

COLLEGE OF ADMINISTRATIVE AND FINANCIAL SCIENCES (CAFS)

Bachelor of Science in Business Informatics (BSBI)

Batch 2010-2011

SY 2013-2014 Employer Survey

Purpose

- Determine employers' assessment on their experiences with the AMAIUB BSBI graduates.

Methods

- Employer Survey Questionnaire was used
- Employers' identification was determined
 - AMAIUB Alumni Office data base was used
 - Phone interviews of the alumni
- Survey questionnaires were administered and/or retrieved from **15** employer-respondents out of **50** identified expected respondents employers of BSBI graduates.
 - HR managers, training supervisors, heads, and company representatives or personal visits to the company, e-mail, and phone interviews
- Five-point Likert scale was used for the interpretation of data

Scope

- Employers' Satisfaction Survey for the graduates of Bachelor of Science in Business Informatics (BSBI) of batch **2010-2011** based on quality of works and productivity, work attitude, commitment and compliance to company rules.

The evaluation of the PEOs was rated by the alumni-respondents using the five-point Likert scale as shown below:

- 5- Strongly Agree
- 4- Agree
- 3- Agree to some extent
- 2- Disagree
- 1- Strongly Disagree

The mean ratings were interpreted and described based on their level of agreement and disagreement on the given indicators as follows:

- | | |
|------------|----------------------|
| 4.51- 5.00 | Strongly Agree |
| 3.51- 4.50 | Agree |
| 2.51- 3.50 | Agree to some extent |
| 1.51- 2.50 | Disagree |
| 1.00- 1.50 | Strongly Disagree |

Hence, mean ratings of 3.51 to 5.00 means that the PEOs were **Attain**. The AMAIUB graduates of the BSBI program were able to practice successful management in business and industry (PEO 1) and foster professionalism grounded on the highest ethical standards (PEO 2).

Table 1
Summary of BSBI Employer-Respondents
(2010-2011)

Batch	Number of Graduates			Percentage (%) of Respondents
	Actual	Expected Number of Respondents	Actual Number of Respondents	
2010-2011	372	50	15	30%

Assessment of BSBI Program Educational Objectives (PEOs)

The program educational objectives are broad statements that describe the attainment of the expectations from the graduates of a specific program after graduation. The BSBI alumni were able to evaluate the following PEOs:

PEO1. To enable our graduates to practice successful management in business and industry.

PEO2. To foster professionalism grounded on the highest ethical standards.

Table 2
Results of PEOs Evaluation by the BSBI
Employer-Respondents

PEO1. As graduates of AMAIUB BSBI Program, they were able to practice successful management in business and industry by:	Mean N= 15	Interpretation
• performing business and management tasks related to my educational background.	4.12	Agree
• working, being promoted, or given positions of increasing responsibilities related to business informatics.	3.95	Agree
• participating in projects that show my ability to solve business problems, working in multidisciplinary teams, whose solutions respond to the needs of the Kingdom of Bahrain or the GCC	3.90	Agree
• employing appropriate informatics tools and information systems for business and in decision making process.	3.85	Agree
• engaging in continuing professional development through: completion of advanced degree, taking industry.	4.22	Agree
Weighted Mean	4.00	Agree
PEO2. As graduates of AMAIUB BSBI Program, they were able to foster professionalism grounded on the highest ethical standards by:	Mean N= 15	Interpretation
• performing duties and responsibilities in accordance with the workplaces policies, procedures, vision and mission.	4.00	Agree
• adhering to the required codes or laws relating to public safety, health, welfare and environmental concerns .	4.10	Agree
• setting and applying professional standers to achieve excellence in the workplace.	3.90	Agree
• contributing in the development of the business industry and the community.	4.12	
• applying the same professionalism to my own personal life.	4.15	Agree
Weighted Mean	4.05	Agree

The results of PEO1 evaluation by the BSBI alumni-respondents as presented in Table 5 shows a weighted mean of 4.00 which means that the graduates of the program **Agree** that they were able to practice successful management in business and industry by working,

being promoted, or given positions of increasing responsibilities related to business informatics; have participated in projects that show their ability to solve business problems, have worked in multidisciplinary teams whose solutions responded to the needs of the Kingdom of Bahrain or the GCC; have engaged in continuing professional development through active participation in professional organizations related to business informatics; and have used appropriate informatics tools and information systems for business applications and decision making. Based on the given indicators, therefore, PEO1 is **attained**.

Program Educational Objective 2 (PEO2) as shown from table 5, the alumni-respondents considered that they were able to foster professionalism grounded on the highest ethical standards by setting or applying professional standards to achieve excellence in their workplace; upholding ethical standards and have contributed to the broader business industry community; continuously adhering to the required codes or laws relating to public safety, health, welfare and environmental concerns; and have applied professionalism in their own personal life. On the basis of the given indicators, it can be concluded that PEO2 is **attained**. With a grand mean of 4.05, which means **Agree**, it can be further imply that the attainment of the PEOs for the BSBI program showed that AMAIUB has been successful in the delivery of outcome-based instruction through its committed faculty members equipped with diverse teaching, learning, and assessment methods, using updated teaching-learning resources, integrative curriculum, comprehensive work-based learning program, relevant research and publications, and community engagement programs.

Thus, AMAIUB will continuously develop and implement innovations in the pursuit of the university's tri-functions- instruction, research and community engagement in consultation with the stakeholders which support the attainment of the university's vision, mission, goals and objectives. The university also ensures the consistency of the BSBI program and all its programs with the Bahrain Vision 2030. Thus producing high-skilled BSBI graduates dedicated to lifelong learning and equipped with knowledge and skills to respond to the growing socio-economic needs of Bahrain and the GCC as well.

Table 6

**Employers' Assessment on the Quality of Work and Productivity,
Work Attitude, Commitment and Compliance to Company Rules**

Indicator	Mean	Interpretation
I. On Quality of Work and Productivity	4.05	Agree
1. Is able to lead team to meet company standard	4.15	Agree
2. Is able to plan projects and possess a good overall conceptual ability.	3.90	Agree
3. Is able effective solutions to these problems and come up with creative and effective solutions to these problems	3.85	Agree
4. Is able to lead people to meet expected work outputs.	4.12	Agree
5. Is able to manage work performance to achieve project time frame.	3.95	Agree
6. Exhibits confidence in work.	4.05	Agree
7. Possess leadership and management skills.	4.26	Agree
8. Possess good written and oral communication skills	4.00	Agree
9. Makes efficient use of company resources	4.20	Agree
II. On Work Attitude	3.95	Agree
1. Is dependable and conducts himself/herself professionally	3.85	Agree
2. Exhibits high regard to authority	3.70	Agree
3. Exhibits willingness to accept new responsibilities	4.10	Agree
4. Conducts work activities in an ethical manner	3.95	Agree
5. Is able to keep confidentiality of information	4.00	Agree
6. Shows keen interest to learn, improve and grow on the job	3.80	Agree
7. Shows respect for cultural and gender differences	4.10	Agree
8. Is able to work well with other employers.	4.15	Agree
III. On Commitment and Compliance to Company Rules	3.98	Agree
1. Reports to work on time and shows respect for other people's time	4.13	Agree
2. Strictly observes company rules and regulations	3.85	Agree
3. Maintains a positive outlook	4.00	Agree
4. Keeps his/her work place clean and orderly	4.13	Agree

5. Recognize the needs to address demands of the changing times	3.80	Agree
WEIGHTED MEAN	4.00	Agree

- Mean ratings for the different attributes
 - 4.05 on the quality of work and productivity
 - 3.95 on work attitude
 - 3.98 on commitment and compliance to company rules
- Employers **Agree** means satisfied on the attributes of the graduates
- Over-all mean rating of 4.00 means **Agree**
- These attributes were **Attained**

Conclusions

- Employers have positive experiences, feedback, and appraisals of the graduates' quality of work and productivity, work attitude, and commitment and compliance to company rules
- AMAIUB graduates as employees projected good image to the companies and institutions where they were affiliated

Recommendations

- AMAIUB should continuously develop and implement innovations in the university's tri-functions- instruction, research, and community engagement
- Consistent consultations and collaborations with the stakeholders - the alumni, parents, and the industry partners or employers.