

**ALUMNI SURVEY TRACER STUDY
AY2016-2017**

AMA International University-Bahrain (AMAIUB) periodically conducts tracer studies on its alumni to specifically monitor the link of the program with the employment of its graduates and eventually better improve its curricular offerings, systems and procedures to enable the graduates to be competitive and responsive to the needs of the labor environment.

This alumni tracer study generally aims to determine the attainment of the Program Educational Objectives (PEOs). It also intends to identify the alumni employment destination, status, and their distribution by industry sector and the assessment of Programme Intended Learning Outcomes (PILOs). Hence, this report summarizes the results of the tracer study of the graduates in the College of Administrative and Financial Sciences (CAFS), the Bachelor of Science in Business Informatics (BSBI) and the Bachelor of Science in International Studies (BSIS).

Results of this survey will serve as a basis for improving the quality of teaching and learning thus identifying the key result areas for improvement. Hence ensures that the curriculum is in harmony with the need of the various manpower industries.

The alumni survey was administered online by the Placement, Linkages and Alumni Office (PLAO) during the 3rd Trimester of the Academic Year (AY) 2016-2017 among the 192 respondent-alumni, 70 for the BSBI and 122 for the BSIS of the 2014-2015 Batch. The evaluation of the PEOs/PILOs was rated by the alumni using range of ratings with descriptive interpretation.

| Range of Ratings | Descriptive Interpretation |
|-------------------------|-----------------------------------|
| 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 |

The mean rating of 3.51 to 5.00 indicates that the PEOs/PILOs were attained therefore AMAIUB graduates of the BSBI programme were able to practice as successful management in business and industry; and for the BSIS graduates to practice successfully international related business activities in local, regional and global markets (PEO1); for the BSBI alumni to foster professionalism grounded on the highest ethical standards; or promote professionalism and high ethical standards in international discipline for the BSIS alumni (PEO 2).

The results of the BSBI and BSIS alumni tracer study for the Academic Year (AY) 2016-2017 depict the following:

On AMAIUB Business Alumni Destination

(a) Employment Status and Distribution by Sector

The 2014-2015 Batch of AMAIUB business graduates were mostly employed in both government and private firms while others were operating their own business. Ninety percent (90%) of the BSBI alumni were employed with 51% of them were in the private company while 39% were in the government and 6% were managing their own business (Figure 1)..

Ninety-one percent (91%) BSIS graduates were also employed, the majority of them were in the private firms with 52% while 39% in the various government agencies with 5% as entrepreneur (Figure 1).

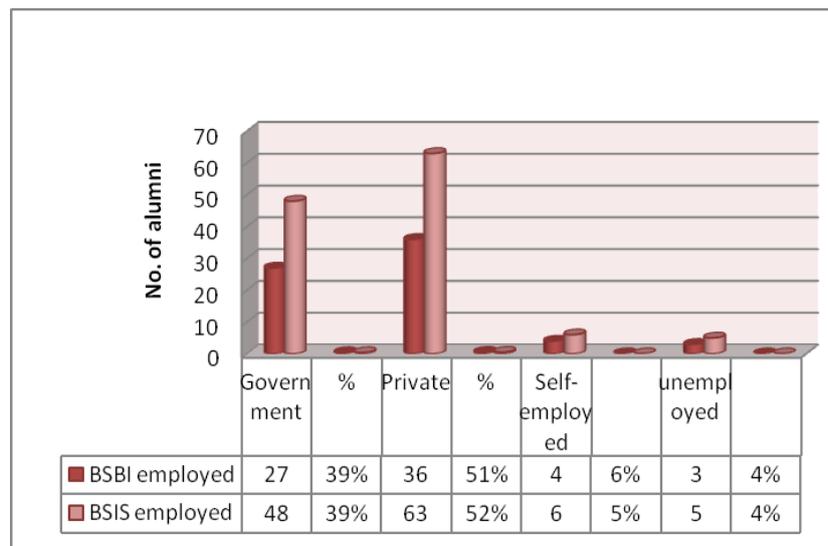


Figure 1. BSBI/BSIS Alumni Employment Status

(b) AMAIUB Business graduates in various industry sector

The BSBI and BSIS alumni were destined to a wide array of employment, in management, administrative and marketing firms, technical and manufacturing, health and education, telecommunication, banking and finance, in civil defense or engaged in entrepreneurship. The majority of both graduates of the business programmes were in the management, administrative and marketing firms with 45% of the BSBI while 51% of the BSIS alumni (Figure 1).

Results further show that there is greater opportunity for the business graduates to be employed in various fields in line with the college/university-derived knowledge and skills and work-based learning (WBL) experiences (Figure 2).

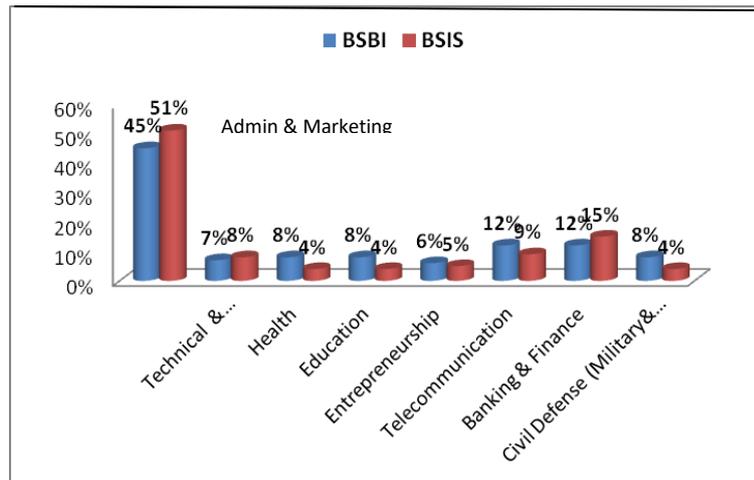


Figure 2. BSBI/BSIS graduates in various industries

On the Assessment of BSBI and BSIS Programmes' Educational Objectives (PEOs)

The program educational objectives are broad statements that describe the attainment of the expectations from the graduates of the BSBI and BSIS programmes of the College Financial and Administrative Sciences (CAFS).

(a) PEO1. For the BSBI graduates to practice as successful management in business and industry; and for the BSIS graduates to practice successfully international related business activities in local, regional and global markets (PEO1)

Considering the various indicators, BSBI alumni rating incurred a weighted mean of 4.55 and 4.56 for the BSIS (Figure 2). These ratings imply that the graduates of both programmes **strongly agree** that as BSBI graduates they were able to practice successful management in business and industry; and for the graduates of the BSIS programme to practices successfully international related business activities in local, regional and global markets, hence PEO1 is attained.

(b) PEO2. For the BSBI alumni to foster professionalism grounded on the highest ethical standards; or promote professionalism and high ethical standards in international discipline for the BSIS alumni (PEO 2).

With reference to the different indicators, both the BSBI and the BSIS alumni ratings had the weighted mean of 4.59 (Figure 2) which indicate that the alumni of both programmes **strongly agree** that as BSBI graduates they were able to foster professionalism grounded on the highest ethical standards; and for the BSIS alumni to promote professionalism and high ethical standards in international discipline, therefore PEO 2 is attained.

With the over-all mean of 4.57 (Figure 2) for both graduates of the programmes implies that the BSBI and BSIS alumni Batch 2014-2015 **strongly agree** on the attainment of the PEOs. Therefore, AMAIUB has been successful in the delivery of outcome-based instruction.

On the assessment of Programme Intended Learning Outcomes (PILOs)

A weighted mean of 4.57 and 4.56 (Figure 3) denote that the BSBI and BSIS alumni Batch 2014-2015 **strongly agree** on the identified factors for the assessment of PILOs, hence **attained**. Results also imply that the graduates of the BSBI/BSIS programmes are endowed with the attributes characteristic of each programme. Therefore the BSBI/BSIS alumni had been prepared to become competitive in the local, global and international business arena.

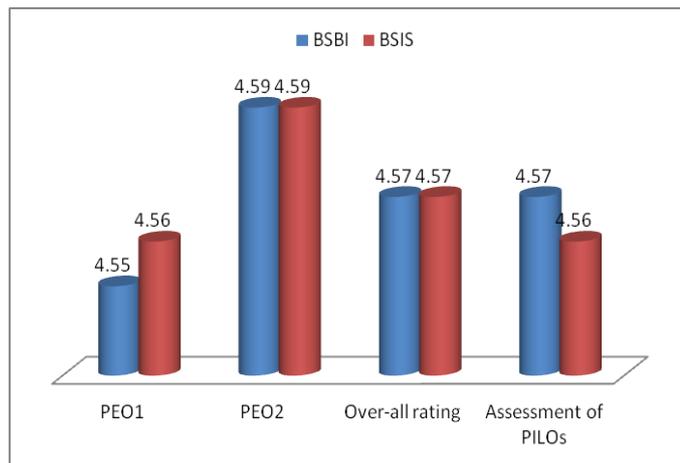


Figure 3. Assessment of PEOs and PILOs by BSBI/BSIS alumni