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

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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.