

Evaluating of Satisfaction Degree among the Master Students from the „George Bacovia” University in Bacau

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Abstract: The paper presents the result of a research study undertaken in order to evaluate the satisfaction degree of the master students from the “George Bacovia” University of Bacau. It is based on the processing of the answers to the questions of a questionnaire which was given to a number of 82 students. The conclusions can help to improve the activity performed in the institution.

The “George Bacovia” University was founded in 1992, as an alternative to the public higher education. Currently it is certified for the Bachelor’s degree cycle (8 majors) and for the master’s degree cycle grouped within three faculties: Accounting and Management Information Systems, Business Economy and Management.

The aim of the study is the evaluation of the satisfaction degree among the master students from the university.

The data collection was done through a questionnaire (presented in the appendix) given to the master students from the majors: Business Management, Business Marketing and Management-Marketing, second year of study.

The conducted research is largely an investigation because the concerned collectivity is not entirely representative for the master’s degree cycle of the university. However I consider the results relevant. They have enabled the formulation of assessment of educational activities and of the ones related to teaching in the university.

The questionnaire grouped the questions on several modules, aiming at:

- Knowledge of respondents (specialization, employment, age, gender, etc.)
- Revealing the degree of satisfaction with the institution of education (bachelor, master, activities related to the teaching act);
- Assessing the strengths and weaknesses of the university.

Processing questionnaire answers

The first module of questions aimed at highlighting the main characteristics of the respondents.

The collectivity included in the study was formed of 82 persons, of whom 42 - female and 40 - male, so a very balanced structure.

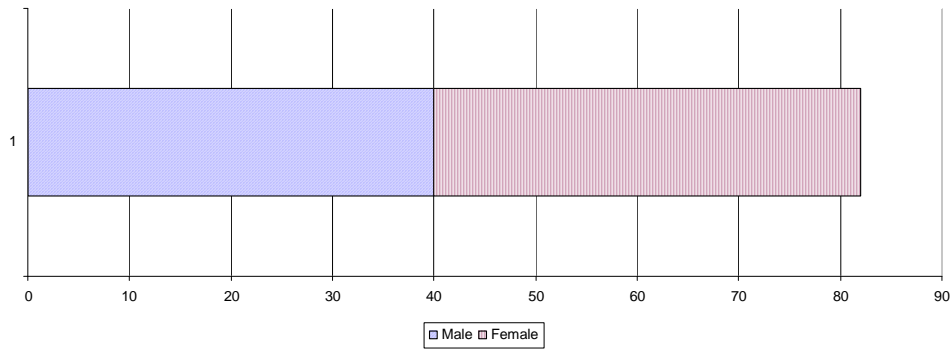


Fig. 1 - Structure of respondents by gender feature

All participants in the survey are in the second year MA students. Of these 44 (53.7%) are graduates of the University "George Bacovia" of Bacău. It is remarkable that most graduates of the Bachelor's degree cycle - management and marketing specialties - have chosen to continue their studies in the university.

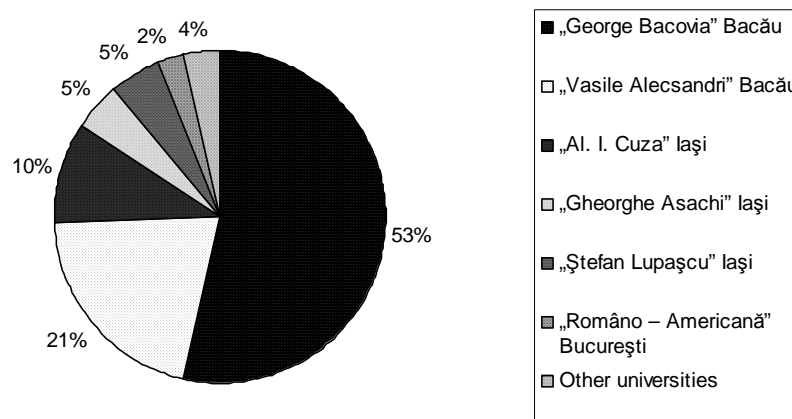


Fig. 2 - Structure of respondents according to the university graduated

The structure of respondents according to the licensing specialization is shown in Figure Y. It may be noted that most of MA (57.3%) have opted for a master by which to continue training in the same specialization.

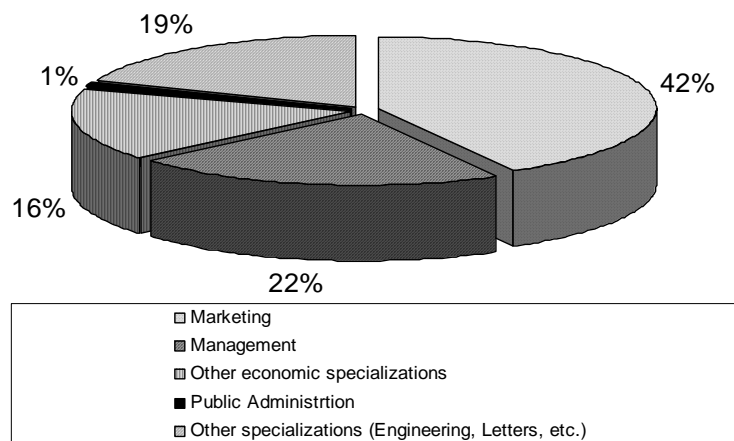


Fig. 3 - Structure of respondents according to the specialization graduated

According to the education form studied during the Bachelor's degree cycle, about 63% of respondents were full-time students; about 32% low frequency students and only 5% distance learning students.

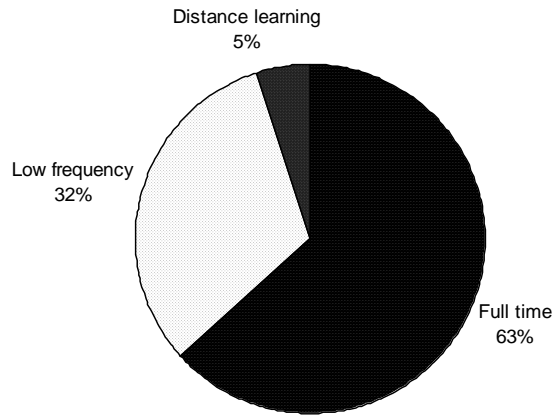


Fig. 4 - Structure of respondents according to the education form

The graduation year shows respondents who mostly (80.5%) continued their studies without interruption.

The mark obtained at the license examination is in 33% of the cases between 8 and 9, and in approximately 48% of the cases over 9; we can say that they are master students with good and very good results.

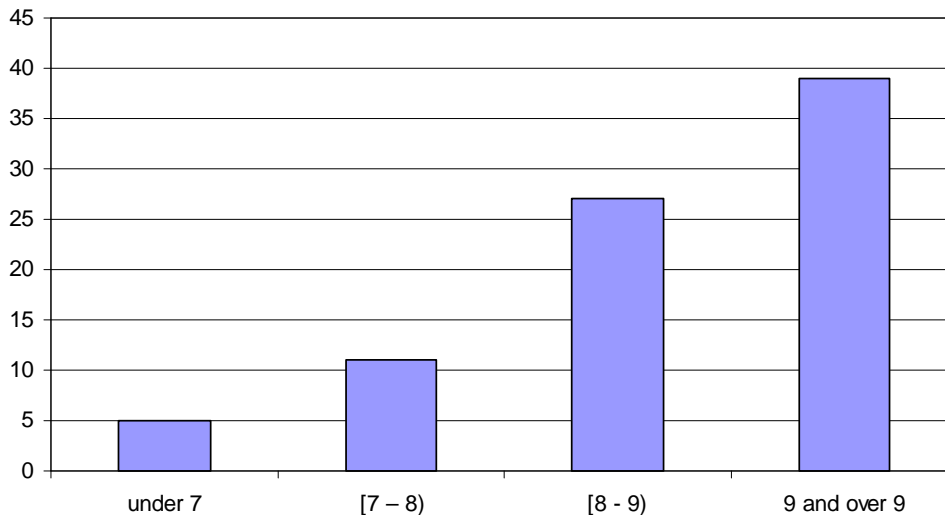


Fig. 5 - Distribution of respondents according to the class of marks got at the Bachelor's degree examination

The structure of respondents according to age groups indicates the predominance of young people: 70% were under 30 years old and only 30% of subjects were between 30 and 50 years old.

Of the total number of 59 subjects (72%) are employed, as follows: 20.3% in the public sector, 76.3% in the private sector and 3.4% in public administration. Only 46% of employees are engaged in an activity consistent with the specialization obtained through studies, which shows a relative discrepancy between specializations and the requirements on the labor market.

The questionnaire contains two modules of questions that are related to the degree of satisfaction with the Bachelor's degree and master's forms.

I will present the processing of answers to these questions.

- When asked "How satisfied are you with the specialization chosen?" regarding the Bachelor's degree cycle, almost all the respondents answered "very satisfied" (46.3%) or "satisfied" (51.2%). Taken together, these two considerations lead to an overwhelming proportion of those satisfied with this choice. Only 2.5% declared themselves dissatisfied with the specialization in the Bachelor's degree cycle.

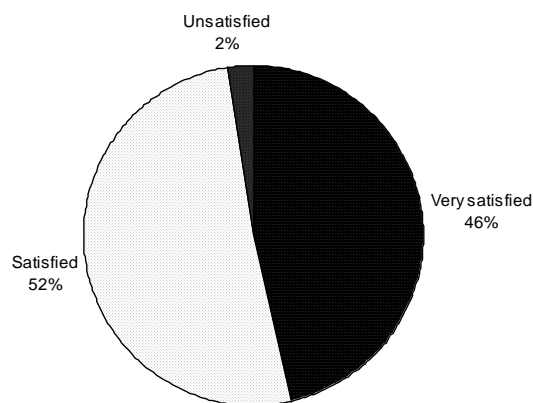


Fig. 6 – The satisfaction with the Bachelor's degree graduated specialization

The answer is almost similar also as regards the degree of satisfaction with the chosen master where all subjects responded "satisfied" or "very satisfied".

- When asked "How satisfied are you with the curriculum?", both for the Bachelor's degree and the master, the students answered "satisfied" and "very satisfied" in 98% of the cases; the response must be viewed with reserve, if we consider that about 25% of MA students have never worked and therefore could not prove in practice the correlation between the content of curricula and the requirements of employers.

- Regarding the Bachelor's degree cycle, one of the questions refers to the degree of satisfaction felt regarding the practice carried out during university. The responses to this question indicate the following assessment: the "very satisfied" and "satisfied" amounting to 64% (52 persons), and the "dissatisfied" and "very dissatisfied" covering the difference of 36% (30 people).

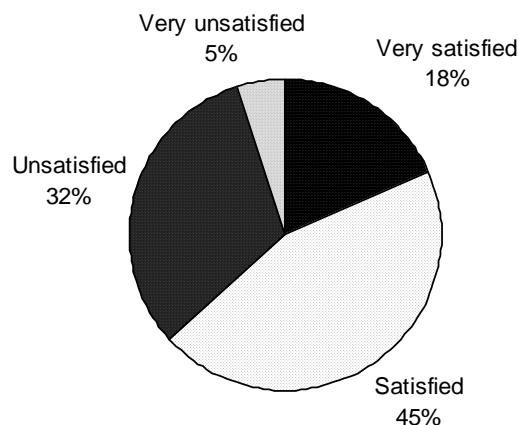


Fig. 7 - The degree of satisfaction with the conduct of practice

It should be taken into consideration that the most satisfied with the conduct of the practice have been those who attended the low frequency education and who had the opportunity to conduct actual practice in their employment status. It is the university activity less appreciated by students. The responses should be an occasion for reflection and action to solve an issue of utmost importance for practical training of our students.

- The question "How satisfied are you with the training of the professors?" has been asked of both the Bachelor's degree and the Master's degree students. The graphical representation of the answers is shown in Figures 8 and 9.

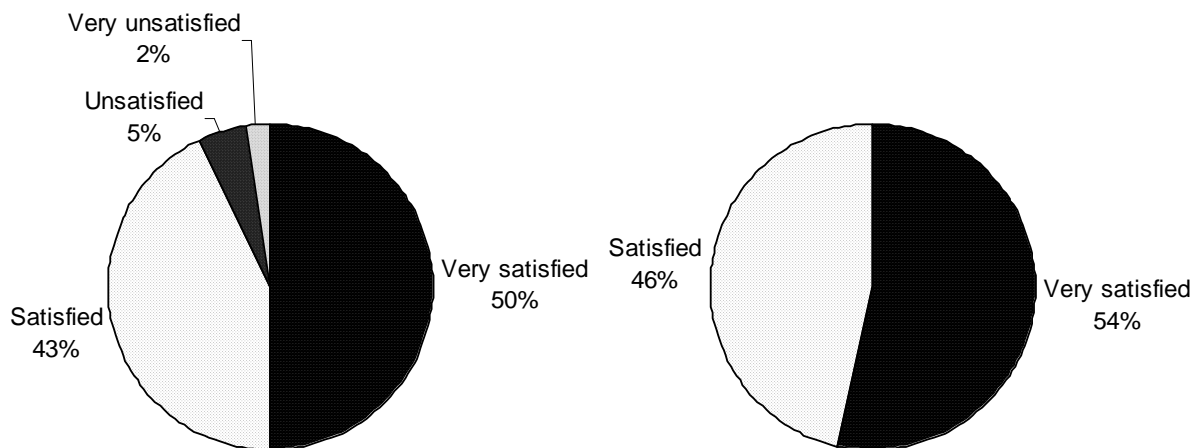


Fig. 8 - The degree of satisfaction with the training of the professors in the Bachelor's degree cycle

Fig. 9 - The degree of satisfaction with the training of professors in the master's degree cycle

- The next question "How satisfied are you with the teaching skills of professors?" with reference to the master's degree cycle is related to the previous question. The answers were equally divided between "satisfied" and "very satisfied".

- We can not ignore the question "How satisfied are you with the quality of the content regarding the recommended teaching materials?" related to the master's degree cycle, knowing that the role of individual learning in this cycle, of research, is significantly increased compared to the Bachelor's degree cycle. The answers have led to the following conclusion: the vast majority of MA students are "satisfied" and "very satisfied" (96.3%), only 3.7% are "dissatisfied".

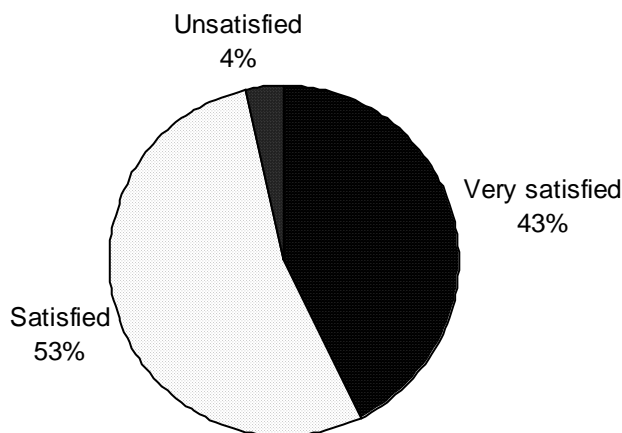


Fig. 10 - The degree of satisfaction with the quality of recommended teaching materials

A special module scans the degree of satisfaction of MA students with activities related to the teaching act. We included in the survey questions regarding the secretary's office, library and website activities.

From the answers to these questions there results that:

- As regards the activity of secretary's office MA students have only good feedback (59.3%) and very good (40.7%). The responses confirmed the view that already exists in the university;

- The library (the book, online access, the service provided by librarians) also enjoys a good appreciation among students, thus 51.2% are "very satisfied", 45.1% are "satisfied" and only 3, 7% are "dissatisfied";

- As regards the information contained in the university website, the views are as follows: 32.9% "very satisfied", "satisfied" and 59.8% 7.3% "dissatisfied".

At the end of the questionnaire the respondents, the graduates of the Bachelor's degree cycle from the "George Bacovia" University (44 persons, 53.6%) have listed 3 strengths and 3 weaknesses as regards the university.

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