

EMPLOYERS' SURVEY AY2016-2017

AMA International University-Bahrain (AMAIUB) periodically relates and coordinates with the employers and industry partners as external stakeholders for feedback on the attainment of Program Educational Objectives (PEOs), work quality and productivity, work attitude, commitment and compliance to company rules of AMAIUB graduates.

Feedback mechanism and assessment are instituted through the Employer Survey which generally aims to determine the employers' perception on the role of the college in particular and AMAIUB in general, in the students' career preparation and how well the graduates of the College of Administrative & Financial Sciences (CAFS), the Bachelor of Science in Business Informatics (BSBI) and the Bachelor of Science in International Studies (BSIS) perform in their respective workplaces.

Specifically, to provide an avenue for the university's continuous efforts of providing the highest quality education and services to its constituents through continuously implementing measures to improve its curricular offerings, systems, and procedure.

Thus, results of this survey serve as the basis for improving the quality of learning and teaching and to ensure that the curriculum is in harmony with the needs of the community.

The Employer Survey was conducted online by the Placement, Linkages and Alumni Office (PLAO) during the 3rd Trimester of the Academic Year 2016-2017 among the 67 employers of AMAIUB graduates of the BSBI programme and 55 employers of the BSIS programme, respectively.

Hence, the results of this survey summarizes the company's profile, the assessment of PEOs based on the indicators, and the experiences of the employers with AMAIUB business graduates in terms of quality of work and productivity, work attitude, commitment and compliance to company rules.

The assessment of PEOs, quality of work and productivity, work attitude, commitment and compliance to company rules of AMAIUB graduates were rated by their employers using range of ratings with descriptive interpretation:

<i>Range of Ratings</i>	<i>Descriptive Interpretation</i>
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 means that the PEOs were attained along with the employers' experiences with business graduates based on work quality and productivity, work attitude, commitment and compliance to company rules.

The Employer Survey for AY2016-2017 reveals the following results relating to the business graduates as employees.

On AMAIUB Business Graduates Employers' Company Profile

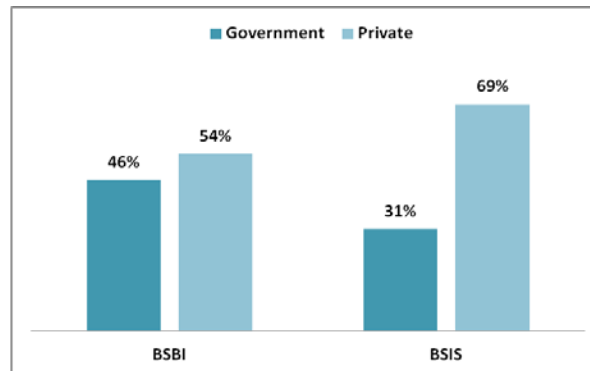


Figure 1. Business graduates over-all company profile

Forty-six percent (46%) BSBI graduates are employed in government companies, while 54% in private firms. Graduates of the BSIS programme are mostly employed in the private institutions, 69% while 31% in government entities (Figure 1).

On AMAIUB Business Graduates Employers' Assessment of the Programme Educational Objectives (PEOs)

A weighted mean rating of 4.66 (Figure 2) for the BSBI and BSIS PEO1 (to practice as successful management in business and industry; to practice successfully international related business activities in local, global and international markets) means that both employers of the graduates of the business programmes **strongly agree** that the BSBI graduates who are working with them were able to practice their profession successfully in business and industry, and for the BSIS graduates to practice successfully international related business activities in local, global and international markets, therefore PEO1 is **attained**.

To foster professionalism grounded on the highest ethical standards (PEO2) for the BSBI and to promote professionalism and high ethical standards in international discipline (PEO2) for BSIS employers of the BSBI graduates were rated 4.72 and 4.70 (Figure 2) for the BSIS employed graduates.

Results imply that both employers of the BSBI and BSIS graduates **strongly agree** on their ability to foster and promote professionalism in various dimensions, hence PEO 2 is **attained**.

The over-all results on the attainment of the PEOs for both the BSBI and BSIS programmes further denote that the college and the university have been successful in the delivery of quality outcome-based instruction to produce successful business graduates imbued with professionalism.

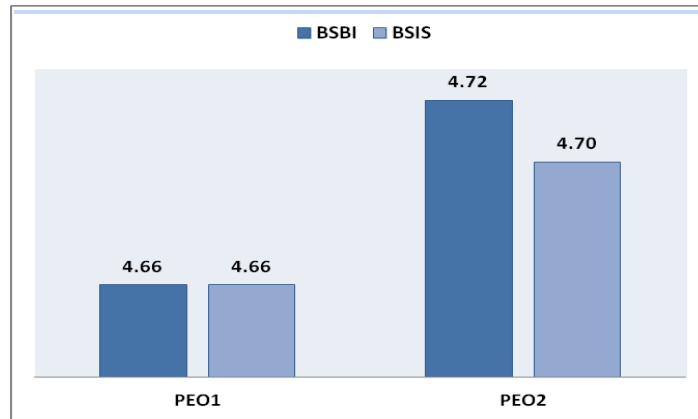


Figure 2. AMAIUB business graduates employers' assessment of PEOs

On AMAIUB Business graduates Employers' Assessment on quality of work and productivity, work attitude, commitment and compliance to company rules

The employers **strongly agree** on their positive experiences with the BSBI and BSIS graduates who are working with them as depicted in the weighted mean values for the different attributes.

On the quality of work and productivity with a weighted mean of 4.73 for BSBI; 4.72 for BSIS; on work attitude, both were rated 4.66 as well as for the commitment and compliance to company rules with 4.83 (Figure 3) for both of the business graduates as employees.



Figure 3. Employers' assessment on various attributes of BSBI/BSIS graduates

The over-all weighted mean of 4.74 for both graduates of the BSBI and BSIS programmes imply that their employers are satisfied with all the attributes as graduates of the AMAIUB business programmes.