

SURVEY OF FINAL YEAR INTERNATIONAL BUSINESS STUDENTS

Execution time

The survey was conducted in the spring semester of 2021 before the defence of the Graduation theses.

Purpose

To collect data on graduates' satisfaction with studies, to use the collected data to improve the International Business study programme.

Short presentation of the questionnaire

The questionnaire consists of 11 closed-ended and open-ended questions. Final year students of Tourism Management rated the study programme according to 11 statements on a five-point scale from 1 to 5, where 5 means “Strongly agree” with the statement (assigned a score of 5) and 1 means “Strongly disagree” (assigned a score of 1). 75 students participated in the survey.

Presentation of survey results:

In the third year of study, almost half of the respondents are working: 43% under the study programme and 27% not under the study programme. 2/3 were satisfied with the studies because they met their expectations. The strengths are the communication between teachers and students, based on mutual respect, the acquired knowledge and skills, and the usefulness of carried internships. Students noted that the studies develop critical thinking and problem-solving skills, entrepreneurship, creativity, digital literacy, oral and written communication, and independence.

Evaluate how much you agree or disagree with the study statements provided.

Statements	Average
1. The studies met my expectations	3,9
2. The knowledge and skills I have acquired during my studies are in demand in the labor market	4,2
3. Communication between teachers and students is based on mutual respect	4,4
4. Internships carried out during the studies were useful	4,3
5. I had the opportunity to go abroad (to study, to carry out practice, to participate in project activities)	3,7
6. The literature supply in the library / reading room and access to information sources matched my needs	3,9
7. The classrooms are adapted to implement the study programme	4,1
8. I was able to use special equipment, laboratories, and other facilities to do my individual tasks	3,3
9. I had the opportunity to participate in scientific / artistic activities	3,8

Positive statements:

1. The knowledge and skills I have acquired during my studies are in demand in the labour market.
2. Internships carried out during the studies were useful.
3. The studies met my expectations.

4. Communication between teachers and students is based on mutual respect.
5. The classrooms are adapted to implement the study programme.
6. The literature supply in the library / reading room and access to information sources matched my needs.

Points to improve:

1. I was able to use special equipment, laboratories, and other facilities to do my individual tasks (there is a lack of laboratories equipped with the studied subjects, there is a lack of means necessary for organizing practicums and premises adapted for practicums).
2. To supplement studies with business organization and investment issues.

What skills did you develop while studying?

Statements	Average
1. Critical thinking and problem solving	4,1
2. Cooperation	4,5
3. Creativity	4,0
4. Digital literacy (reliable and critical use of information and communication technologies)	3,9
5. Independence	4,4
6. Effective oral and written communication	4,1
7. Career management	3,8

The respondents stated that their digital literacy, critical thinking, cooperation, creativity and independence were the most developed during the study year.

How well are you ready for a professional career after graduation:

1. Enough to work under the acquired education	41 percent
2. Sufficiently enough to be able to work under the acquired education	38 percent
3. Insufficient, the employment will require learning everything	12 percent
4. Insufficient, but I do not plan to work under the acquired education	9 percent
5. Other (please enter)	-

More than half of the respondents stated that they are ready for a professional career after graduation, 12% said they were not prepared enough and would have to learn everything again when they started working and 9 percent said they don't plan to work under the acquired education.

Would you recommend your friends/colleagues/acquaintances to choose this study programme?

1. Yes	26 percent
2. Probably yes	33 percent
3. Probably not	7 percent

4. No	6 percent
5. I don't know/can't answer	28 percent

More than half of all students surveyed would recommend the International Business study programme to their friends, colleagues or acquaintances.

What's next?

The library staff consults with the lecturers of the Department (several times during the academic year) and adds resources to the publication fund according to the expressed need. Based on the results of the survey, the study programme is supplemented with new subjects (modules).