

University of Business and Technology Students' Satisfaction

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ABSTRACT

The purpose of this project is to find out which part in UBT need to be improved, and we only targeting UBT Master Students in business administration, that because all those students will help us to discover the weakness and strength sections in UBT, therefore, we would be able to improve the weakness and to enhance the strength divisions, and we designed our survey questions accordingly.

Key words : Satisfaction, Quality of Education, Material, Process, Environment.

1. INTRODUCTION

Higher Education in the Kingdom of Saudi Arabia is currently undergoing an important developmental stage, which consists in helping achieve both a qualitative and a quantitative transformation within the sector of Higher Education including all its components, systems, forms and programs, and in accordance with the most up-to-date international trends. According to figures from the Central Department of Statistics and Information (CDSI), in 2013 the Kingdom was home to 25 public universities, enrolling a total of 1,165,091 students, among whom 1,064,880 were studying at the undergraduate level. King Abdulaziz University had the largest total enrollment (177,234), followed by King Faisal University (134,942), and Imam Mohammed Bin Saud Islamic University (97,331).

2. METHODOLOGY

The type of research that will be used in this study is qualitative research and quantitative research. Qualitative researchers as well as participant's opinions by using questionnaire survey aim to gather an in-depth understanding of all aspects of UBT and how the cycle is running to identify our problems studying. The research sampling method that will be used in this study is Convenience sample that are

studying MBA and graduated from UBT to obtain a more scientific result that could be used to represent the entirety of the MBA students in UBT, and the total numbers of participants is 15.

3. DISCUSSION

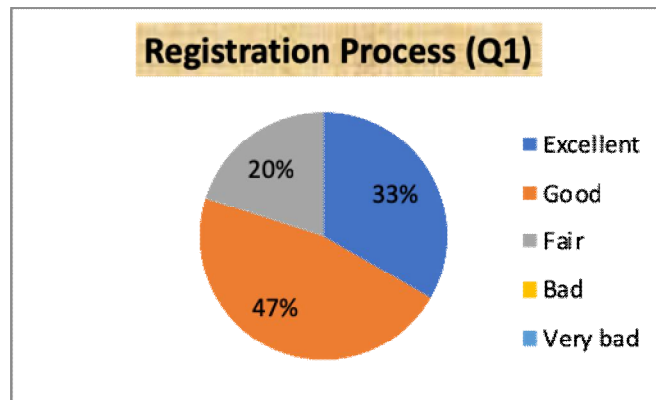


Figure 1: Registration Process

According to Pie result, 47% of the participants said good, 33% said excellent and 20% said fair, therefore, the result of registration process tells us that all participants are satisfied. Because the result between Excellent and Fair. However, need to enhance to be 100% excellent.

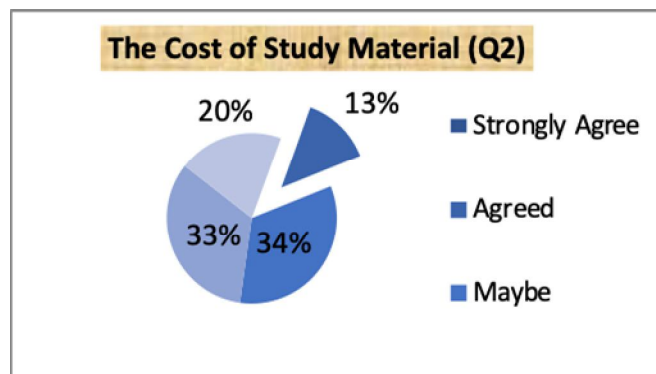


Figure 2: The Cost of Study Material

The cost of materials is not appropriate as per the 33% that said disagree and 20% said strongly disagree and they are

represent 53% of participants, therefore, this part need to be improved and reconsidered.

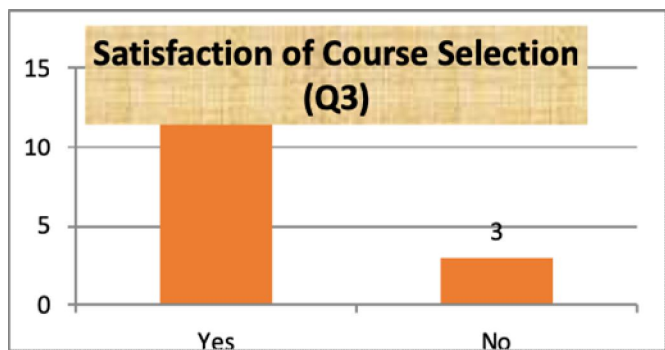


Figure 3: Satisfaction of Course Selection

According to the chart, the majority of participants are satisfied with course selection procedures, however, few of them not satisfied, as result, this part need to be improved in order to reach 100% student satisfaction.

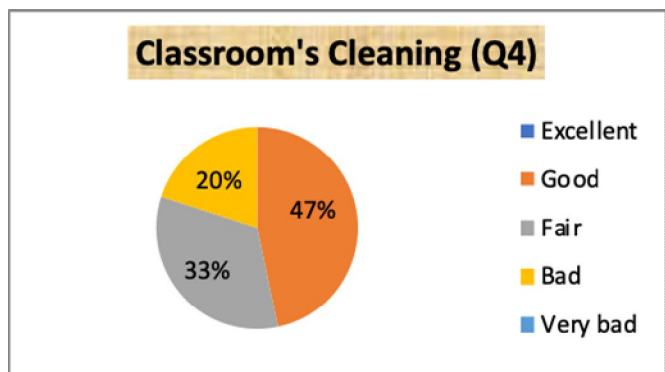


Figure 4: Classroom's Cleaning

Pies illustrates the participant's opinion about the classroom's cleaning, which 47% said good, 33% said fair, and 20% said bad, therefore, this matter need to be improved and increase cleaning hours to make sure that all classrooms cleaned, and monitoring cleaners as well.

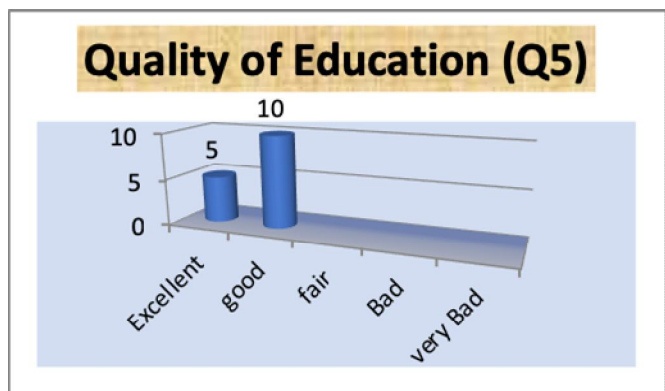


Figure 5: Quality of Education

The Pie shows that the quality of education is between good and excellent where 10 participants which represent 67% is

said good and 5 participants which represent 33% are said excellent. so need to enhance this part to make sure of continuance.

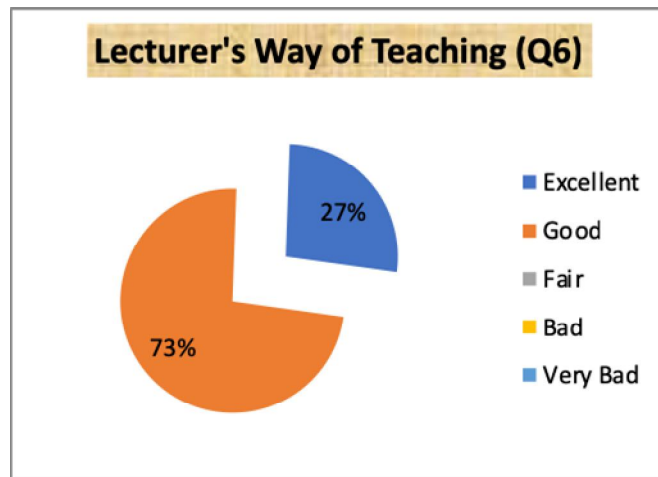


Figure 6: Lecturer's Way of Teaching

The Pie result represent the Lecturer's Way of Teaching is between good and excellent where 73% said good and 27% said excellent, so need to enhance this part to make sure of continuance and diversity.

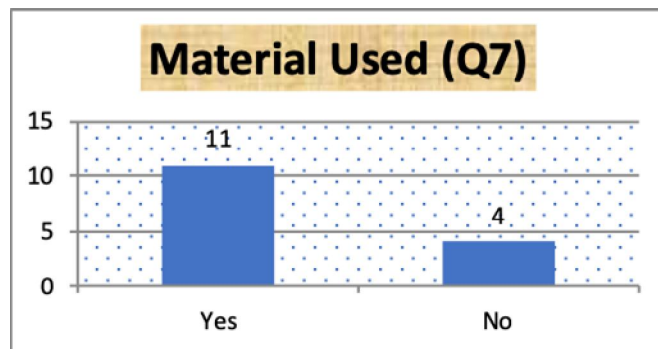


Figure 7: Material Used

The chart shows 11 of participants are satisfied with variety of materials, resources, and strategies that lectures use; however, 4 participants are said that is not suitable.

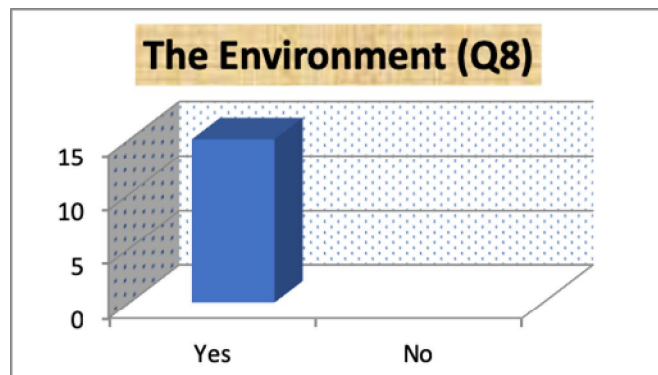


Figure 8: The Environment

The 100% of participants said that the environment of UBT is helpful for studying, which a great result is presented by the chart.

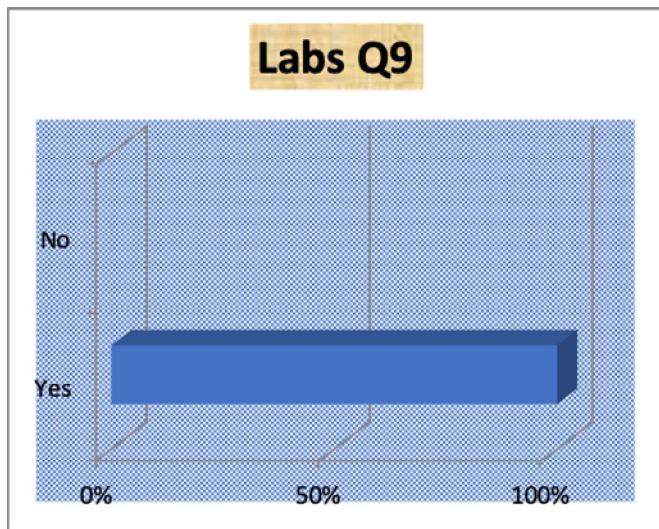


Figure 9: Labs

The 100% of participants said that labs of UBT is qualified for studying and research, which a great result is presented by the chart.

4. CONCLUSION

As result of the survey, the majority of the participants are satisfied with most of aspects of UBT; however, there are some parts need to be improved. Moreover, higher education need suitable and convenient environment to send and receive the knowledge. We recommend to the managers of UBT to reconsider of the cost of MBA course and materials which are the main parts, in order to have more students, consequently, the cash flow would increase, and then would give more ability to improve all UBT departments and facilities.

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