

COLLEGE OF ADMINISTRATIVE AND FINANCIAL SCIENCES (CAFS)

Bachelor of Science in Business Informatics (MBA)

Batch 2010-2011

SY 2013-2014 Employer Survey

Purpose

- Determine employers' assessment on their experiences with the AMAIUB MBA 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 **11** employer-respondents out of **30** identified expected respondents employers of MBA 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 Master of Business Informatics (MBA) 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 MBA 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 MBA Employer-Respondents
(2010-2011)

Batch	Number of Graduates / Expected Employers to Respond			Percentage (%) of Respondents
	Actual	Expected Number of Respondents	Actual Number of Respondents	
2010-2011	77	30	11	36%

Assessment of MBA 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 MBA 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 MBA
Employer-Respondents

PEO1. To enable our graduates to practice as managers and business specialists to improve the quality of management as profession.	Mean N= 11	Interpretation
• <i>performing business administration and management tasks related to his / her / their educational background.</i>	4.34	Agree
• <i>managing, being promoted, or given positions of increasing responsibilities related to globally competitive and complex business environment.</i>	4.42	Agree
• <i>supervising / participating in activities that show my ability to understand, respond to, and lead change by applying intellectual breadth in business administration, working in multidisciplinary teams, significantly responding to the needs of the Kingdom of Bahrain or the GCC.</i>	3.85	Agree
• <i>engaging in continuing professional development through: completion of advanced degree; taking industry training or certification courses; attending seminars, conferences, or workshops; or actively participating in professional organizations–related to the international studies.</i>	3.98	Agree
• <i>applying best practices in business administration to increase business efficiency.</i>	4.14	Agree
Weighted Mean	4.14	Agree
PEO2. To promote high ethical standards and professionalism.	Mean N= 11	Interpretation
• <i>performing duties and responsibilities in accordance with the workplace's policies, procedures, vision and mission.</i>	3.98	Agree
• <i>setting and promoting professional standards to achieve excellence in the workplace.</i>	4.01	Agree
• <i>contributing to the broader business industry community.</i>	4.14	Agree
• <i>promoting the required codes or laws relating to public safety, health, welfare and environmental concerns.</i>	4.28	Agree
• <i>applying ethics and professionalism in my personal affairs.</i>	4.13	Agree
Weighted Mean	4.11	Agree

The results of PEO1 evaluation by the MBA alumni-respondents as presented in Table 5 shows a weighted mean of 4.14 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 4.11, which means **Agree**, it can be further imply that the attainment of the PEOs for the MBA 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 MBA program and all its programs with the Bahrain Vision 2030. Thus producing high-skilled MBA 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 3

**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	4.11	Agree
1. Is able to lead team to meet company standard	4.33	Agree
2. Is able to plan projects and possess a good overall conceptual ability.	3.75	Agree
3. Is able effective solutions to these problems and come up with creative and effective solutions to these problems	4.42	Agree
4. Is able to lead people to meet expected work outputs.	3.98	Agree
5. Is able to manage work performance to achieve project time frame.	4.01	Agree
6. Exhibits confidence in work.	4.15	Agree
7. Possess leadership and management skills.	4.22	Agree
8. Possess good written and oral communication skills	4.01	Agree
9. Makes efficient use of company resources	4.15	Agree
II. On Work Attitude	4.12	Agree
1. Is dependable and conducts himself/herself professionally	4.08	Agree
2. Exhibits high regard to authority	4.12	Agree
3. Exhibits willingness to accept new responsibilities	4.33	Agree
4. Conducts work activities in an ethical manner	3.94	Agree
5. Is able to keep confidentiality of information	4.35	Agree
6. Shows keen interest to learn, improve and grow on the job	4.13	Agree
7. Shows respect for cultural and gender differences	3.88	Agree
8. Is able to work well with other employers.	4.22	Agree
III. On Commitment and Compliance to Company Rules	4.29	Agree

1. Reports to work on time and shows respect for other people's time	4.43	Agree
2. Strictly observes company rules and regulations	4.35	Agree
3. Maintains a positive outlook	4.45	Agree
4. Keeps his/her work place clean and orderly	3.98	Agree
5. Recognize the needs to address demands of the changing times	4.28	Agree
WEIGHTED MEAN	4.29	Agree

- Mean ratings for the different attributes
 - 4.11 on the quality of work and productivity
 - 4.12 on work attitude
 - 4.29 on commitment and compliance to company rules
- Employers **Agree** means satisfied on the attributes of the graduates
- Over-all mean rating of 4.17 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.