



COLLEGE OF ADMINISTRATIVE AND FINANCIAL SCIENCES (CAFS)

Bachelor of Science in Business Informatics (BSBI)

Batch 2012-2013 &

Batch 2013-2014

Alumni Survey

Introduction

AMA International University-Bahrain (AMAIUB) periodically conducts tracer studies on its alumni. This is purposely to monitor the link of the programme with the employment of its graduates, improve its curricular offerings, systems and procedures, and enable the graduates to be competitive and responsive to the needs of the labor environment. Hence, this report summarizes the results of the tracer study of the graduates of the BSBI programme.

Objectives

This Alumni Tracer Report generally aimed to determine the alumni-respondents' personal employment profile and the attainment of the BSBI's Programme Educational Objectives (PEOs). Specifically, it identified the employment destination/status/information/sector and the nature of industry the alumni are involved in.

Methodology

A survey was conducted among the graduates of the BSBI programme using the Alumni Survey Questionnaire. The alumni of Batch 2012-2013 and Batch 2013-2014 were the respondents of the survey specifically, on the assessment of the PEOs based on the given indicators.

From a total of 544 alumni of Batch 2012-2013, the actual number of alumni-respondents totaled to 92 or 17 %.

From a total of 391 alumni of Batch 2013-2014, the actual number of alumni-respondents totaled to 137 or 35 %.

As shown in Table 1, it can be seen that the number of respondents of Batch 2013-2014 is higher than that of Batch 2012-2013. This may be due to increase in

the awareness of alumni. The University improved its connection and communication with its alumni through having annual alumni home coming events.

Generally, the total number of respondents is low. This may be due to a number of factors like some alumni are not reachable while some of them have changed their contact numbers (mobile) or e-mail and some have travelled out of Bahrain, among others.

The survey was conducted by the Head of the AMAIUB Alumni Office through the Alumni Database. The survey forms were sent and/or retrieved from the alumni-respondents through e-mail, phone interviews, or their personal visits in the University. Gathered data were tabulated, analyzed and interpreted.

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 attained. The AMAIUB graduates of the BSBI programme were able to practice successful management in business and industry (PEO 1) and foster professionalism grounded on the highest ethical standards (PEO 2).

Executive Summary

This Alumni Survey, conducted in June, aimed to determine the alumni-respondent's evaluation of the Programme Educational Objectives (PEOs) of the Bachelor of Science in Business Informatics (BSBI). Results of this survey will serve as a basis for improving the quality of teaching and learning and identifying the key

result areas for improvement. This will ensure that the curriculum is in harmony with the needs of the various manpower resources.

Table 1: Summary of BSBI Alumni-Respondents

Batch	Number of Graduates		Percentage (%) of Respondents
	Actual	Actual Number of Respondents	
2012-2013	544	92	17%
2013-2014	391	137	35%

**Table 1.2
Nature of Industries**

Nature of Industry	Frequency	Percentage (%)
Administrative and Management	46	50%
Industries Sector	11	12%
Health Sector	5	5%
Banking & Finance	10	11%
BDF	3	3%
Education	8	9%
Own Business	9	10%
Total	92	100%

Figure 1 : Distribution of Alumni's Job Sector

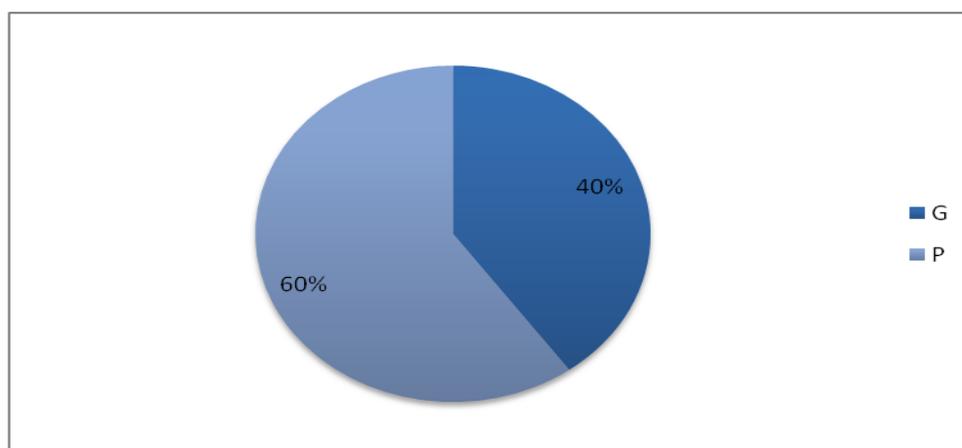


Table 1.2 and Figure 1 show the nature and sector of the industries that the BSBI alumni of Batch 2012-2013 are employed. Hence, the majority of the BSBI alumni are practicing professionals in their respective jobs.

Assessment of BSBI Program Educational Objectives (PEOs)

The Program Educational Objectives (PEOs) are broad statements that describe the attainment of the expectations from the graduates of a specific programme 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 shows the results of PEOs evaluation by the BSBI alumni respondents. The Batch 2012-2013 evaluated the PEOs with the mean rating between 3.51 to 5.00, which means that the PEOs were attained. The Batch 2012-2013 alumni were able to practice successful management in business and industry (PEO 1) with a mean rating of 4.32 and foster professionalism grounded on the highest ethical standards (PEO 2) with a mean rating of 4.26.

For Batch 2013-2014, they were able to practice successful management in business and industry (PEO 1) with mean rating of 4.18 and foster professionalism grounded on the highest ethical standards (PEO 2) with mean rating of 4.2.

If the evaluation of the PEOs of the Batch 2012-2013 and Batch 2013-2014 are compared, it can be deduced that the attainment of the PEOs in Batch 2012-2013 is higher than in Batch 2013-2014.

**Table 2: Results of PEOs Evaluation by the BSBI Alumni-Respondents
Batch 2012-2013**

PEO1. As graduates of AMAIUB BSBI Program, they were able to practice successful management in business and industry by:	Mean N= 92	Interpretation
<ul style="list-style-type: none"> performing business and management tasks related to my educational background. 	4.4	Agree
<ul style="list-style-type: none"> working, being promoted, or given positions of increasing responsibilities related to business informatics. 	4.3	Agree
<ul style="list-style-type: none"> 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 	4.2	Agree
<ul style="list-style-type: none"> employing appropriate informatics tools and information systems for business and in decision making process. 	4.4	Agree
<ul style="list-style-type: none"> engaging in continuing professional development through: completion of advanced degree, taking industry. 	4.3	Agree
Weighted Mean	4.32	Agree
PEO2. As graduates of AMAIUB BSBI Program, they were able to foster professionalism grounded on the highest ethical standards by:	Mean N=92	Interpretation
<ul style="list-style-type: none"> performing duties and responsibilities in accordance with the workplaces policies, procedures, vision and mission. 	4.2	Agree
<ul style="list-style-type: none"> adhering to the required codes or laws relating to public safety, health, welfare and environmental concerns . 	4.3	Agree
<ul style="list-style-type: none"> setting and applying professional standers to achieve excellence in the workplace. 	4.2	Agree
<ul style="list-style-type: none"> contributing in the development of the business industry and the community. 	4.5	Strongly Agree
<ul style="list-style-type: none"> applying the same professionalism to my own personal life. 	4.1	Agree
Weighted Mean	4.26	Agree

The results of PEO1 evaluation by the BSBI alumni-respondents as presented in Table 2 shows a weighted mean of 4.32 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, PEO1 is attained.

Moreover, for PEO2 as shown on Table 2, 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; upheld ethical standards and have contributed to the broader business industry community; continuously adhered 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 4.26, which means agree, it further implies that the attainment of the PEOs for the BSBI programme showed that AMAIUB has been successful in the delivery of its 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, which are instruction, research and community engagement, in consultation with the stakeholders which support the attainment of the University's vision, mission, goals and objectives. AMAIUB also ensures the consistency of the BSBI programme and all its programmes with the Bahrain Vision 2030. Thus, the University produces 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 3

**Assessment of the Programme Intended Learning Outcomes (PILO)
Alumni-Respondents**

FACTORS	N= 92	Interpretation
Overall, I am satisfied with my <u>ACADEMIC</u> experience at BSBI.	4.2	Agree
Overall, I am satisfied with my <u>ACADEMIC</u> experience at AMAIUB.	4	Agree
Overall, I am satisfied with my <u>SOCIAL</u> experience at BSBI	4.1	Agree
Overall, I am satisfied with my <u>SOCIAL</u> experience at AMAIUB.	4.1	Agree
My education developed my ability to function and work effectively in teams.	4.1	Agree
My education promoted my understanding of professional, ethical, legal, security and social issues and responsibilities in my field.	4.2	Agree
My education promoted my understanding of professional, ethical, legal, security and social issues and responsibilities.	4.2	Agree
My education taught me the ability to communicate effectively with a wide range of audience.	4.3	Agree
My education developed my ability to analyze the local and global impact of computing on individuals, the organization and society.	4.1	Agree
My education paved the way to recognize the need for and the ability to engage in lifelong learning.	4.3	Agree
Overall, I am satisfied with the <u>programme</u> I completed.	4.2	Agree
The sequencing of courses within the programme is well-balanced.	4.2	Agree
The scheduling of courses is appropriate and reasonable.	4	Agree
The elective courses offered are practical and adequate.	4.1	Agree
My education manifests application of knowledge of computing and mathematics appropriate to the discipline.	4.2	Agree
My education promoted my ability to analyze problems and identify and define the computing requirements appropriate to their solution.	4.1	Agree

My education developed my ability to design, implement, and evaluate computer-based systems, processes, components or programs to meet desired needs of varying complexities.	4.3	Agree
My education enabled the use of current techniques, skills, and tools necessary for computing practice	4.1	Agree
My education provided broad intellectual coverage of the fundamentals of algorithms, data structures, software design, concepts of programming languages and computer organization and architecture.	4.2	Agree
I am satisfied with quality of instruction in the programme.	4.2	Agree
My professors stimulated me to think critically, creatively and constructively at all times.	4.2	Agree
BSBI has prepared me well for my future.	4.1	Agree
Weighted mean	4.16	Agree

The Programme Intended Learning Outcomes (PILO) of the BSBI programme was attained based on the given indicators and got the total weighted mean of 4.16 (Agree) as assessed by the alumni respondents .

Summary

- The majority of the graduates of Bachelor of Science in Business Informatics (BSBI) programme proceeded to appropriate employment after graduation. Majority of them are in private administrative and management industries.
- The alumni-respondents Agree on the attainment of the PEOs based on the different indicators.
- The alumni-respondents Agree on the attainment of the PILOs based on the different indicators.
- AMAIUB will continue to produce graduates of the program equipped with knowledge and skills for the growing needs of the Kingdom of Bahrain and the region.

Recommendations

AMAIUB should:

- ensure that the BSBI programme is consistent with the Bahrain Vision 2030
- emphasize its culture of quality education
 - produce highly-skilled and competent BSBI graduates who are:
 - dedicated to life-long learning
 - responsive to the growing socio-economic needs of Bahrain and the region
- continuously develop and implement innovations in the university's tri-functions on instruction, research, and community engagement, through:
 - consistent consultations and collaborations with the stakeholders
 - alumni
 - parents
 - industry partners or employers