



**COLLEGE OF ADMINISTRATIVE AND FINANCIAL SCIENCES (CAFS)  
Master in Business Administration (MBA)**

## **Alumni Survey**

### **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 MBA program.

### **Objectives**

This alumni tracer report generally aims to determine the alumni-respondents personal employment profile of the graduates of the MBA 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 Master in Business Administration (MBA) 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 56 alumni of batch 2010, the actual number of alumni-respondents totaled 25 or 44.6% of the expected respondents of 56.

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 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).

### 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 Master in Business Administration (MBA). 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 MBA Alumni-Respondents**  
**(2010)**

Batch	Number of Graduates			Percentage (%) of Respondents
	Actual	Expected Number of Respondents	Actual Number of Respondents	
2010	56	56	25	44.6%

### Employment Profile of AMAIUB MBA 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.

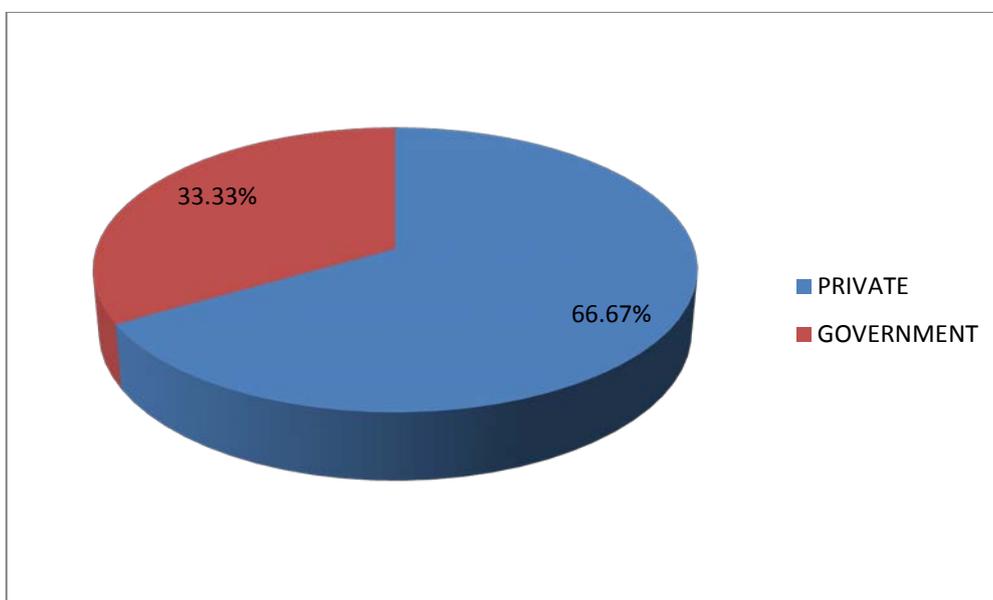
**Table 2**  
**Results of Alumni-Respondents Destination**

Destination of Graduates	Frequency	Percentage (%)
Proceeded to appropriate employment	18	53%
Proceeded to other employment	5	33.00%
Undertaken post graduate studies	0	2.50%
Engaged in other types of activities	2	11.50%
<b>Total</b>	<b>25</b>	<b>100%</b>

Most of the alumni-respondents are employed (96%) (Table 3) in the private sector (66.7%) while (33.3%) in the government as depicted in Figure 1.

**Table 3**  
**Summary of Graduate-Respondents Employment Status**

Employment Status	Frequency	Percentage (%)
Employed	24	96%
Unemployed	1	4%
<b>Total</b>	<b>25</b>	<b>100%</b>



**Figure 1**  
**Alumni-Respondents Employment Sector Distribution**

It can be noted in Table 4 that the majority of the MBA graduates are in the administrative and management industries (37.5%) and banking and finance (20.83%).

**Table 4**  
**Categories of Alumni-Respondents Employment**

Nature of Industry	Frequency	Percentage (%)
Administrative and Management	9	37.50%
Banking and Finance	5	20.83%
Professional Services	2	8.33%
Education	2	8.33%
Information Technology	2	8.33%
Telecommunications	2	8.33%
Aluminum Industry	1	4.17%
Health Care	1	4.17%
<b>Total</b>	<b>24</b>	<b>100%</b>

\*1 Unemployed

Results of the employment profile imply that the graduates of the MBA 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 as managers and business specialists to improve the quality of management as profession.
- PEO2. To promote high ethical standards and professionalism.

**Table 5**  
**Results of PEOs Evaluation by the MBA**  
**Alumni-Respondents**

<b>PEO1. To enable our graduates to practice as managers and business specialists to improve the quality of management as profession.</b>	Mean N= 24	Interpretation
• <i>performing business administration and management tasks related to his / her / their educational background.</i>	4.53	Strongly Agree
• <i>managing, being promoted, or given positions of increasing responsibilities related to globally competitive and complex business environment.</i>	4.32	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>	4.42	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>	4.20	Agree
• <i>applying best practices in business administration to increase business efficiency.</i>	4.00	Agree
<b>Weighted Mean</b>	<b>4.29</b>	<b>Agree</b>
<b>PEO2. To promote high ethical standards and professionalism.</b>	Mean N= 24	Interpretation
• <i>performing duties and responsibilities in accordance with the workplace’s policies, procedures, vision and mission.</i>	4.52	Strongly Agree
• <i>setting and promoting professional standards to achieve excellence in the workplace.</i>	4.42	Agree
• <i>contributing to the broader business industry community.</i>	4.10	Agree
• <i>promoting the required codes or laws relating to public safety, health, welfare and environmental concerns.</i>	4.24	
• <i>applying ethics and professionalism in my personal affairs.</i>	4.45	Agree
<b>Weighted Mean</b>	<b>4.34</b>	<b>Agree</b>

The results of PEO1 evaluation by the MBA alumni-respondents as presented in Table 5 shows a weighted mean of 4.29 which means that the graduates of the program **Agree** that they enable our graduates to practice as managers and business specialists to improve the quality of management as profession, therefore, PEO1 is **attained**.

Program Educational Objective 2 (PEO2) as shown from table 5, the alumni-respondents considered that they were able To promote high ethical standards and professionalism, by setting or applying professional standards to achieve excellence in their workplace. It can be concluded that PEO2 is **attained**. With a grand mean of 4.34, this means **Agree**.

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 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>	4.44	Agree
<i>I have a clear view of the information system's role in business organization</i>	4.2	Agree
<i>I have an understanding of the basic informatics tools used in business context, including the requirements for their design and development</i>	4.35	Agree
<i>I can identify and effectively use appropriate informatics tools and information systems for business applications and decision making</i>	3.95	Agree
<i>I can customize software applications for appropriate business needs</i>	4.12	Agree
<i>I can apply adequate financial economics skills in business management</i>	4.42	Agree
<i>I can create, evaluate and assess a range of best practices on various business areas</i>	4.51	Strongly Agree

<i>I can conduct project management activities in various business aspects</i>	4.52	Strongly Agree
<i>I can adopt and use informatics-based solutions for business</i>	4.3	Agree
<i>I can function effectively as an individual and as a member of a team</i>	3.85	Agree
<i>I recognize the need for and engaged in life-long learning</i>	4.01	Agree
<i>I promote ethical and professional behavior</i>	4.32	Agree
<b>Weighted Mean</b>	4.24	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 **4.24 ( Agree)**.

### Summary

- The majority of the graduates of Master in Business Administration (MBA) 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 MBA programme is consistent with the Bahrain Vision 2030
- Emphasize its culture of quality education
  - Produce highly-skilled and competent MBA 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