

## Graduates Satisfaction Report

### Evaluated Program: Business Administration in Hospitality Services (English line)

This report reflects the degree of satisfaction of the students of the Business Administration in Hospitality Services specialization, taught in English, bachelor's level, based on the feedback provided during the evaluation process. The aspects analyzed include the quality of the educational process, material resources and services offered by Babeș-Bolyai University (BBU), in order to highlight strengths and identify opportunities for improvement.

Following the analysis, the following results can be observed (Figure 1).

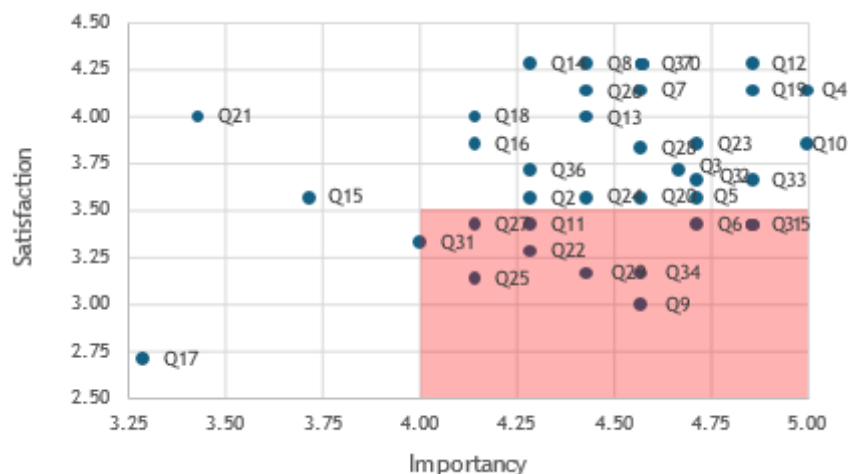


Figure 1. Student satisfaction level

The students particularly appreciated the quality of online teaching and learning during the pandemic, supported by various learning resources (printed, digital, audio-video materials) and the efficient use of digital platforms. The development of teamwork skills and the transparency of the evaluation process (objective criteria, clear feedback) were considered strengths, along with the constant support offered by tutors, who contributed to academic and professional guidance. These elements highlight an educational process centered on the needs and development of students.

The students also highlighted the quality of the material base offered by the faculty and UBB, both for online and traditional education. In the case of online education, the MS Teams platform and access to institutional email were appreciated for their efficiency. Also, the endowment and operation of the equipment in the classrooms, seminars and laboratories were noted as adequate,



contributing to the optimal development of teaching activities. The spaces dedicated to the educational process were appreciated for the sufficient number of seats, thermal and acoustic conditions and adequate lighting, demonstrating a favorable environment for learning.

The students also appreciated the level of safety and protection offered in the UBB spaces, both inside and outside the university buildings, which reflects a safe and well-managed environment. Also, the work of student representatives, including year representatives, student chancellors and senators, was noted as efficient and oriented towards supporting the interests of the student community.

Regarding the teaching-learning process, the students mentioned several aspects that need improvement. Firstly, the faculty's offer regarding participation in internships was considered insufficient, and students stressed the need for better involvement in scientific research activities during their studies. Also, the traditional teaching-learning process was evaluated less favorably, students considering that more attention should be paid to applied and interactive teaching methods. At the same time, the development of research skills was perceived as an area that needs more support and improving them could contribute to better preparation for the dissertation and for active involvement in research projects.

Regarding the facilities and services offered, the students mentioned some aspects that could be improved. The services offered at student canteens and cafeterias, including the quality of the menu, their serving time and schedule, were not appreciated by their fair value. Also, the activity of student organizations and their involvement in university life could be improved through additional resources and more active support from the faculty. As for accommodation, access to places in student dormitories was difficult due to the limited number of places and their distribution. Also, the study spaces in the dormitories were not considered adequate in terms of thermal, acoustic and lighting conditions. Other services, such as career counseling and support for international mobility, were perceived as insufficient, with students asking for better information and more consistent support in these directions.

The results obtained for the question "How well prepared do you feel for your future career after graduation?" indicate a moderate to high level of confidence among students regarding their professional preparation. With an average score of 3.43, it can be observed that most students believe they have acquired relevant career competencies, though there is still room for



improvement. This result suggests that, although the educational foundation provided by the program is appreciated, it could be beneficial to focus more on integrating practical experience and developing applied skills to enhance all students' confidence in their readiness for their professional future.

The results from the three questions regarding the recommendation of the study program, the Faculty of Business, and Babeş-Bolyai University indicate a generally high level of satisfaction among students. The average score of 4 for both the recommendation of the study program and the university reflects students' trust in the quality of education and the opportunities offered. Regarding the recommendation of the faculty, a slight variation can be observed (average – 3.43), which may indicate the existence of specific aspects that could be improved to align perceptions with the overall level of UBB. These results confirm that the study program and the institution as a whole are appreciated, representing an attractive option for future students.