# 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.



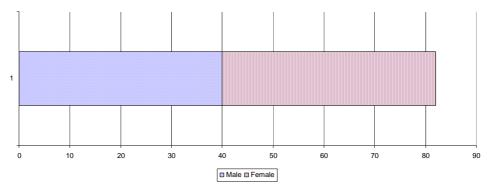


Fig. 1 - Structure of respondents by gender feature

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 Bacau. 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.

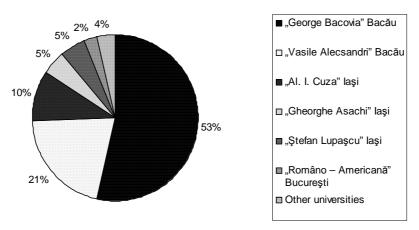


Fig. 2 - Structure of respondents according to the university graduated

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.

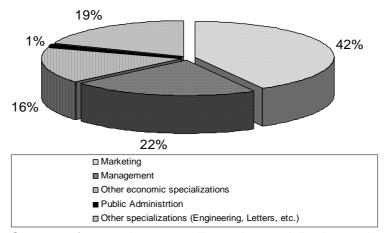


Fig. 3 - Structure of respondents according to the specialization graduated

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.



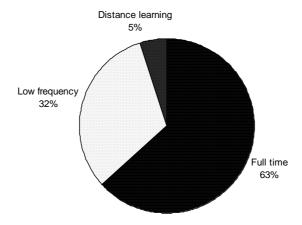


Fig. 4 - Structure of respondents according to the education form

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.

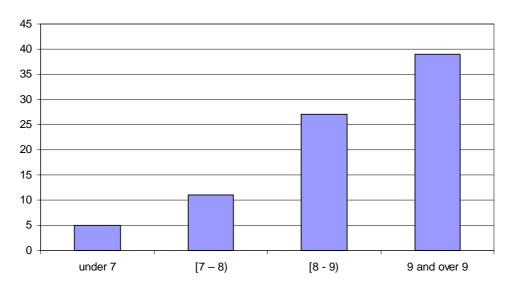


Fig. 5 - Distribution of respondents according to the class of marks got at the Bachelor's degree examination

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.



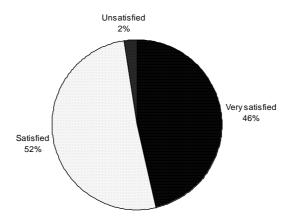


Fig. 6 – The satisfaction with the Bachelor's degree graduated specialization

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).

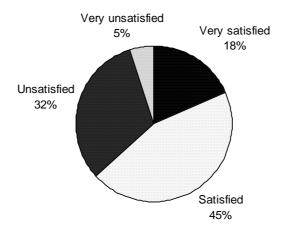


Fig. 7 - The degree of satisfaction with the conduct of practice

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.



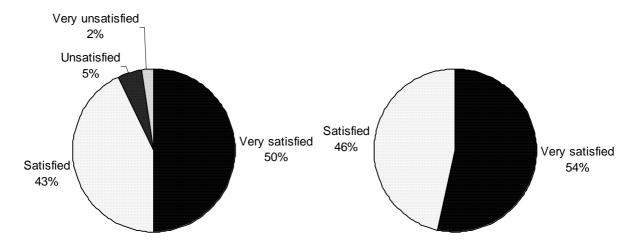


Fig. 8 - The degree of satisfaction with the training of the professors in the Bachelor's degree cycle

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".

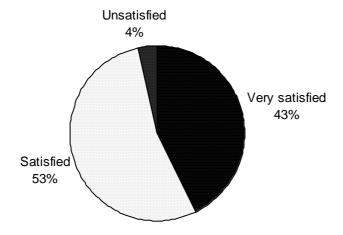


Fig. 10 - The degree of satisfaction with the quality of recommended teaching materials

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.



# The main strong points are as follows:

- Preparation, the performance and availability of professors;
- University endowment;
- Flexible schedule for students.

# The following weaknesses were highlighted:

- Lack of accommodation and parking;
- Organization of practice;
- The tax:
- Poor secretary's office activity at the Business Management Faculty (Bachelor's degree cycle).

# **Conclusions**

The processing of the results obtained through the questionnaire administration led to the conclusions that can be taken into account in the diagnosis of work done in the university and its development strategy.

Among them we highlight:

- The university organizes MA cycles well positioned on the academic supply market, which is proved by the number of students and also by the choice made by the university's own graduates and also by those of other universities (in the region and not only);
- Most students are young; they continue their studies without interruption and come with a good education from the Bachelor's degree cycle;
- Mostly, students are satisfied and very satisfied with the specialization chosen, the content of curricula, the training of professors and their teaching skills, the quality of the content of teaching materials recommended;
  - The activities related to the teaching act enjoy good and very good feedback.

As a consequence of the results obtained from the processing of questionnaires, we appreciate the position of master's degree studies at the University "George Bacovia" of Bacau as favorable.

# **Appendix (Questionnaire)**

The Evaluation of the Satisfaction Degree among the Master Students from Management – Marketing Fields

Graduate of the U	Iniversity:						
Specialization:							
Education form: fu		ull time learning		redu	reduced attendance		
distance learnin							
Year of graduation	n:		Ü	,			
Mark at the degre							
under 7	[7 - 8)	[8 - 9)	9 and o	ver 9			
Age: under 2	25 yrs.	[25	<b>–</b> 30)	[30 - 35)	[35 – 40)		
[40 – 45)	[45 - 50)	ove	r 50 yrs.		- ,		
Gender:	female	mal	е				
Regarding the B				-4:			
How satisfied are			-				
very satisfied satisfied				unsatisfied		very unsatisfied	
How satisfied are you with the curriculum (syllabus very satisfied satisfied					· -		
•				unsatisfied		very unsatisfied	
How satisfied are	tisfied s	•		unsatisfied		very upoeticfied	
How satisfied are						very unsatisfied	
	tisfied s	•		unsatisfied	•	very uncaticfied	
very sa	usneu s	ausneu		unsausneu		very unsatisfied	
Regarding your	job						
After college grad	luation you	ı had perio	ds of over	r three years du	iring which y	you did not work:	
yes	n	0					
You are currently	workina:	ves		no			

public sector

You have been working since college: yes



You are hired in:

public administration

private sector

You are currently working in the field of specialization certified by the university degree: yes

no

no

You are working in the department: supply-sales marketing

organizing-planning human resources financial-accounting public relations

IT education others

How many hours do you normally allot to the paid lucrative activities:

under 30 30-40 40-50 50-60 over 60

Have you tried to start your own business: yes no

You currently have your own business: yes no

# Regarding the master's degree cycle

How satisfied are you with the master chosen?

very satisfied satisfied unsatisfied very unsatisfied

How satisfied are you with the syllabus of the master?

very satisfied satisfied unsatisfied very unsatisfied

How satisfied are you with the professional training of the faculty?

very satisfied satisfied unsatisfied very unsatisfied

How satisfied are you with the teaching abilities of the professors?

very satisfied satisfied unsatisfied very unsatisfied
How satisfied are you with the quality of the content of the recommended didactic materials?

very satisfied satisfied unsatisfied very unsatisfied

## Regarding the related activities of the teaching process

How satisfied are you with the secretary's office (master):

very satisfied satisfied unsatisfied very unsatisfied

How satisfied are you with the library office (books stock, on-line access, the services offered by librarians)

very satisfied satisfied unsatisfied very unsatisfied

How satisfied are you with the information on the university web site

very satisfied satisfied unsatisfied very unsatisfied

# If you are a graduate of the "George Bacovia" University (Bachelor's degree cycle):

Specify three strong points regarding the university:

Specify three weak points regarding the university:

.....

Thank you!

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