How to Build It So They Come: Using the Interrelationship Quality Function Deployment Matrix to Design a Professional Business Student Club

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Web Appendix

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Appendix A:

School of Business Student Groups Evaluated for Activities

Business Club

American Marketing Association

The Accounting Society

Financial Management Association

Enactus

Appendix B:

Proposed Desired Student Group Activities Survey and Results

Results are expressed as a percentage of total responses; n = 37.

Please indicate the extent of your agreement with each statement below.					
	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree
I believe consulting projects with local businesses would benefit me.	0%	0%	10.81%	0%	89.19%
I believe attending guest speaker presentations on management topics would benefit me.	5.41%	0%	8.10%	0%	86.49%
I believe participating in plant tours	0%	0%	5.41%	0%	94.59%

would benefit me.					
I believe participating in workshops to develop my technical skills would benefit me.	0%	0%	2.70%	0%	97.30%
Please indicate the frequency of general body meetings you feel would be best for a student group.	51.50% indicated bi-weekly. 24.25% indicated weekly. 12.13% indicated monthly. 12.12% indicated none.				

Appendix C

Table 1. *Quality Function Deployment Interrelationship Matrix for Building a Strong ASQ Student Section*

	ASQ Student Section Design Characteristics "The How's"	Biweekly Meetings	Guest Speakers	Consulting Projects with Local Businesses	Plant Tours	Technical Workshops
	(W)	2	3	5	5	5
What do employers want? "TheWhat's"		RR/W*RR	RR/W*RR	RR/W*RR	RR/W*RR	RR/W*RR
Team building		5/10	1/3	9/40	1/5	5/25
Problem-solving		5/10	1/3	9/40	1/5	5/25
Priority, Organizing, and Planning		9/18	1/3	9/40	1/5	1/5
Communication		5/10	1/3	9/40	1/5	5/25
Decision-making		5/10	1/3	9/40	1/5	5/25

Data analysis	1/2	1/3	9/40	1/5	5/25
Practical knowledge	1/2	5/15	5/25	9/45	9/45
Software proficiency	3/6	1/3	5/25	1/5	5/25
Adaptability	3/6	1/3	5/25	1/5	1/5
Influence	5/10	1/3	5/25	1/5	1/5
Weighted Average ∑W*RR/∑W	**4.2**	**2.1**	**17.0**	**4.5**	**10.5**

Note. W = Weight of Importance of Activity, on a scale of 1 – 5 (1 = least important; 5 = most important), representing the median value among the individual values provided by each member of the project team for each activity. RR = Relationship Rating, representing the consensus of the project team in terms of the strength of the relationship between the needs of the employers with the activities proposed by the ASQ student section on a scale of 1–9 (1 = no relationship; 9 = strongest relationship). W*RR = Weighted Relationship Rating, used to calculate the weighted average for each activity. Those activities with the highest weighted average represent the highest priority activities.