Your comments and observations are extremely valuable to us in gauging the effectiveness of the e-Commerce Executive Program and helping to focus subsequent sessions on those issues of greatest interest to the participants. Please consider the following questions carefully.

Thank you for your input!

1. What is your overall evaluation of the e-Commerce Executive Education Program?
   - □ Excellent
   - □ Very Good
   - □ Good
   - □ Satisfactory
   - □ Unsatisfactory
   Comments:

2. What do you think about the length of the e-Commerce Executive Education Program?
   - □ Too short
   - □ Just right
   - □ Too long
   Comments:

3. What do you think about the pace of the e-Commerce Executive Education Program?
   - □ Too slow
   - □ Just right
   - □ Too fast
   Comments:

4. What do you think about the level of detail of the e-Commerce Executive Education Program?
   - □ Too much detail
   - □ Just right
   - □ Too little detail
   Comments:

5. What part(s) of the program were most valuable?

6. What part(s) of the program were least valuable?

One of the objectives of this initial program was to evaluate the course content for future deployment to middle and senior management at BCBSNC.

7. What specific changes, if any, would you recommend to the program to maximize its value to attendees that may not have day-to-day responsibility for e-business?
### e-Commerce Executive Education Program

**Program Evaluation**

8. What is your overall evaluation of the food and other amenities of the program?  
   - [ ] Excellent  
   - [ ] Very Good  
   - [ ] Good  
   - [ ] Satisfactory  
   - [ ] Unsatisfactory  
   **Comments:**

9. What is your overall evaluation of the facilities used at NC State for the Program?  
   - [ ] Excellent  
   - [ ] Very Good  
   - [ ] Good  
   - [ ] Satisfactory  
   - [ ] Unsatisfactory  
   **Comments:**

10. How would you rate your overall satisfaction with the individual presenters in relation to level of knowledge that you gained about e-business?

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- **“e-Commerce An Introduction”** with Dr. Michael Rappa
- **“e-Business Models”** with Dr. Michael Rappa
- **“e-Commerce Business Strategy”** with Dr. Beverly Tyler
- **“e-Marketing”** with Dr. Debra Zahay
- **“Networking Technologies for e-Commerce”** with Dr. Julia Earp
- **“Network Security: What Hackers Don’t Want You to Know”** with Jeff Crume
- **“e-Commerce and the Law”** with Dr. David Baumer
- **“BCBSNC e-Business Strategy into Implementation”** with Dr. Ann McFadyen

**COMMENTS...**