbox"/> VP-Expert
_____	_____
<b>Bibliographic</b>	
_____	_____
_____	_____
<b>Business games</b>	
<input type="checkbox"/> Markstrat	<input type="checkbox"/> _____
_____	_____
<b>Communications</b>	
_____	_____
_____	_____
<b>Database management</b>	
<input type="checkbox"/> dBase	<input type="checkbox"/> dBase
<input type="checkbox"/> Paradox	<input type="checkbox"/> Paradox
_____	_____
<b>Desktop publishing</b>	
<input type="checkbox"/> PageMaker	<input type="checkbox"/> PageMaker
<input type="checkbox"/> Ventura	<input type="checkbox"/> TeX
_____	_____
<b>Development/CASE tools</b>	
<input type="checkbox"/> Excelerator	<input type="checkbox"/> Excelerator
_____	_____
<b>Graphics and presentation</b>	
<input type="checkbox"/> Harvard	<input type="checkbox"/> Harvard
<input type="checkbox"/> PowerPoint	<input type="checkbox"/> PowerPoint
_____	_____
<b>Groupware</b>	
<input type="checkbox"/> Lotus Notes	<input type="checkbox"/> Lotus Notes
_____	_____
<b>Group decision support systems</b>	
_____	_____
_____	_____
<b>Instructional support (e.g. grade book pgm)</b>	
_____	_____
_____	_____
<b>Modeling and optimization</b>	
<input type="checkbox"/> LINDO	<input type="checkbox"/> LINDO
_____	_____

<b>Multimedia and hypermedia</b>	
<input type="checkbox"/> Hypercard	<input type="checkbox"/> Hypercard
<input type="checkbox"/> Director	<input type="checkbox"/> Director
_____	_____
<b>Network management</b>	
_____	_____
_____	_____
<b>Programming language</b>	
<input type="checkbox"/> BASIC	<input type="checkbox"/> BASIC
<input type="checkbox"/> C	<input type="checkbox"/> C
_____	_____
<b>Project management</b>	
<input type="checkbox"/> MS Project	<input type="checkbox"/> MS Project
_____	_____
<b>Simulation</b>	
<input type="checkbox"/> Sim Factory	<input type="checkbox"/> GPSS
<input type="checkbox"/> STELLA	<input type="checkbox"/> Siman
_____	_____
<b>Spreadsheet</b>	
<input type="checkbox"/> Excel	<input type="checkbox"/> Excel
<input type="checkbox"/> Lotus 1-2-3	<input type="checkbox"/> Lotus 1-2-3
_____	_____
<b>Statistical</b>	
<input type="checkbox"/> Minitab	<input type="checkbox"/> SAS
<input type="checkbox"/> SPSS	<input type="checkbox"/> SPSS
_____	_____
<b>Suites</b>	
<input type="checkbox"/> Lotus	<input type="checkbox"/> Lotus
<input type="checkbox"/> MS Office	<input type="checkbox"/> MS Office
_____	_____
<b>Text analysis</b>	
_____	_____
_____	_____
<b>Utilities (e.g. Norton)</b>	
_____	_____
_____	_____
<b>Virus protection</b>	
<input type="checkbox"/> Norton	<input type="checkbox"/> Norton
<input type="checkbox"/> SAM	<input type="checkbox"/> SAM
_____	_____
<b>Web browser</b>	
<input type="checkbox"/> MS Explorer	<input type="checkbox"/> MS Explorer
<input type="checkbox"/> Netscape	<input type="checkbox"/> Netscape
_____	_____
<b>Word processing</b>	
<input type="checkbox"/> MS Word	<input type="checkbox"/> MS Word
<input type="checkbox"/> WordPerfect	<input type="checkbox"/> WordPerfect
_____	_____

23. Numerous respondents have asked us to address the issue of software standards.

Does your school have a set of software standards?       Yes       No

If yes, please describe what differentiates between your standard and non-standard supported software.

## VI. NETWORK ENVIRONMENT: 1996-1997 ACADEMIC YEAR

24. Does your business school provide network access for laptops from? (check all that apply)

- faculty offices
- classrooms
- group rooms
- computer labs
- dormitories
- library
- other, please describe

25. Does your business school provide network access from home?     no     yes

If yes, what kind of access? (check all that apply)

- school modem pool, number of lines \_\_\_\_\_
- university modem pool, number of lines \_\_\_\_\_
- Internet service provider (ISP)
- other, please describe

26. What local area network topology is your business school using? (check all that apply)

- none
- ATM
- Ethernet
- Token ring
- other, please describe

27. What local area network protocol(s) is your business school using? (check all that apply)

- none
- Appletalk
- IPX
- TCP/IP
- other, please describe

28. What remote access protocol(s) is your business school using? (check all that apply)

- none
- Telenet
- SLIP/PPP
- RAS
- other, please describe

29. Does your business school provide access to online services for general use? (check all that apply)

- no
- AOL
- CompuServe
- Prodigy
- MS Network
- other, please describe

30. What Network Operating System does your business school use? (check all that apply)

- none
- UNIX
- Novell
- Apple Share
- NT
- other, please describe



**VII. DISTANCE LEARNING/TELECONFERENCING: 1996-1997 ACADEMIC YEAR**

31. Do you have **video teleconference equipment** available:
- |  |  |
|--|--|
| at your business school:                       | through central campus:                        |
| <input type="checkbox"/> no                    | <input type="checkbox"/> no                    |
| <input type="checkbox"/> yes, portable system  | <input type="checkbox"/> yes, portable system  |
| <input type="checkbox"/> yes, classroom/studio | <input type="checkbox"/> yes, classroom/studio |
| equipment make: _____                          | equipment make: _____                          |

If yes, how is your business school using video teleconferencing? (check all that apply)

- occasionally for teleconferences, guest speakers to classes, etc.
- regularly for teleconferences, guest speakers to classes, etc.
- occasionally for class instruction offered at distance location
- regularly for class instruction offered at distance location
- other, please describe

32. Do you have **permanent partners** to whom you are providing video conference courses?  
 no  yes: please describe

33. What **formats** are currently being employed to facilitate your **distance learning and teleconferencing courses** and/or programs? (Check all that apply)
- off campus classroom sites with instructors
  - video based courses:
    - video conferencing
    - live video broadcast
    - prerecorded lectures transmitted via satellite to extension classrooms or student's home
    - video tapes: rented, mailed to, and/or purchased by student to view at home
  - correspondence: audio and/or text based materials sent and received by students and professors via regular mail
  - internet based materials (WWW):
    - text-based instructional materials
    - student chat rooms on-line
    - lectures posted on-line
    - course outlines and assignment postings
    - e-mail correspondence networks for students, professors and tutors
    - on-line quizzes or tests
    - multimedia - please describe
  - file sharing (T.120-type programs) please specify: \_\_\_\_\_
  - other, please describe

34. What percentage of your **video conferences are multi-point**? \_\_\_\_\_%  
 What is the average number of sites participating in your multi-point conferences? \_\_\_\_\_

**VIII. BUSINESS SCHOOL WEB SITE DEVELOPMENT: 1996-1997 ACADEMIC YEAR**

35. What **media** do you have on your **Web site**?

graphics	_____	%
text	_____	%
animation	_____	%
video	_____	%
sound/audio	_____	%
	100%	

36. Are these **content areas** available on your **Web site**? (check one column per item)

Web site content areas	No	No decision yet	Yes: Access	
			internal only	unrestricted
teaching materials (e.g., syllabi, assignments, old exams)				
student resume pages				
student personal pages				
faculty resume pages				
faculty personal pages				
faculty current research				
staff resume pages				
staff personal pages				
student club materials				
catalog materials				
job postings				
alumni news				
student newspapers, class schedules				
other:				

37. Who is **responsible** for your **Web site**?

Web site responsibility	External/Public Web site		Intranet only	
	Development-getting started	Updating content-keeping current	Development-getting started	Updating content-keeping current
B-school	_____ %	_____ %	_____ %	_____ %
computing services	_____ %	_____ %	_____ %	_____ %
external affairs	_____ %	_____ %	_____ %	_____ %
faculty members	_____ %	_____ %	_____ %	_____ %
students	_____ %	_____ %	_____ %	_____ %
administrative staff	_____ %	_____ %	_____ %	_____ %
Central campus group(s)	_____ %	_____ %	_____ %	_____ %
Outsourced	_____ %	_____ %	_____ %	_____ %
	100%	100%	100%	100%

38. Are these **Web-related services** provided by your business school?

Web-related services	Yes	No
page development training		
access/surfing training		
on-line admissions form		
commercial server/payments		
user guide/documentation		
chat groups		
class registration		
bookstore purchases		
other:		

39. Does your business school have its own **Web server**? \_\_\_ no \_\_\_ yes  
 If yes, please complete the following:

Platform		Server Name (check all that apply)					
Qty	Platform	Netscape	IIS	NCSA	Website	Apache	Other
	NT						
	UNIX						
	Apple						
	Other						

40. What **Web site development tools** are being used at your business school?

41. People have asked us to suggest schools where they could see innovative and/or exciting uses of computer information technology. Does your business school have any projects, labs, or other features which you would care to share? If yes, please describe briefly or attach information, and give a contact name, telephone number, and E-mail address.

**IX. BUSINESS SCHOOL COMPUTER LABS: 1996-1997 ACADEMIC YEAR**

42. Check or fill in a number count as appropriate.

Lab	Number micros	% Networked	Network ports for laptops	Peripherals devices (number per lab)								Hours open per week	Consultants on duty (as percent of open hours)			Used for classroom instruction			
				Printers				Multimedia					Fac	Under grads	MBA		Staff		
				Dot matrix Laser	B/W Laser	Color Laser	Ink jet	Scanner	Video converter	CD players	CD recorder								
< 1/3	1/3 to 2/3	> 2/3																	
1																			
2																			
3																			
4																			
5																			
6																			
7																			
8																			

