

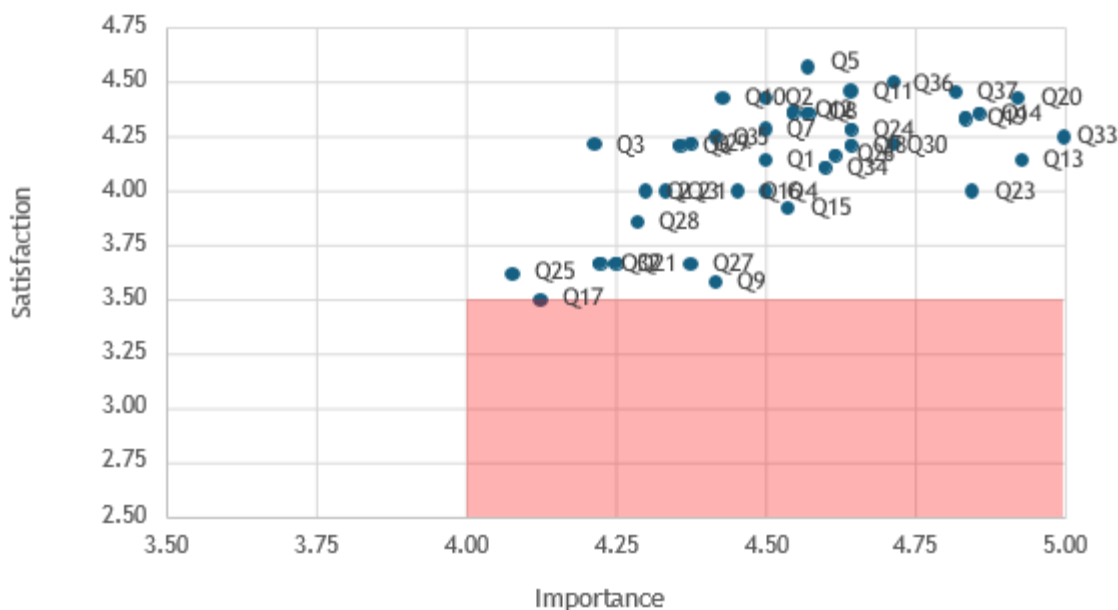
Graduates Satisfaction Report

Evaluated Program: Business Administration in International Hospitality and Tourism

Following the analysis of the answers given by the students who attended the master's program Business Administration in International Hospitality and Tourism, most of them said they were satisfied with the experience they had during their studies both traditionally (Q38-1), with an average of 4.36 (representative), and online (Q38-2), with an average of 4.27.

Regarding the degree of preparation (Q39), the students surveyed stated that they feel ready for their future career after graduation, with an average of 4.17 (which is also a representative value). In addition, most students would recommend to other people both the study programme followed and the Faculty of Business, respectively Babeș-Bolyai University, the average value of the answers to these questions (Q40 – 1,2,3) being 4.64, very close to the Definitely YES answer option.

In the following graph you can see the positioning of the answers in terms of satisfaction level and degree of importance.



Source: Faculty of Business



Based on the analysis of the graph and the responses of the questionnaire, the main strengths were identified:

Strengths (Satisfaction Level)

1. Development of communication skills (Q5) – (Satisfaction: 4.57)
 2. Overall, the facilities and services offered by BBU for traditional education (Q36) – (Satisfaction: 4.50)
 3. Overall, the quality of the traditional teaching – learning process (Q11) – (Satisfaction: 4.46)
 4. Overall, the facilities and services offered for on-line education (during the SARS-COV-2 pandemic) (Q37) – (Satisfaction: 4.45)
 5. Theoretical knowledge acquired in the field of study (Q2) – (Satisfaction: 4.43)
- Examinations and evaluations during the study period (objectivity, evaluation criteria, quality of feedback) (Q10) – (Satisfaction: 4.43)
- Administrative services of the faculty (secretary's office, cashier's office: opening hours, promptness, efficiency) (Q20) – (Satisfaction: 4.43)

The results of the questionnaire show that the highest level of student satisfaction is associated with **the teaching-learning process**, which is appreciated for its contribution to the development of communication skills and knowledge acquired in the field of study, leading to a high quality of the teaching-learning process. Also, the students appreciated **the facilities and services** offered, but also the material resources, especially the administrative services of the faculty.

Aspects that need improvement (from the satisfaction level point of view):

1. Spaces dedicated to sport activities (sport halls and fields, swimming pool) (Q17) - (Satisfaction: 3.50)
 2. The faculty's offer regarding internship opportunities for students (Q9) - (Satisfaction: 3.58)
 3. Activity of student organisations (Q25) - (Satisfaction: 3.62)
 4. Services offered by BBU's Social Service (Q21) - (Satisfaction: 3.67)
- Access to accommodation in student halls (number of places, their distribution) (Q27) - (Satisfaction: 3.67)
- Medical services of which students benefit (Q32) - (Satisfaction: 3.67)



The analysis of the results of the questionnaire indicate that the students' lowest level of satisfaction is related to **facilities and services**, aspects that include spaces dedicated to sport activities, access to accommodation in the student halls and medical services of which students benefit. Also, students have higher expectations related to the faculty's offer regarding internships opportunities, the activity of student organizations and the services offered by UBB, at the social service level. The results suggest a low degree of satisfaction in terms of covering the basic requirements.

Aspects considered essential by students, in terms of **importance**, are the following:

1. Facilities and services offered to disabled students (Q33) – (Importance: 5.00)
2. Spaces dedicated to teaching activities (number of seats, temperature and acoustic conditions, illumination) (Q13) – (Importance: 4.93)
3. Administrative services of the faculty (secretary's office, cashier's office: opening hours, promptness, efficiency) (Q20) – (Importance: 4.92)
4. Equipment in the classrooms / lecture halls / laboratories (range of equipment, functionality) (Q14) – (Importance: 4.86)
5. Information offered by the faculty, on the web pages and notice boards, regarding study programmes (Q23) – (Importance: 4.85)

The most important aspects concern the material base and the facilities and services offered by the faculty. As such, students consider as being important the facilities and services offered to disabled people, administrative services, respectively the updated and posted relevant information, both on the web pages and the notice boards, regarding study programmes. Another important aspect for students is the spaces dedicated to teaching activities, as well as the existing equipment in them.

Following the analysis of the strengths, both in terms of satisfaction and in terms of importance, it can be observed the existence of a common item, such as: Administrative services of the faculty (secretary's office, cashier's office: opening hours, promptness, efficiency) – Q20.

Aspects for improvement (from the importance point of view)

1. Activity of student organisations (Q25) - (Importance: 4.08)
2. Spaces dedicated to sport activities (sport halls and fields, swimming pool) (Q17) - (Importance: 4.13)
3. Practical skills acquired in the field of study (Q3) - (Importance: 4.21)



4. Medical services of which students benefit (Q32) - (Importance: 4.23)

5. Services offered by BBU's Social Service (Q21) - (Importance: 4.25)

A very close link can be seen between the aspects that need improvement both in terms of satisfaction and in terms of importance, reason for which they are the same, with one exception, namely: practical skills acquired in the field of study (Q3).

The analysis of the answers to the question regarding the positive aspects of the students' experience at the Faculty of Business highlights the following strengths (Q52) and the aspects that need to be improved (Q54).

Strengths

1. The quality of the teaching process and the dedication of the professors
2. Extensive learning possibilities and teachers' support
3. Involvement of teachers in the teaching and training process of students
4. Possibility of international mobilities
5. Personal development opportunities

Areas for improvement

1. Adapting the subjects studied to a more practical approach
2. Orientation of the activities carried out towards a more interactive approach
3. Improving the feedback process

In conclusion, from the point of view of analysis, the Faculty of Business benefits from a solid foundation due to the quality of the teaching staff, which contributes to the creation of a stimulating and motivating learning environment, but also due to the opportunities offered to students, who benefit from various resources and constant assistance, thus facilitating the learning process. The educational environment offered by the Faculty of Business also provides students with chances to develop their personal and professional skills, which are essential for future careers. However, in order to achieve educational excellence, it is essential to implement measures that adapt the curriculum to the current needs of the labour market, encourage interactive teaching methods and optimise the feedback process, thus contributing to their academic progress. Therefore, creating an educational environment that is not only performant, but also adapted to contemporary challenges, will help students to integrate the theoretical knowledge acquired in real contexts.