

DECISION MATRIX

Decision Matrix

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Introduction

The decision problem I chose is which MBA program is the most reasonable for business people in Silicon Valley. According to Byrne, J.A. (2013), MBA holders in the world whose average of salary is the highest are from Stanford University's Graduate School of Business. Its alumni are making \$195,553 annually on average. This is probably because many of its alumni are successful in Silicon Valley, and some of them might be entrepreneurs. Actually, Gloeckler, G. (2013) writes in his article that the 2013 best business school in the area of entrepreneurship is Stanford University's GSB. Also University of California, Berkeley Haas School of Business known as another prestigious business school which has produced great talents to Silicon Valley was ranked fourth. However, for most people, both of the world-recognized universities' tuitions are too expensive to afford that; therefore, I made a decision matrix of regional universities in San Francisco Bay Area except for Stanford GSB and Haas School of Business.

Consequences Table

First of all, I listed four MBA programs held in San Francisco Bay Area including Silicon Valley except for the top two colleges and I built a consequences table for choosing a program among them by following the steps indicated in Chapter 6 of Hammond et. al. (1999).

Figure 1: Consequences Table

Business School		San Francisco State University	California State University - East Bay	San José State University - Donald and Sally Lucas Graduate School of Business	Santa Clara University - Leavey School of Business
Location		San Francisco	Hayward	San Jose	Santa Clara
Program	Forms	Two-Year Full-Time Part-Time Dual Degree Executive MBA	One-Year Full-Time Part-Time	One-Year Full-Time Two-Year Full-Time Dual Degree Executive MBA	Two-Year Full-Time Part-Time Dual Degree Executive MBA
	Types	MBA MBA / MIB (Master of International Business) Executive MBA	Intensive MBA Evening MBA MBA for Global Innovators MBA	MBA-One Conventional MBA MBA / MSE (Master of Science in Engineering) Executive-Style MBA	Accelerated MBA Evening MBA JD / MBA Executive MBA

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	Features	Accounting Decision Sciences/ Operations Research Finance Information Systems International Business Management Marketing Sustainable Business	Entrepreneurship Finance Human Resources and Organizational Behavior Information Technology Management Marketing Management Operations and Supply Chain Management Strategy and International Business	Not specified	Accounting Entrepreneurship Finance Food and Agribusiness International Business Leading People and Organizations Managing Technology and Innovation Marketing Management Supply Chain Management
Ranking in Regional Universities West		50	86	38	2
Admission Requirements	GPA	Minimum: 3.0 Average: 3.3	Minimum: 2.5 Average: 3.23	Minimum: 2.5	Minimum: 3.5
	TOEFL for International Students	Minimum: 96 Required of all applicants who have earned their undergraduate degree from a country where the official language is not English	Minimum: 79	Minimum: 80	Minimum: 100 Required TOEFL if applicants whose first language is not English (regardless of whether your schooling was in English)
	GMAT	Average: 570	Average: 560 Not required if applicants with 5 years or more work experience	Average: 530-620	Required
	Documents	Resume Two recommendation letters	Not specified	Statement of purpose Resume Recommendation letters (optional)	Resume Recommendation letters
	Experience	Three years of full-time work experience is recommended	Not specified	Not specified	Three years of work experience is required
Tuition for Non California Resident		\$25,130 per year (full-time) \$13,786 per year (part-time) Total: \$49,923	\$18,825 per year (full-time) \$10,539 per year (part-time)	\$19,623 per year (full-time) \$13,035 per year (part-time)	Total: \$98,400

Ranking Alternatives

Next, I created ranking alternatives on four factors: curriculum's uniqueness, education level, ease of admission, and tuition's affordability.

Figure 2: Unweight Assessment of Ranking Alternatives

Business School	San Francisco State University	California State University - East Bay	San José State University - Donald and Sally Lucas Graduate School of Business	Santa Clara University - Leavey School of Business
Uniqueness of Curriculum	2	4 (tie)	4 (tie)	1
Education Level	2	1	3	4
Ease of Admission	2	3 (tie)	3 (tie)	1
Tuition Affordability	2	4	3	1
Total	8	12	16	10

Finally, I decided relative weights for each of factors, multiplied these by the scores already entered, and totaled them.

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Figure 3: Weighted Assessment of Ranking Alternatives

Business School	San Francisco State University	California State University - East Bay	San José State University - Donald and Sally Lucas Graduate School of Business	Santa Clara University - Leavey School of Business	Weights:
Uniqueness of Curriculum	2	4 (tie)	4 (tie)	1	1
Education Level	6	3	9	12	3
Ease of Admission	4	6 (tie)	6 (tie)	2	2
Tuition Affordability	8	16	12	4	4
Total	20	29	31	19	

Conclusion

In conclusion, by adding together each ranking of the same columns, San Jose State University Donald and Sally Lucas Graduate School of Business resulted in the maximum value. In other words, its MBA program is the most cost-effective.

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References

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