

Appendix E

Management 210 Focus Group November 14, 2001

Rank-Ordering of Course Strengths			
Team One	Team Two	Team Three	Team Four
Applicable to AF and real life	Teachers	Applicable	Personal finance
Experienced and enthusiastic instructors	Relevance	Leadership	Goal setting
Financing block	Organization	Financing	Motivation and leadership
		All-encompassing	

Thread	Color Code	Number of Occurrences
Applicable		3
Personal finance		3
Leadership		2
Instructors		2

Rank-Ordering of Course Weaknesses			
Team One	Team Two	Team Three	Team Four
Memorization of terms	GR	More conceptual	Remove CPM
"Wordy"	Terms	More group interaction	Reduce memorization
CPM	Lack of current events	More on investing	Lack of application

Thread	Color Code	Number of Occurrences
Memorization of terms		4
CPM		2
More application		2