



International
Business College
Mitrovica

From Theory To Practice

International Business College Mitrovica

IBCM Students Satisfaction Survey

Academic Year 2015/16

Quality Assurance Department

9/9/2016

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1. Introduction

The International Business College Mitrovica (IBCM) constantly strives to ensure quality for its current and future students. Quality is a common objective which involves all members and internal and external stakeholders of the IBCM and a central tool in all of our services: teaching and learning as well as administration, training and consulting. With regards to our current and future students, we are trying to ensure they receive education and obtain learning outcomes that live up to their expectations.

Therefore, the IBCM continuously evaluates the satisfaction of its students in order to improve its educational and organizational processes. That is why the IBCM conducts a central evaluation amongst its students at the end of each academic year. This ensures transparency and a consistent progress monitoring.

The results of the evaluation are displayed in a final report, which is published at the IBCM website, no longer than 10 weeks after the evaluation was conducted.

1.1. Procedures and Clarification

This annual student satisfaction survey for all current students of IBCM is conducted through online tools from 19th of July - 10th of August 2016.

The survey was conducted online with Google Forms, and was sent to students via email. Students were reminded three times to complete the survey by emails and three times during the final exams period.

The complete questionnaires were processed by the Quality Assurance Department of the IBCM.

1.3. Survey Design

The survey was designed for the entire population of current IBCM students. The design and questions of student's evaluation survey were shared and discussed with the Students Representative Council prior to conducting the survey.

In the first part of survey, students were asked to provide information about their profile. Question's students were asked include:

- Gender of student,
- At which campus the student is currently studying (north or south),
- The program in which student is currently studying,
- Whether student is studying at another institution at the same time, and if yes, at which institution, and
- Whether student is working at the same time, and if yes, at which institution and city.

The second part of the survey asked student's about the general satisfaction with the IBCM. For this question the survey employed the six rating scale, ranging from *Very unsatisfied* to *Very satisfied*: (1) - Very unsatisfied, (2) - Unsatisfied, (3) - Slightly unsatisfied, (4) - Slightly satisfied, (5) - Satisfied and (6) - Very satisfied). This six-point rating scale is used throughout the sections of the survey, including administrative services of IBCM, satisfaction with the education at IBCM, and satisfaction of counselling and supervision of the semester projects.

The third part of the survey asked students to assess the services offered by IBCM and was comprised of three segments, general satisfaction with IBCM administrative services, satisfaction with education, curriculum and projects at IBCM, and lastly the open-ended questions about the development of the IBCM since they have started studying.

	Very unsatisfied	Unsatisfied	Slightly unsatisfied	Slightly satisfied	Satisfied	Very satisfied
Timetable information						
Student services						
Internship services						
Dormitory services						
Financial aid and administration						
Library services						
IT services						
Semester scripts (books)						
Facility management						
Communication IBCM management						
Social activities						

The fourth part of this survey asked students to assess the curriculum and projects. In the first section of the fourth questions students were asked to assess their general satisfaction with the education in general. This was done by a simple 6-point rating scale, ranging from Very unsatisfied, to Very satisfied, with definitions added to each mark of the rating scale.

Secondly, they have been asked to complete an open-ended question to assess the most appreciated education elements that are offered at the IBCM.

After these two questions students have been asked to assess counselling and supervision of semester projects with 6-point rating scale. Further students have been asked to write the name of their project supervisor and the last one was open-ended question to write any comment or recommendations on counselling and supervision.

The final part of student's annual satisfaction survey contained general questions about the development of the IBCM since students have started studying, and then they had to explain their answers in one open-ended question.

The last three questions were open-ended ones and asked students about: 1) what should IBCM do to provide better classes in future, 2) which question should IBCM include in this survey in the future and 2) black one for the suggestions and recommendations.

2. Description of the Survey

During the academic year there were 187 students enrolled at the IBCM, of those 187 enrolled students, 52 of them graduated in May of 2016 and instead they completed the Alumni survey. The remaining 127 students were asked to complete this survey and 104 students or 82% responded: 91 students from the south campus and 13 from the north campus. 62 students are from Marketing & Management/International Sales and Marketing programme, 19 from Environment and Agricultural Management and 23 from Public Administration/Public Service Management. The above numbers suggest that within this evaluation, the students from south campus are more responsive to this survey than the student population in the north campus.

66 of respondents identified as female and 38 identified as male; 21 students declared that they study at another institution of higher education, 6 at the University of Mitrovica and 8 at the University of Prishtina and 4 at University of North Mitrovica. 28 students declared that they are currently employed at different private and public institutions in Kosovo.

3. Evaluation Results General Student Satisfaction with the IBCM

3.1. General Remarks

In this survey students were asked to assess their general satisfaction with IBCM. Secondly, they were asked to assess administrative services of IBCM, thirdly, to assess the most appreciated services and to provide suggestions.

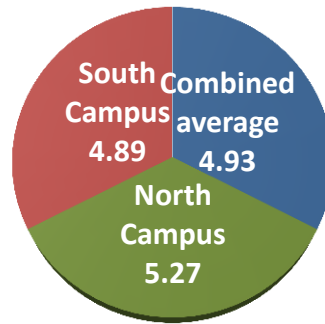
The first part of this report discusses the general satisfaction of the respondents with the IBCM. Secondly, diverse averages regarding the administrative services, which the IBCM offers, will be discussed; including the general average of the administrative services of the IBCM and the general average per each separate administrative service will be discussed. Finally, a comparison is made between the satisfaction of students towards the administrative services at the north and at the south campus.

3.2. Assessment of general satisfaction with the IBCM

This section assesses the general satisfaction of the student population with the IBCM. The overall score on general satisfaction with services of IBCM is 4.93 out of 6, indicating that in general students are satisfied with the IBCM.

Since the IBCM maintains two campuses at different locations, this analysis includes a comparison of the general satisfaction. Below a figure has been included that contains the general satisfaction average for the entire IBCM, as well as the general satisfaction survey for each campus. Based on separate data calculations for each campus, south campus appear slightly less satisfied with the IBCM in general than the students at the north campus. To compare, the average for general satisfaction is 4.89 at the south campus, while the score at the north campus is 5.27. However, this is relative because in the survey participated only 13 students from north campus out of 25.

Figure 1. General Satisfaction with IBCM



4. Assessment of the administrative services of the IBCM

This section discusses the result of the assessment of the services the IBCM offers for its students. In general, the students evaluated the services the IBCM provides slightly positive. On the 6-point rating scale, students provided an overall assessment to the services of 4.7. The best rated services provided by the IBCM in general are the Timetable information with the score of 4.74, Student services 4.83, Internship services 4.67, Dormitory services 4.57, Library services 4.82, IT services 4.86, Facility management 4.83, Communication IBCM management 4.75.

Again, because IBCM maintains two campuses and at both campuses its diverse administrative services are located, a comparison has been made. This was also done for a clearer understanding and interpretation of the general averages in the figure above. Two figures, each containing data per campus, can be found below.

Figure 2. Average Satisfaction, Combined North/South

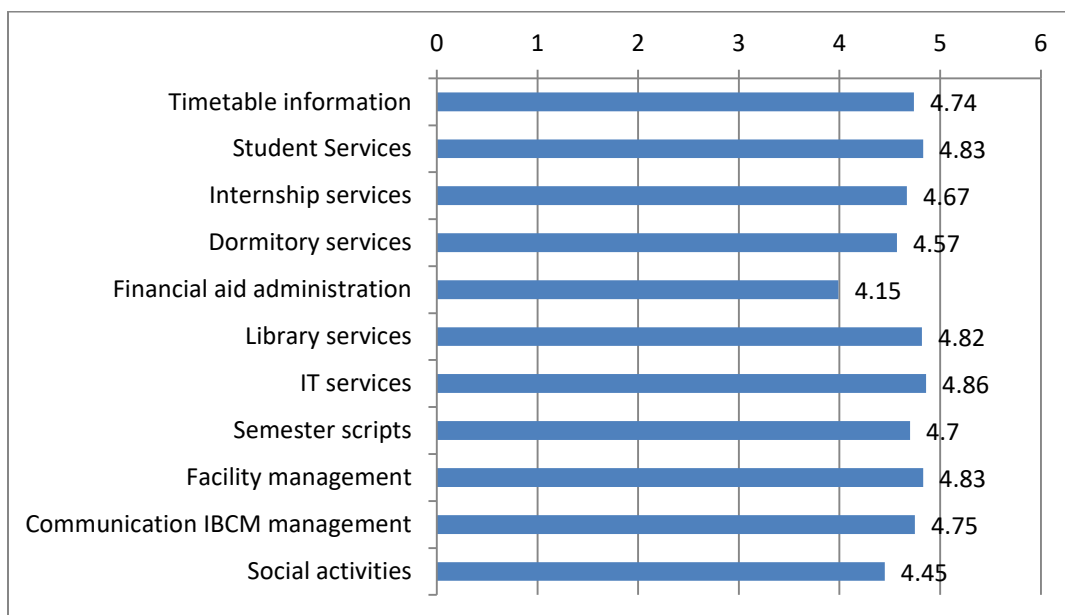


Figure 3. Average Satisfaction, North

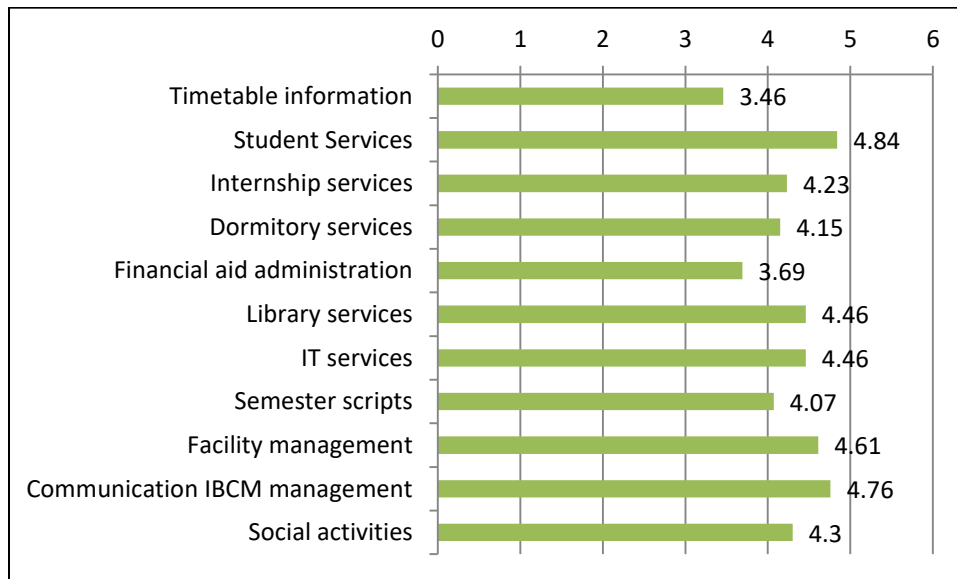
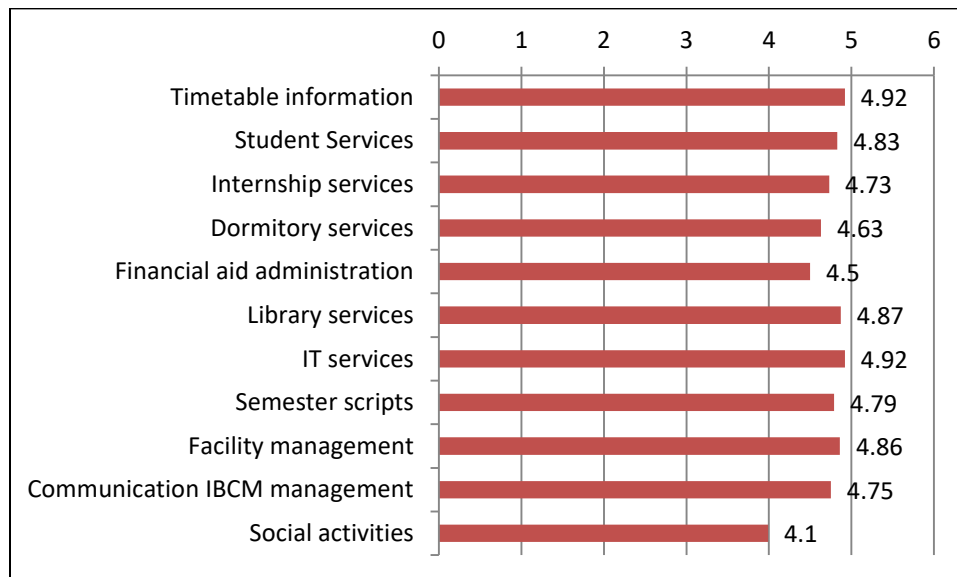


Figure 4. Average Satisfaction, South



In general, the students at the south campus have evaluated the diverse administrative services more positively with a general average of 4.7 in comparison to the students at the north campus who have evaluated the administrative services with an average of 4.3.

At the south campus, the communication management with a score of 4.8, the timetable information with 4.9, student services 4.8, facility management 4.6, library services with scores of 4.7 and IT services with 4.92 are rated most positively.

The results on which service is evaluated the most negative at south campuses is financial aid administration and social activities with 4.5 and 4.1 respectively. While at the north campus the most negative results were timetable information and financial aid administration with the score of 3.5 and 3.7 respectively. Other services at the north campus scored the following: student services with 4.8, internship and dormitory services 4.2, library and IT services with 4.5, semester script books 4.1, facility management 4.6, communication IBCM management 4.8 and social activities with 4.3. The general critical feedback at both campuses were directed to the delays on communication of exam results, lack of social activities and opportunities of its graduates.

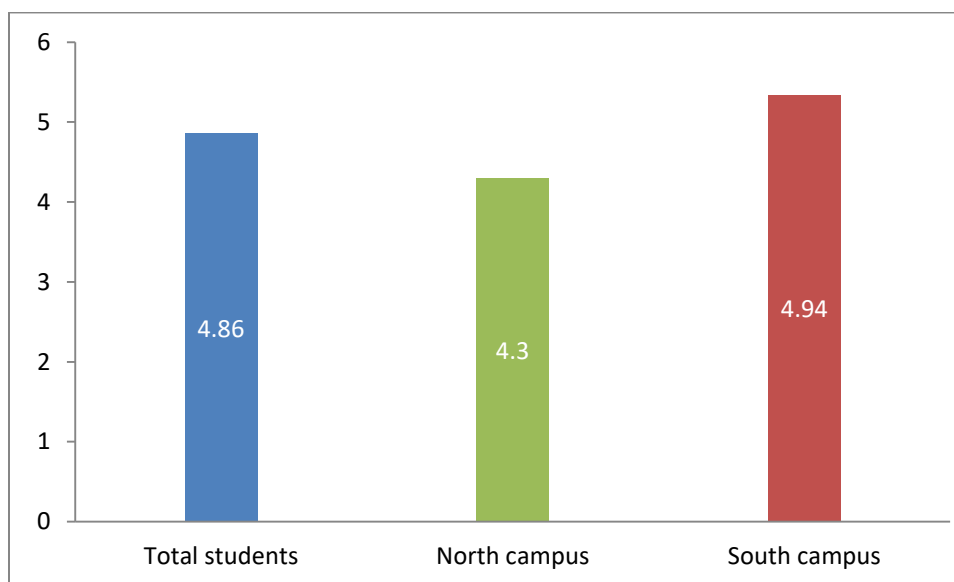
However, in the open-ended question 'what services do you appreciate the most?' many students responded with the student service because they are very helpful for students in everything they need and staff members are there to help students in any matter. They also appreciate free internet services, dorms and library services.

5. Satisfaction with Curriculum and Projects

This section discusses the general satisfaction of students at the IBCM on the curriculum and projects the IBCM offers. The overall average on student satisfaction with the education offered at the IBCM is 4.9. The average implicates that students are reasonably satisfied with the education at the IBCM.

Since the IBCM maintains two campus locations and in several cases different lecturers provide the courses the IBCM offers at each campus, a comparison has been made between the general course satisfaction of the student population at the north campus and the student population at the south campus. At the north campus, the education the IBCM offers received an average of 4.3, while at the south campus students rated the courses offered by the IBCM with an average of 4.9. Below a figure is included as an oversight on these figures.

Figure 5. General satisfaction with the education offered at the IBCM



When asked for feedback on the education elements that are appreciated most, which IBCM offers to its students, students from different study programs commented on four elements. The

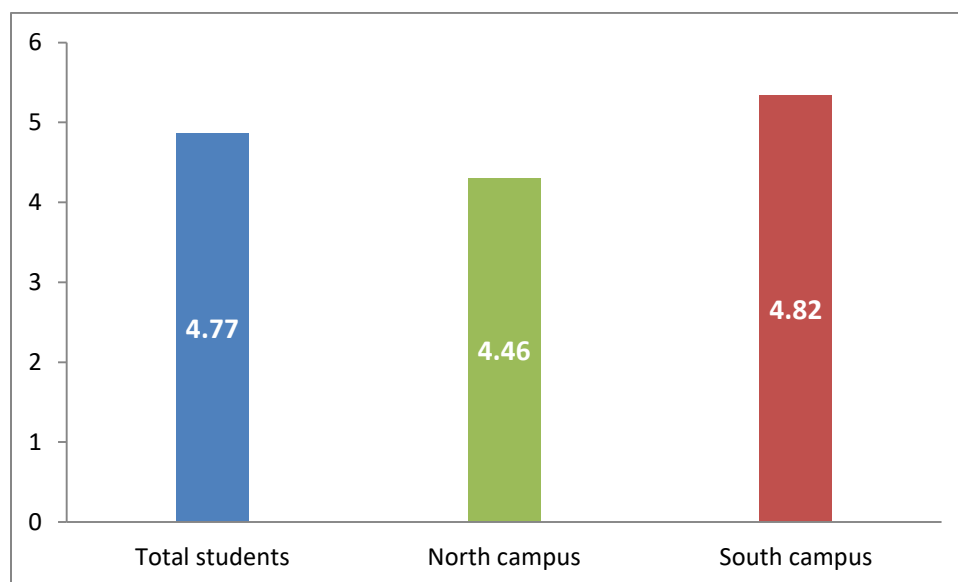
first one, several students mentioned, is the business oriented approach this is related to education from theory to practice with the mandatory internships that they have to complete during their studies. They also mentioned the English language as an advantage and also the quality education and international accredited double degrees which open doors to their international career paths.

5.1. Counselling and Supervision of Semester Projects

In this section students were asked to assess counselling and supervision of semester projects by selecting one of the six levels of satisfaction (1) - Very unsatisfied, (2) - Unsatisfied, (3) - Slightly unsatisfied, (4) - Slightly satisfied, (5) - Satisfied and (6) - Very satisfied).

In general, students are very satisfied with the counselling and supervision of semester projects that are offered by IBCM. Overall, the average of satisfaction with counselling and supervision of semester projects is 4.8 out of 6. When comparing the level of satisfaction with counselling and supervision of semester projects in the north and south campus, the conclusion is that students at the south campus are slightly more satisfied than students at the north campus; at the south campus general satisfaction is 4.8, while the general satisfaction at the north campus is 4.5. Below a figure has been included to illustrate those figures.

Figure 6. Satisfaction with counselling and supervision of semester projects



Students recommended that they have only the projects as final evaluation for their courses, and not have final exams. Another recommendation is to have more intensive preparation for projects.

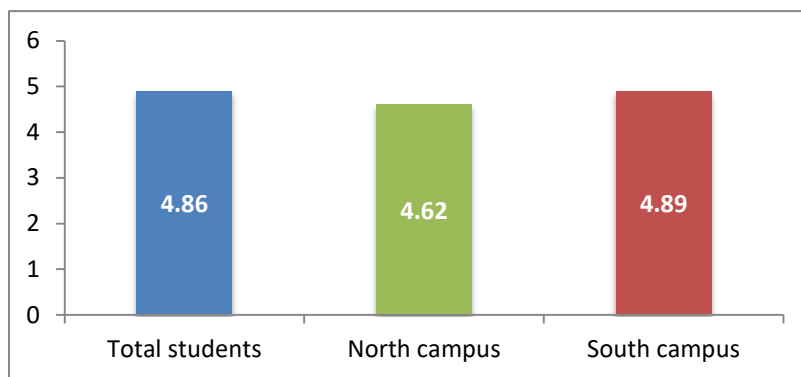
6. Assessment of students with the development of IBCM since they have started to study

In this section is analyzed the general satisfaction of students with the development of IBCM since they have started to study at the IBCM. Students were asked to choose one of the

following possibilities: 1 - I strongly disagree, 2 - I disagree, 3 - I slightly disagree, 4 - I slightly agree, 5 - I agree and 6 - I strongly agree.

Overall, IBCM students agree with the idea that IBCM is developing in good direction; the general satisfaction is 4.9 (between I slightly agree and I agree). The respondents studying at the south campus evaluated the development of IBCM with 4.9, while students studying at the north campus with 4.6. Below is included a figure that shows the mentioned results.

Figure 7. Satisfaction with development of IBCM



In the next questions students were asked to explain their answer in the previous question. A high number of students responded that they are happy to study in IBCM because they have improved their skills in: English, they get real work experience through their mandatory internships, they are able to practice what they learn in class, developed their social skills, critical thinking, use of technology, participate in field trips, and team work.

Additionally, students mentioned the positive developments, and some comments were that since the current IBCM management took over, the college and its services have improved, now the community is better informed about IBCM and its activities. There were some negative comments that need to be addressed such as the fact that the teaching quality at IBCM has decreased, and changing of teaching staff very often is a concern for students.

6.1. Recommendations of Students to Improve Quality of Classes in Future

Students through open-ended had the opportunity to provide suggestions on elements that they think IBCM should improve to raise the quality of classes in future.

Students suggested that the class duration should be shorter and have more field work and more visits to businesses, to increase the number of international staff, provide a better campus for the South, have more guest lecturers especially internationals. Other elements recommended to be improved are that IBCM should employ full time teaching staff who could be more dedicated to class activities instead of having lecturers with two or three jobs, and provide distance learning courses.

6.2. Questions to be included in the next survey

In the penultimate question students were asked to provide suggestion for the possible questions to be included in the next student's annual satisfaction survey 2016/2017.

In general students consider that the next survey should be shorter, and ask to evaluate each employee separately. Moreover, some students recommend that the survey should include some questions about the field trips and evaluate them separately. One recommendation is to have questions about possible complaints where students could address incidents or lecturers, but this is already included in the course evaluation surveys which take part at the end of the semester.

6.3. Comments and Suggestions

In the last question students through one open-ended question had the possibility to provide any comment or suggestion that they consider appropriate to be addressed by the management of IBCM.

In this part only four students made comments or suggestion. Some of the students complained that they are not treated equally, especially when it comes to field trips. They also suggest having more social activities and events that include all students.