



**COLLEGE OF ADMINISTRATIVE AND FINANCIAL SCIENCES (CAFS)
Bachelor of Science in Business Informatics (BSBI)**

Alumni Survey SY 2013-2014

Introduction

AMA International University-Bahrain (AMAIUB) periodically conducts tracer studies on its alumni. This is purposely to monitor the link of the program with the employment of its graduates, to better improve its curricular offerings, systems and procedures to 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 to graduates of the BSBI program.

Objectives

This alumni tracer report generally aims to determine the alumni-respondents personal employment profile of the graduates of the BSBI program and the attainment of the Program Educational Objectives (PEOs). Specifically, to identify the employment destination/status/information/sector and the nature of industry the alumni-respondents are involved in.

Methodology

A survey was conducted in June 2014 among the graduates of the Bachelor of Science in Business Informatics (BSBI) using the Alumni Survey Questionnaire. Alumni of batch 2010 were the respondents of the survey specifically on the assessment of the PEOs based on the given indicators.

A total of 485 alumni of batch 2010, the actual number of alumni-respondents totaled 103 or 26.7% of the expected respondents of 375.

The alumni themselves were contacted through phone interviews conducted by the AMAIUB Alumni Office using 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 **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).

Executive Summary

This Alumni Survey conducted in June aims to determine the alumni-respondent's evaluation of AMAIUB's Program 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 in identifying the key result areas for improvement. This then will ensure that the curriculum is in harmony with the needs of the various manpower resources.

Table 1
Summary of BSBI Alumni-Respondents
(2010)

Batch	Number of Graduates			Percentage (%) of Respondents
	Actual	Expected Number of Respondents	Actual Number of Respondents	
2010	485	375	103	27.6%

Employment Profile of AMAIUB BSBI Alumni

Table 2 presents the results of the alumni-respondents destination. Sixty nine (69) or 67% proceeded to appropriate employment; 24 or 23% proceeded to other employment; 4 or 4% have taken graduate studies and 6 or 6% were engaged in other activities.

Table 2
Results of Alumni-Respondents Destination

Destination of Graduates	Frequency	Percentage (%)
Proceeded to appropriate employment	69	67%
Proceeded to other employment	24	23%
Undertaken post graduate studies	4	4%
Engaged in other types of activities	6	6%
Total	103	100%

Most of the alumni-respondents are employed (98%) (Table 3) in the private sector (82%) while 18% in the government as depicted in Figure 1.

Table 3
Summary of Graduate-Respondents Employment Status

Employment Status	Frequency	Percentage (%)
Employed	101	98
Unemployed	2	2
Total	103	100

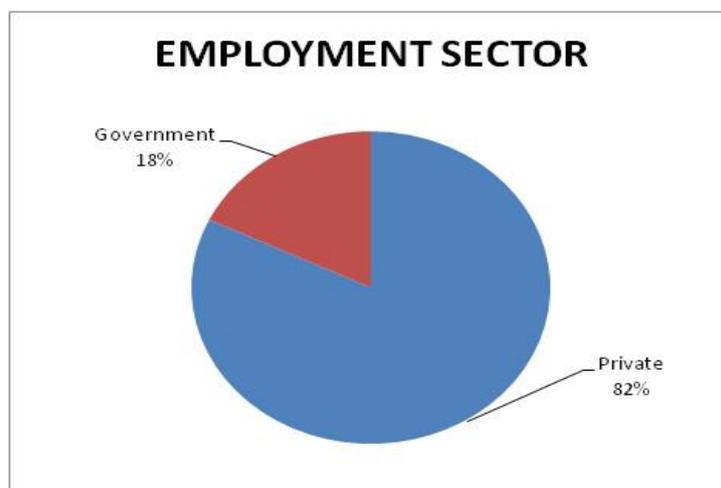


Figure 1
Alumni-Respondents Employment Sector Distribution

It can be noted in Table 4 that the majority of the BSBI graduates are in the administrative and management industries (34%), banking and finance (24%), and in retail, sales and marketing (13%).

Table 4
Categories of Alumni-Respondents Employment

Nature of Industry	Frequency	Percentage (%)
Administrative and Management	34	33.66%
Banking and Finance	21	20.79%
Retail, Sales and Marketing	13	12.87%
Professional Services	12	11.88%
Education	8	7.92%
Information Technology	5	4.95%
Telecommunications	4	3.96%
Petroleum	1	0.99%
Logistics	1	0.99%
Health Care	1	0.99%
Real State and Property	1	0.99%
Total	101	100.00%

*2 Unemployed

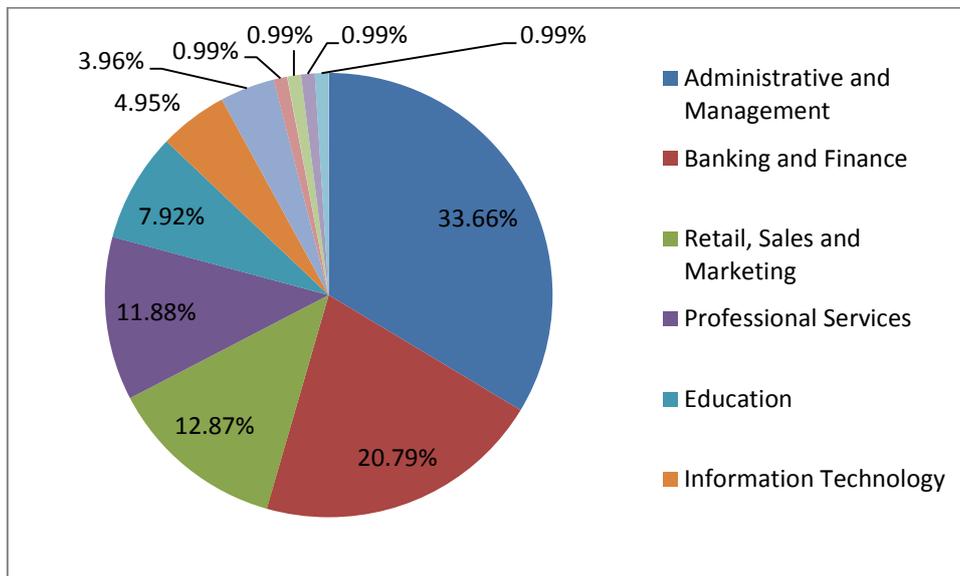


Figure 2
Categories of Alumni-Respondents Employment

Results of the employment profile imply that the graduates of the BSBI program are prepared to be in their chosen field or in any other available employment to practice their respective profession. Hence, the university was able to prepare them in their professional career equipped with the knowledge, skills, and training.

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 5
Results of PEOs Evaluation by the BSBI
Alumni-Respondents

PEO1. As graduates of AMAIUB BSBI Program, they were able to practice successful management in business and industry by:	Mean N= 103	Interpretation
<ul style="list-style-type: none"> performing business and management tasks related to my educational background. 	3.51	Agree
<ul style="list-style-type: none"> working, being promoted, or given positions of increasing responsibilities related to business informatics. 	3.53	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 	4.00	Agree
<ul style="list-style-type: none"> employing appropriate informatics tools and information systems for business and in decision making process. 	3.92	Agree
<ul style="list-style-type: none"> engaging in continuing professional development through: completion of advanced degree, taking industry. 	4.00	Agree
Weighted Mean	3.79	Agree
PEO2. As graduates of AMAIUB BSBI Program, they were able to foster professionalism grounded on the highest ethical standards by:	Mean N= 103	Interpretation
<ul style="list-style-type: none"> performing duties and responsibilities in accordance with the workplaces policies, procedures, vision and mission. 	4.0	Agree
<ul style="list-style-type: none"> adhering to the required codes or laws relating to public safety, health, welfare and environmental concerns . 	4.5	Agree
<ul style="list-style-type: none"> setting and applying professional standers to achieve excellence in the workplace. 	3.85	Agree
<ul style="list-style-type: none"> contributing in the development of the business industry and the community. 	3.94	
<ul style="list-style-type: none"> applying the same professionalism to my own personal life. 	4.3	Agree
Weighted Mean	4.12	Agree

The results of PEO1 evaluation by the BSBI alumni-respondents as presented in Table 5 shows a weighted mean of 3.79 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 4.12, 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
Assessment of the Programme Intended Learning Outcomes (PILO).
Alumni-Respondents

FACTORS	Mean N=130	Interpretation
<i>I have an understanding of the key concepts of the functional areas in business</i>	3.9	Agree

<i>I have a clear view of the information system's role in business organization</i>	3.67	Agree
<i>I have an understanding of the basic informatics tools used in business context, including the requirements for their design and development</i>	4.1	Agree
<i>I can identify and effectively use appropriate informatics tools and information systems for business applications and decision making</i>	4.1	Agree
<i>I can customize software applications for appropriate business needs</i>	3.75	Agree
<i>I can apply adequate financial economics skills in business management</i>	3.9	Agree
<i>I can create, evaluate and assess a range of best practices on various business areas</i>	4	Agree
<i>I can conduct project management activities in various business aspects</i>	3.84	Agree
<i>I can adopt and use informatics-based solutions for business</i>	4.11	Agree
<i>I can function effectively as an individual and as a member of a team</i>	4.2	Agree
<i>I recognize the need for and engaged in life-long learning</i>	4.2	Agree
<i>I promote ethical and professional behavior</i>	4.1	Agree
Weighted Mean	3.9	Agree

Assessment of the Programme Intended Learning Outcomes (PILO) of the alumni respondents was **attained** based on the given indicators and got the total weighted mean of **3.9 (Agree)**.

Summary

- The majority of the graduates of Bachelor of Science in Business Informatics (BSBI) program proceeded to appropriate employment after graduation mostly 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