



Mahidol University  
International College



# A REPORT ON THE SATISFACTION OF MAHIDOL UNIVERSITY INTERNATIONAL COLLEGE GRADUATES' SUPERVISORS, EMPLOYERS, OR ADVISORS

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ACADEMIC YEAR 2018-2019

Academic Strategy Unit  
Strategy and Academic Development Group  
The Office of Academic Affairs

## PREFACE

A report on survey on the satisfaction of Mahidol University International College graduates' supervisors, employers, or advisors for the academic year 2018-2019 is an annual report for the purpose of measuring the employers' or advisors' satisfaction with the MUIC graduates' work performance and ability, identifying the strengths and weaknesses of the graduates and assessing the demand for skills in the dynamics of the labor market. Data gathered from the employers and advisors as a part of the external stakeholders' survey provides valuable insights for curriculum development and verification of standard-based learning outcomes of the college.

Suggestions or recommendations to improve the report in the future are welcomed and highly appreciated.

Academic Strategy Unit  
Strategy and Academic Development Group  
The Office of Academic Affairs  
Mahidol University International College

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# CHAPTER I

## Introduction

### Rationale:

According to the Ministry of Education of Thailand, Thailand Qualifications Framework for Higher Education (TQF:HEd) is considered as a tool used for curriculum development at all higher education institutions. Thus, Mahidol University International College (MUIC) has designed curricula based on TQF, focusing on student's learning outcomes in order to enhance graduates' knowledge, skills and capacities. As part of the external quality assurance, the employers' survey was conducted in order to examine graduates' learning outcomes and to provide information regarding the perceptions and needs of employers towards the employability skills of the graduates.

To produce qualified graduates who achieve both the desired characteristics of Mahidol University and employability skills to enter the workforce or graduate schools, it is very important for MUIC to continuously evaluate the graduates' learning outcomes from the perceptions of employers for employed graduates and the perceptions of advisors for graduates who continue to study.

Consequently, the Survey on the Satisfaction of Mahidol University International College Graduates' Supervisors/Employers/Advisors was conducted to identify the needed skills and skill gaps of MUIC graduates at workplace and at graduate schools. The employers and advisors' feedback not only determines the requirement of labor market and the requirements specified for graduate schools but is also used to identify areas for improving programs of the College. The results reflect on the quality of academic programs and verify the educational standards of the College.

### Objectives:

1. To know the employers' and advisors' satisfaction with MUIC graduates for the academic year 2018-2019 on learning outcomes and desired qualities of Mahidol University graduates.

2. To identify the factors that will assist MUIC to maintain and increase the satisfaction of employers.
3. To know the actual needs and feedback of the employers and the advisors.

#### **Framework:**

The survey assessed the level of supervisors', employers', or advisors' satisfaction with the performance of MUIC graduates who completed their education in the academic year 2017-2018. The collected data was analyzed and compared across various programs.

#### **Expectations:**

1. Knowledge of the supervisors', employers', or advisors' perceptions and/or satisfaction with MUIC graduates for the academic year 2018-2019 on learning outcomes, business skills, characteristics, overall picture and desired qualities of Mahidol University graduates.
2. Identification of the opportunities for improvement of MUIC in order to increase the supervisors', employers', or advisors' satisfaction and the graduate employability skills in the labor market.

#### **Keywords:**

- AM                      Applied Mathematics Program
- AP                      Animation Production Program
- BA                      Business Administration Division
- BE                      Business Economics Program
- BI                      Biological Sciences Program
- CD                      Communication Design Program
- CH                      Chemistry Program
- CI                      Computer Engineering Program
- CS                      Computer Science Program
- EN                      Environment Science Program



- FAA Fine and Applied Arts Division
- FP Film Production Program
- FS Food Science and Technology Program
- IH International Hospitality Management Program
- IS Information Systems Program
- MF Finance Program
- MI International Business Program
- MK Marketing Program
- PY Physics Program
- SS Social Science Program
- TH Tourism and Hospitality Management Program
- The advisor A professor who works with and helps student at the university level meet requirements to graduate
- The employer A person, company, or organization that employs the graduate
- The graduate A person who has completed his/her education from Mahidol University International College (MUIC) in the academic year 2017-2018
- THM Tourism and Hospitality Management Division
- TP Television Production Program
- The satisfaction A pleasant feeling that employers received from the performance and competency

## CHAPTER II

### Research Methods

#### Population:

The population of this survey was 757 graduates of the academic year 2017-2018. However, the survey questionnaires with cover letters were sent out to a sample of 548 graduates [including 479 MUIC graduates who reported that they had been employed, and 69 MUIC graduates who reported that they had continued to study] according to a report of the MUIC Career Paths Survey (the academic year 2017-2018).

#### Tool:

The tool of this survey was a questionnaire that was developed from a Survey on the Satisfaction of Mahidol University Graduates' Supervisor, Employer, or Advisor (แบบสอบถามความพึงพอใจของผู้บังคับบัญชา/นายจ้าง/อาจารย์ที่ปรึกษาต่อบัณฑิตที่สำเร็จการศึกษาจากมหาวิทยาลัยมหิดล) and was translated to English.

The part of Business Administration Section was later developed in accordance with the Association to Advance Collegiate Schools of Business (AACSB) International "Assurance of Learning" (AOL) accreditation standards to assess the business graduates' learning outcomes.

The questionnaire consists of 4 parts as follows:

- **Part 1:** *General Information*, consisting of the name of organization, the type of organization, the respondent status, the length of time the graduate has worked at the organization and the work position of the graduate or the level of study in which he/she currently studies.
- **Part 2:** *the Supervisor, Employer, or Advisor's Satisfaction with the MUIC Graduates' Performance and Abilities*, including five aspects for learning outcomes, Business Skills for only Business Administration Graduates, Characteristics of the Mahidol University graduate, and Overall picture of the Mahidol University International College Graduates.

*Learning Outcomes are divided into 5 aspects:*

- Ethics and Moral
  - Knowledge
  - Cognitive Skills
  - Interpersonal Skills and Responsibility
  - Numerical Analysis Skill, Communication and Information Technology Skills
- **Part 3:** *Desired Characteristics of Mahidol University* including 4 aspects: T-Shaped breadth & depth, Globally Talented, Socially Contributing, and Entrepreneurially Minded.
  - **Part 4:** Other comments and suggestions including 3 parts: Outstanding qualities of the MUIC graduate, Things the MUIC graduate should improve, and Important skills/competencies the MUIC graduates should have.

#### Data Collection:

1. A Survey on the Satisfaction of Mahidol University Graduates' Supervisor, Employer, or Advisor for the Academic Year 2018-2019 was sent to the supervisor, employer or advisor of MUIC graduates in the middle of February, 2019. The contact information was derived from a record in the MUIC Career Paths Survey of the Academic Year 2017-2018 by the Alumni Affairs and Career Development Section. Only the graduates who had given clear and valid information received the survey along with cover letters, and were asked for their cooperation to pass the documents to their supervisor, employer, or advisor to complete the questionnaire.
2. The supervisor, employer, or advisor completed the questionnaire and returned it to the Academic Strategy Unit, the Office of Academic Affairs and Research by post, e-mail, or facsimile until the end of March, 2019

#### Data Analysis:

The Academic Strategy Unit, the Office of Academic Affairs, computed and analyzed the collected data according to the following steps:

1. Encoding the data
2. Typing in and saving the data

3. Using SPSS program version 18.0 for analysis with Descriptive Statistics for Frequencies, Percentages, Means, and Standard Deviation
4. Analyzing the data by program
5. Presenting the results in tables and figures
6. Grouping all employer/advisor comments and suggestions for MUIC by program
7. Writing the report.

## CHAPTER III

### Results

The results of a Survey on the Satisfaction of Mahidol University International College Graduates Supervisor, Employer, or Advisor for the Academic Year 2018-2019 are divided into 5 parts:

#### Part I: General Information

- 1.1 Graduates of the Academic Year 2017-2018
- 1.2 Survey Responses
- 1.3 Gender of the Graduates
- 1.4 Type of Organization or Institution
- 1.5 Respondent Status
- 1.6 Period of Work Experience

#### Part II: The Satisfaction with the MUIC Graduates' Performance and Abilities

- TQF Learning Outcomes
- 2.1 Ethics and Moral
  - 2.2 Knowledge
  - 2.3 Cognitive Skills
  - 2.4 Interpersonal Skills and Responsibility
  - 2.5 Numerical Analysis, Communication and Information Technology Skills
  - 2.6 Business Skills for Business Administration Section only\*
  - 2.7 Identity of the Mahidol University Graduate
  - 2.8 Overall Performance of the Mahidol University International College Graduate

#### Part III: Desired Characteristics of Mahidol University

- 3.1 T-Shaped breadth & depth
- 3.2 Globally Talented
- 3.3 Socially Contributing
- 3.4 Entrepreneurially Minded

## Part IV: Other Comments and Suggestions

### 4.1 Satisfaction on Making the Hiring Decision Mahidol University International College Graduates into the Organization

## Part I: General Information

### ❖ Graduates of the Academic year 2017-2018

Table 1: Number of the Graduates of the Academic Year 2017-2018 by program

No.	Program	Graduates in 2017-2018	
		<i>N</i>	%
1	International Business	150	19.82%
2	Finance	115	15.19%
3	International Hospitality Management	99	13.08%
4	Marketing	96	12.68%
5	Business Economics	53	7.00%
6	Social Science	46	6.08%
7	Film Production	33	4.36%
8	Biological Sciences	31	4.10%
9	Computer Engineering	29	3.83%
10	Animation Production	22	2.91%
11	Television Production	22	2.91%
12	Communication Design	17	2.25%
13	Computer Science	14	1.85%
14	Food Science and Technology	13	1.72%
15	Information Systems	7	0.92%
16	Environmental Science	6	0.79%
17	Physics	2	0.26%
18	Applied Mathematics	1	0.13%
19	Chemistry	1	0.13%
<b>Total</b>		<b>757</b>	<b>100%</b>

## ❖ Survey Responses

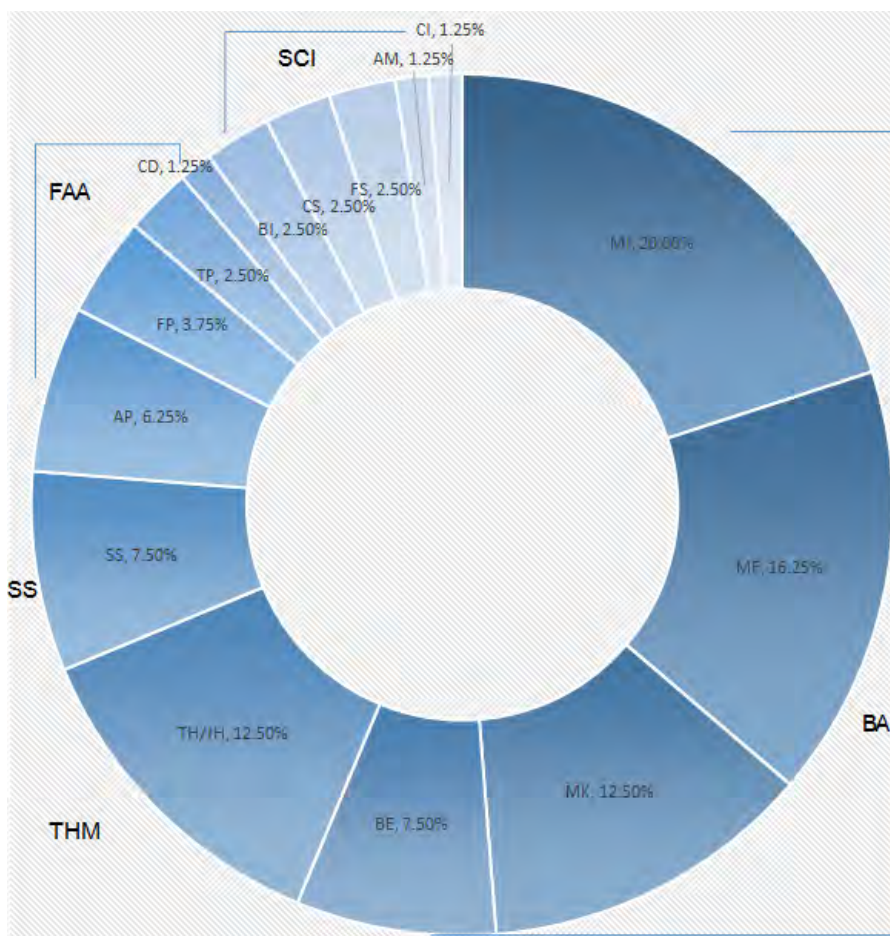
According to a report of the Mahidol University International College Career Paths Survey of the Academic Year 2017-2018, there were 479 graduates who reported that they had been employed and 69 graduates who reported that they had continued to study. Therefore, there were 548 questionnaires were sent out to graduates' supervisors, employers, or advisors to complete by use of e-mail with survey link and telephone. However, there were some given contact information that were unclear and invalid, and there were some graduates that had resigned from the company for a long period of time that could not be evaluated.

After attempts at contacting the graduates' supervisors, employers, and advisors to gather the completed questionnaires, there were finally 80 Copies (10.57%) from the total of 757 graduates of the academic year 2017-2018 that were completed and returned to the College.

Table 2: Number of Survey Responses by Program

No.	Program	Survey Response	
		<i>N</i>	%
1	International Business	16	20.00%
2	Finance	13	16.25%
3	Marketing	10	12.50%
4	International Hospitality Management	10	12.50%
5	Business Economics	6	7.50%
6	Social Science	6	7.50%
7	Animation Production	5	6.25%
8	Film Production	3	3.75%
9	Biological Sciences	2	2.50%
10	Computer Science	2	2.50%
11	Food Science and Technology	2	2.50%
12	Television Production	2	2.50%
13	Applied Mathematics	1	1.25%
14	Communication Design	1	1.25%
15	Computer Engineering	1	1.25%
Total		80	100%

Figure 1: Percentage of Survey Responses by Program



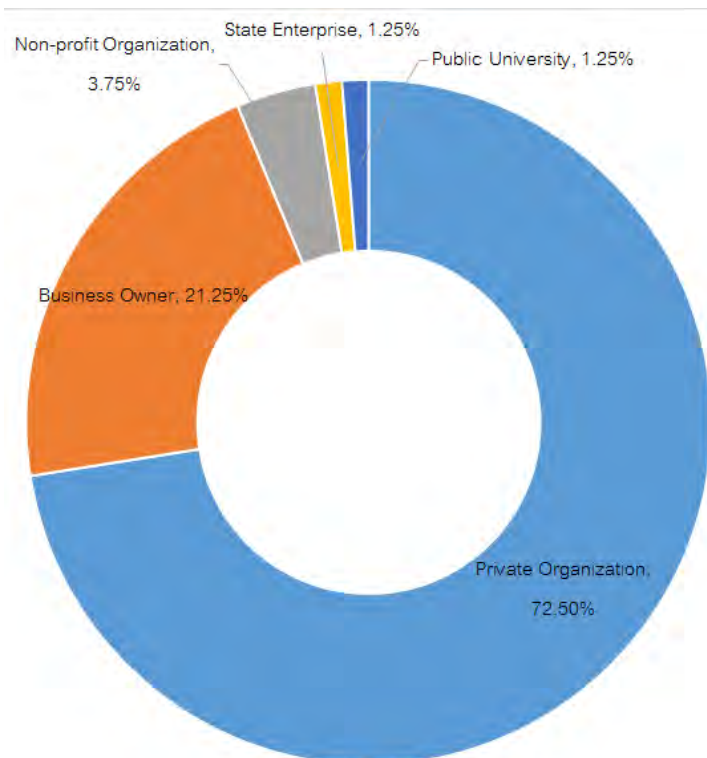


### ❖ Types of Organization and Institution of the Graduates

Table 3: Number of Types of Organization and Institution of the Graduates

Type of Organization/Institution	N	%
<b>Employed</b>		
Private Organization	58	72.50%
Business Owner	17	21.25%
Non-profit Organization	3	3.75%
State Enterprise	1	1.25%
<b>Studying</b>		
Public University	1	1.25%
<b>Total</b>	<b>80</b>	<b>100%</b>

Figure 2: Percentage of Types of Organization and Institution of the Graduates

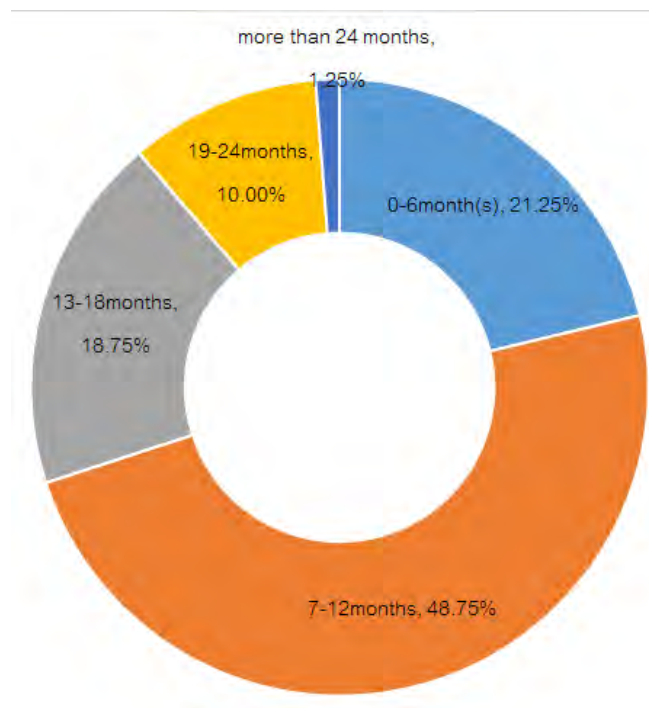


❖ Period of Work Experience of the Graduates

Table 4: Number of Periods of Work Experience of the Graduates

Period of Work Experience	<i>N</i>	%
0-6month(s)	17	21.25%
7-12months	39	48.75%
13-18months	15	18.75%
19-24months	8	10.00%
more than 24 months	1	1.25%
<b>Total</b>	<b>80</b>	<b>100%</b>

Figure 3: Percentage of Periods of Work Experience of the Graduates

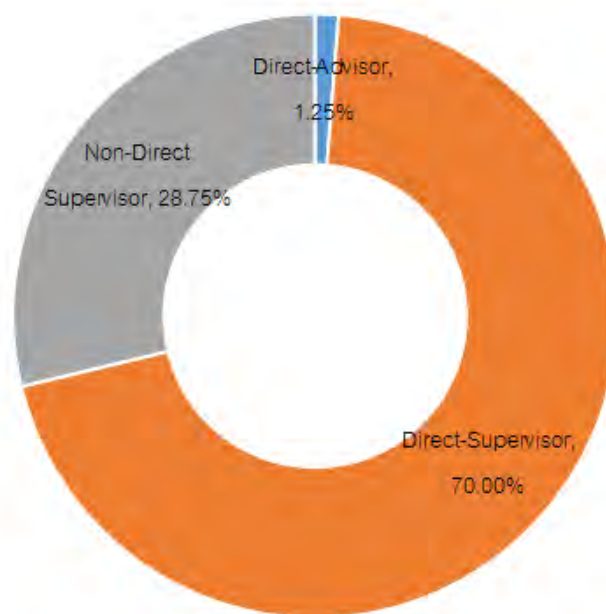


## ❖ Respondent Status

Table 5: Number of Respondent Status

Respondent Status	<i>N</i>	%
Direct-Advisor	1	1.25%
Direct-Supervisor	56	70.00%
Non-Direct Supervisor	23	28.75%
Total	80	100%

Figure 4: Percentage of Respondent Status



## Part II: Satisfaction with the MUIC Graduates' Performance and Abilities

### ❖ Ethics and Moral

Table 6: Mean and Percentage of Employers' and Advisors' Satisfaction with Graduates' Ethics and Moral

1. Ethics and Moral		Satisfaction Level MEAN by Program																	
		Business Administration								Science									
		BE		MF		MI		MK		AM		BI		CI		CS		FS	
		(N=6)		(N=13)		(N=16)		(N=10)		(N=1)		(N=2)		(N=1)		(N=2)		(N=2)	
		M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD
1	Graduate behaves well.	4.50	0.55	4.46	0.52	4.69	0.48	4.70	0.48	4.00	0.00	4.00	1.41	4.00	0.00	5.00	0.00	5.00	0.00
2	Graduate is honest, industrious, patient, and enthusiastic in working/ learning.	4.67	0.52	4.38	0.51	4.75	0.45	4.70	0.48	5.00	0.00	4.50	0.71	4.00	0.00	5.00	0.00	5.00	0.00
3	Graduate follows professional ethics.	4.67	0.52	4.54	0.52	4.69	0.48	4.70	0.48	5.00	0.00	4.50	0.71	4.00	0.00	5.00	0.00	5.00	0.00
4	Graduate follows the organization's rules and regulations.	4.50	0.55	4.62	0.51	4.75	0.45	4.60	0.52	4.00	0.00	4.50	0.71	4.00	0.00	5.00	0.00	5.00	0.00
5	Graduate has good social awareness of ethics and altruism.	4.50	0.55	4.54	0.52	4.75	0.45	4.70	0.48	4.00	0.00	4.50	0.71	4.00	0.00	5.00	0.00	5.00	0.00
Overall		4.57	0.54	4.51	0.51	4.73	0.46	4.68	0.49	4.40	0.00	4.40	0.85	4.00	0.00	5.00	0.00	5.00	0.00

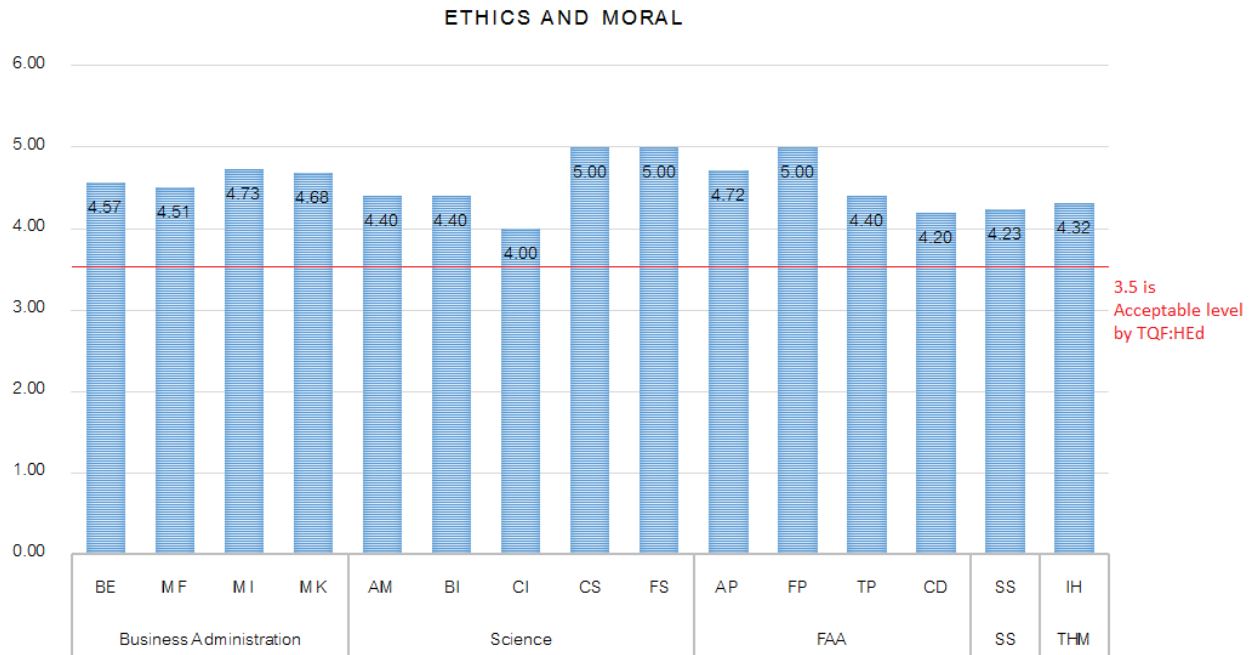
Table 6: (Continued)

1. Ethics and Moral		Satisfaction Level MEAN by Program												Overall MUIC		% of Satisfaction at level $\geq 4$
		FAA								SS		THM				
		AP		FP		TP		CD		SS		IH				
		(N=5)		(N=3)		(N=2)		(N=1)		(N=6)		(N=10)		(N=80)		
		M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	
1	Graduate behaves well.	4.80	0.45	5.00	0.00	4.00	1.41	5.00	0.00	4.17	0.41	4.40	0.70	4.51	0.57	96.25%
2	Graduate is honest, industrious, patient, and enthusiastic in working/ learning.	4.80	0.45	5.00	0.00	4.50	0.71	4.00	0.00	4.17	0.75	4.30	0.67	4.58	0.55	97.50%
3	Graduate follows professional ethics.	4.80	0.45	5.00	0.00	5.00	0.00	4.00	0.00	4.50	0.55	4.30	0.48	4.65	0.49	98.75%
4	Graduate follows the organization's rules and regulations.	4.60	0.55	5.00	0.00	4.50	0.71	4.00	0.00	4.00	0.89	4.20	0.63	4.48	0.57	96.25%
5	Graduate has good social awareness of ethics and altruism.	4.60	0.55	5.00	0.00	4.00	1.41	4.00	0.00	4.33	0.52	4.40	0.52	4.49	0.52	98.75%
Overall		4.72	0.49	5.00	0.00	4.40	0.85	4.20	0.00	4.23	0.62	4.32	0.60	4.54	0.54	97.50%

### MUIC Average Rating Score:

1. Ethics and Moral		<i>M</i>	<i>SD</i>
i.	Graduate follows professional ethics.	4.65	0.49
ii.	Graduate is honest, industrious, patient, and enthusiastic in working/ learning.	4.58	0.55
iii.	Graduate behaves well.	4.51	0.57
iv.	Graduate has good social awareness of ethics and altruism.	4.49	0.52
v.	Graduate follows the organization's rules and regulations.	4.48	0.57
Average Score		4.54	0.54

Figure 5: Comparison of Mean Scores of Graduates' Ethics and Moral by Program



❖ Knowledge

Table 7: Mean and Percentage of Employers' and Advisors' Satisfaction with Graduates' Knowledge

2. Knowledge		Satisfaction Level MEAN by Program																	
		Business Administration								Science									
		BE		MF		MI		MK		AM		BI		CI		CS		FS	
		(N=6)		(N=13)		(N=16)		(N=10)		(N=1)		(N=2)		(N=1)		(N=2)		(N=2)	
		M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD
1	Graduate's knowledge and abilities are suitable for his/her work or study.	3.83	0.98	4.00	0.58	4.31	0.70	4.33	0.50	5.00	0.00	4.00	1.41	4.00	0.00	4.50	0.71	4.50	0.71
2	Graduate can work or study efficiently and can produce quality products.	4.17	0.75	4.31	0.48	4.69	0.60	4.60	0.52	5.00	0.00	3.50	2.12	4.00	0.00	4.50	0.71	4.50	0.71
3	Graduate improves himself/herself and regularly searches for more knowledge.	4.67	0.52	4.15	0.69	4.69	0.48	4.60	0.52	5.00	0.00	4.00	1.41	3.00	0.00	4.50	0.71	4.50	0.71
4	Graduate is able to apply his/her knowledge to his/her work or study.	4.33	0.52	4.23	0.44	4.50	0.73	4.40	0.70	5.00	0.00	4.00	1.41	4.00	0.00	4.50	0.71	4.50	0.71
Overall		4.25	0.69	4.17	0.55	4.55	0.63	4.48	0.56	5.00	0.00	3.88	1.59	3.75	0.00	4.50	0.71	4.50	0.71

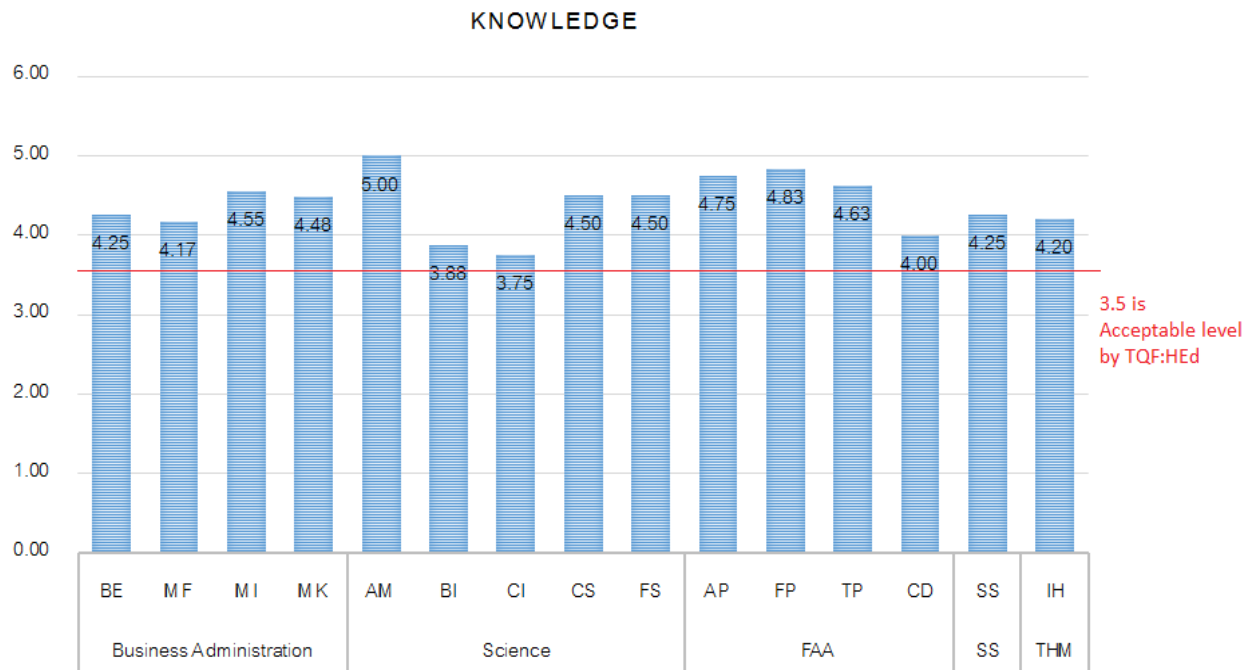
Table 7: (Continued)

2. Knowledge		Satisfaction Level MEAN by Program												Overall MUIC		% of Satisfaction at level $\geq 4$
		FAA								SS		THM				
		AP		FP		TP		CD		SS		IH				
		(N=5)		(N=3)		(N=2)		(N=1)		(N=6)		(N=10)		(N=80)		
		M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	
1	Graduate's knowledge and abilities are suitable for his/her work or study.	4.60	0.55	4.33	0.58	5.00	0.00	4.00	0.00	4.17	0.75	4.10	0.57	4.31	0.66	85.00%
2	Graduate can work or study efficiently and can produce quality products.	4.80	0.45	5.00	0.00	4.50	0.71	4.00	0.00	4.17	0.75	4.10	0.57	4.39	0.65	93.75%
3	Graduate improves himself/herself and regularly searches for more knowledge.	4.80	0.45	5.00	0.00	4.50	0.71	4.00	0.00	4.33	0.52	4.30	0.48	4.40	0.59	95.00%
4	Graduate is able to apply his/her knowledge to his/her work or study.	4.80	0.45	5.00	0.00	4.50	0.71	4.00	0.00	4.33	0.82	4.30	0.67	4.43	0.63	92.50%
Overall		4.75	0.47	4.83	0.14	4.63	0.53	4.00	0.00	4.25	0.71	4.20	0.57	4.38	0.63	91.56%

### MUIC Average Rating Score:

2. Knowledge		M	SD
i.	Graduate is able to apply his/her knowledge to his/her work or study.	4.43	0.63
ii.	Graduate improves himself/herself and regularly searches for more knowledge.	4.40	0.59
iii.	Graduate can work or study efficiently and can produce quality products.	4.39	0.65
iv.	Graduate's knowledge and abilities are suitable for his/her work or study.	4.31	0.66
Average Score		4.38	0.63

Figure 6: Comparison of Mean Scores of Graduates' Knowledge by Program



❖ Cognitive Skill

Table 8: Mean and Percentage of Employers' and Advisors' Satisfaction with Graduates' Cognitive Skills

3. Cognitive Skills		Satisfaction Level MEAN by Program																	
		Business Administration								Science									
		BE		MF		MI		MK		AM		BI		CI		CS		FS	
		(N=6)		(N=13)		(N=16)		(N=10)		(N=1)		(N=2)		(N=1)		(N=2)		(N=2)	
		M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD
1	Graduate can plan systematically and reach work targets.	4.17	0.75	4.23	0.60	4.31	0.60	4.50	0.53	4.00	0.00	4.00	1.41	4.00	0.00	4.50	0.71	4.00	0.00
2	Graduate has analytical skill and creativity.	4.17	1.17	4.31	0.63	4.44	0.63	4.40	0.70	5.00	0.00	4.00	1.41	4.00	0.00	4.50	0.71	4.00	0.00
3	Graduate can propose alternatives or reasons for decisions and is able to solve problems with suitable judgements.	4.33	0.82	4.23	0.44	4.13	0.72	4.60	0.70	5.00	0.00	4.00	1.41	4.00	0.00	4.50	0.71	4.50	0.71
4	Graduate can work under pressure.	4.33	1.21	4.23	0.73	4.38	0.81	4.60	0.52	4.00	0.00	4.00	1.41	4.00	0.00	4.50	0.71	5.00	0.00
Overall		4.25	0.99	4.25	0.60	4.31	0.69	4.53	0.61	4.50	0.00	4.00	1.41	4.00	0.00	4.50	0.71	4.38	0.18

Table 8: (Continued)

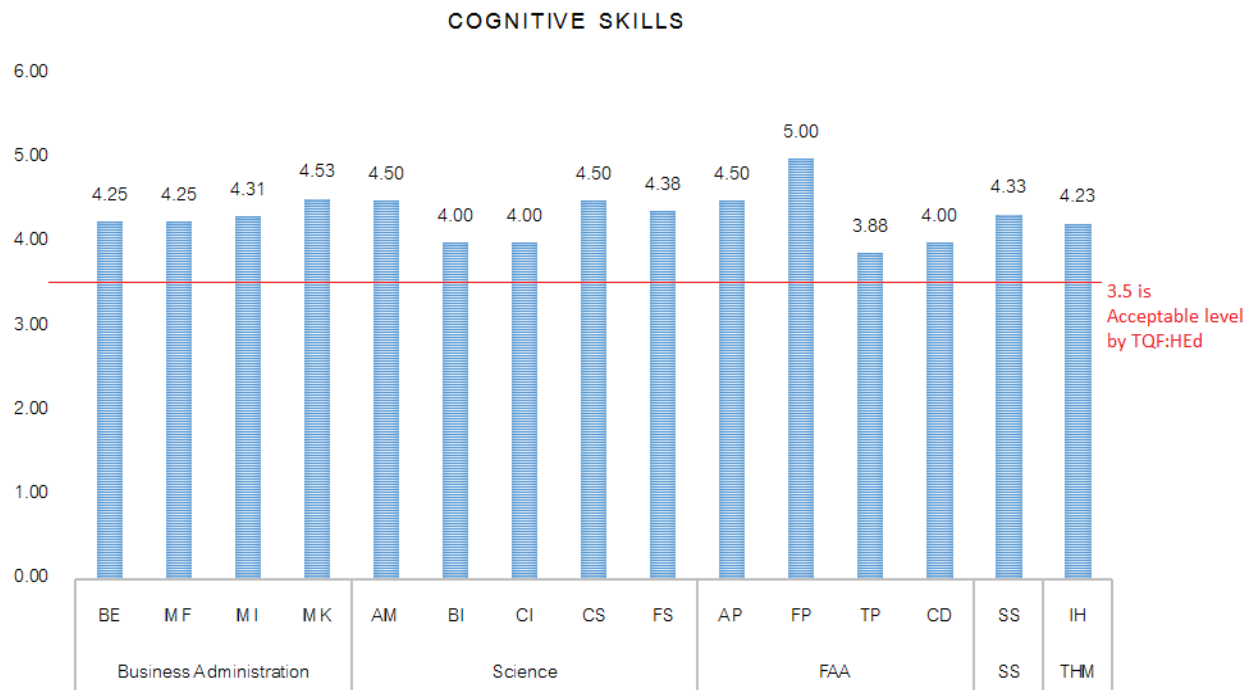
3. Cognitive Skills		Satisfaction Level MEAN by Program												Overall MUIC		% of Satisfaction at level $\geq 4$
		FAA								SS		THM				
		AP		FP		TP		CD		SS		IH				
		(N=5)		(N=3)		(N=2)		(N=1)		(N=6)		(N=10)		(N=80)		
		M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	
1	Graduate can plan systematically and reach work targets.	4.40	0.89	5.00	0.00	4.00	1.41	4.00	0.00	4.50	0.55	4.30	0.48	4.26	0.61	92.50%
2	Graduate has analytical skill and creativity.	4.80	0.45	5.00	0.00	4.00	0.00	4.00	0.00	4.33	0.52	4.20	0.63	4.34	0.66	92.50%
3	Graduate can propose alternatives or reasons for decisions and is able to solve problems with suitable judgements.	4.60	0.89	5.00	0.00	4.00	0.00	4.00	0.00	4.33	0.82	4.10	0.74	4.35	0.69	88.75%
4	Graduate can work under pressure.	4.20	0.84	5.00	0.00	3.50	0.71	4.00	0.00	4.17	0.41	4.30	0.48	4.28	0.71	91.25%
Overall		4.50	0.77	5.00	0.00	3.88	0.53	4.00	0.00	4.33	0.57	4.23	0.58	4.31	0.67	91.25%



### MUIC Average Rating Score:

3. Cognitive Skills		<i>M</i>	<i>SD</i>
i.	Graduate can propose alternatives or reasons for decisions and is able to solve problems with suitable judgements.	4.35	0.69
ii.	Graduate has analytical skill and creativity.	4.34	0.66
iii.	Graduate can work under pressure.	4.28	0.71
iv.	Graduate can plan systematically and reach work targets.	4.26	0.61
Average Score		4.31	0.67

Figure 7: Comparison of Mean Scores of Graduates' Cognitive Skills by Program



❖ Interpersonal Skills and Responsibility

Table 9: Mean and Percentage of Employers' and Advisors' Satisfaction with Graduates' Interpersonal Skills and Responsibility

4. Interpersonal Skills and Responsibility		Satisfaction Level MEAN by Program																	
		Business Administration								Science									
		BE		MF		MI		MK		AM		BI		CI		CS		FS	
		(N=6)		(N=13)		(N=16)		(N=10)		(N=1)		(N=2)		(N=1)		(N=2)		(N=2)	
		M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD
1	Graduate is able to work with others as a good leader and as a good team member.	4.33	0.82	4.54	0.52	4.44	0.73	4.50	0.53	5.00	0.00	4.50	0.71	3.00	0.00	5.00	0.00	4.50	0.71
2	Graduate has good relations with colleagues or class peers and is a potential team member.	4.50	0.55	4.69	0.48	4.56	0.51	4.70	0.48	5.00	0.00	3.50	2.12	4.00	0.00	5.00	0.00	4.50	0.71
3	Graduate has positive attitudes towards the organization and his/her colleagues.	4.50	0.55	4.54	0.52	4.56	0.51	4.70	0.48	4.00	0.00	4.00	1.41	4.00	0.00	5.00	0.00	4.50	0.71
4	Graduate is responsible for his/her duties and the team's duties.	4.67	0.52	4.54	0.52	4.56	0.51	4.70	0.48	5.00	0.00	4.00	1.41	4.00	0.00	5.00	0.00	4.50	0.71
5	Graduate's behaviors and expressions are suitable for his/her position and responsibility.	4.50	0.84	4.54	0.52	4.50	0.52	4.80	0.42	5.00	0.00	4.00	1.41	4.00	0.00	5.00	0.00	4.50	0.71
6	Graduate builds a positive atmosphere at work or in studying.	4.50	0.55	4.46	0.66	4.56	0.63	4.80	0.42	5.00	0.00	4.00	1.41	3.00	0.00	5.00	0.00	4.50	0.71
Overall		4.50	0.64	4.55	0.54	4.53	0.57	4.70	0.47	4.83	0.00	4.00	1.41	3.67	0.00	5.00	0.00	4.50	0.71

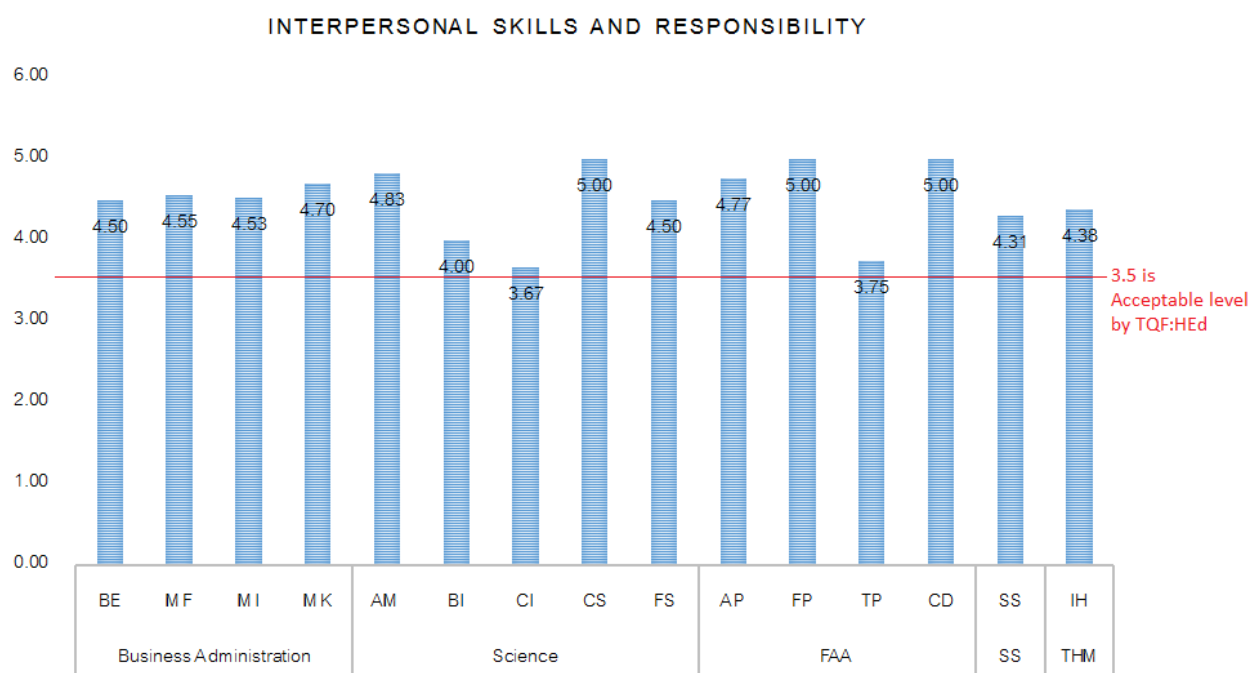
Table 9: (continued)

4. Interpersonal Skills and Responsibility		Satisfaction Level MEAN by Program												Overall MUIC		% of Satisfaction  at level $\geq$ 4
		FAA								SS		THM				
		AP		FP		TP		CD		SS		IH				
		(N=5)		(N=3)		(N=2)		(N=1)		(N=6)		(N=10)		(N=80)		
		M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	
1	Graduate is able to work with others as a good leader and as a good team member.	4.80	0.45	5.00	0.00	3.50	0.71	5.00	0.00	4.50	0.55	4.30	0.67	4.46	0.66	92.50%
2	Graduate has good relations with colleagues or class peers and is a potential team member.	4.80	0.45	5.00	0.00	3.50	0.71	5.00	0.00	4.50	0.84	4.50	0.53	4.52	0.61	96.25%
3	Graduate has positive attitudes towards the organization and his/her colleagues.	4.80	0.45	5.00	0.00	3.50	0.71	5.00	0.00	4.17	0.41	4.50	0.53	4.45	0.55	97.50%
4	Graduate is responsible for his/her duties and the team's duties.	4.80	0.45	5.00	0.00	4.50	0.71	5.00	0.00	4.50	0.55	4.30	0.67	4.60	0.55	97.50%
5	Graduate's behaviors and expressions are suitable for his/her position and responsibility.	4.80	0.45	5.00	0.00	4.00	1.41	5.00	0.00	4.00	0.63	4.30	0.48	4.53	0.60	95.00%
6	Graduate builds a positive atmosphere at work or in studying.	4.60	0.89	5.00	0.00	3.50	0.71	5.00	0.00	4.17	0.75	4.40	0.52	4.43	0.66	91.25%
Overall		4.77	0.52	5.00	0.00	3.75	0.82	5.00	0.00	4.31	0.62	4.38	0.57	4.50	0.60	95.00%

## MUIC Average Rating Score:

4. Interpersonal Skills and Responsibility		<i>M</i>	<i>SD</i>
i.	Graduate is responsible for his/her duties and the team's duties.	4.60	0.55
ii.	Graduate's behaviors and expressions are suitable for his/her position and responsibility.	4.53	0.60
iii.	Graduate has good relations with colleagues or class peers and is a potential team member.	4.52	0.61
iv.	Graduate is able to work with others as a good leader and as a good team member.	4.46	0.66
v.	Graduate has positive attitudes towards the organization and his/her colleagues.	4.45	0.55
vi.	Graduate builds a positive atmosphere at work or in studying.	4.43	0.66
Average Score		4.50	0.60

Figure 8: Comparison of Mean Score for Graduates' Interpersonal Skills and Responsibility by Program



❖ Numerical Analysis, Communication and Information Technology Skills

Table 10: Mean and Percentage of Employers' and Advisors' Satisfaction with Graduates' Numerical Analysis, Communication and Information Technology Skills

5. Numerical Analysis, Communication and Information Technology Skills		Satisfaction Level MEAN by Program																	
		Business Administration								Science									
		BE		MF		MI		MK		AM		BI		CI		CS		FS	
		(N=6)		(N=13)		(N=16)		(N=10)		(N=1)		(N=2)		(N=1)		(N=2)		(N=2)	
		M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD
1	Graduate can analyze and process numerical information well.	4.17	0.75	4.23	0.44	4.38	0.50	4.40	0.70	5.00	0.00	4.00	1.41	4.00	0.00	5.00	0.00	4.50	0.71
2	Graduate can communicate well in Thai by speaking and writing and is able to summarize main ideas well.	4.20	0.84	4.00	0.71	4.25	0.68	4.40	0.70	4.00	0.00	4.00	1.41	4.00	0.00	4.50	0.71	4.50	0.71
3	Graduate can use English well in working and in communication.	4.50	0.55	4.23	0.44	4.44	0.73	4.60	0.52	5.00	0.00	4.50	0.71	4.00	0.00	5.00	0.00	5.00	0.00
4	Graduate can apply modern technologies appropriately to his/her work.	4.67	0.52	4.15	0.55	4.25	0.68	4.70	0.48	5.00	0.00	4.00	1.41	4.00	0.00	5.00	0.00	5.00	0.00
Overall		4.38	0.66	4.15	0.53	4.33	0.65	4.53	0.60	4.75	0.00	4.13	1.24	4.00	0.00	4.88	0.18	4.75	0.35

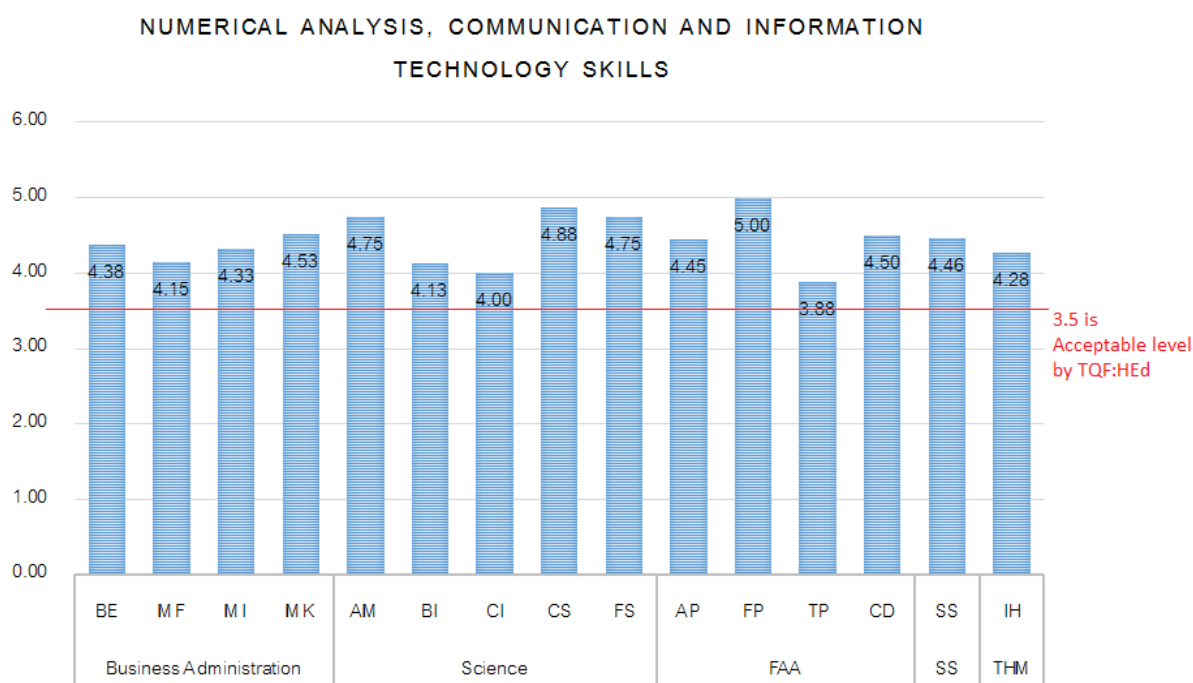
Table 10: (continued)

5. Numerical Analysis, Communication and Information Technology Skills		Satisfaction Level MEAN by Program												Overall MUIC		% of Satisfaction at level $\geq 4$
		FAA								SS		THM				
		AP		FP		TP		CD		SS		IH				
		(N=5)		(N=3)		(N=2)		(N=1)		(N=6)		(N=10)		(N=80)		
		M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	
1	Graduate can analyze and process numerical information well.	4.00	1.00	5.00	0.00	3.50	0.71	4.00	0.00	4.17	0.75	4.00	0.67	4.29	0.65	88.75%
2	Graduate can communicate well in Thai by speaking and writing and is able to summarize main ideas well.	4.20	0.84	5.00	0.00	3.50	0.71	5.00	0.00	4.33	0.82	4.20	0.42	4.27	0.68	85.00%
3	Graduate can use English well in working and in communication.	4.80	0.45	5.00	0.00	4.50	0.71	4.00	0.00	4.83	0.41	4.60	0.52	4.60	0.55	97.50%
4	Graduate can apply modern technologies appropriately to his/her work.	4.80	0.45	5.00	0.00	4.00	0.00	5.00	0.00	4.50	0.55	4.30	0.67	4.56	0.61	93.75%
Overall		4.45	0.68	5.00	0.00	3.88	0.53	4.50	0.00	4.46	0.63	4.28	0.57	4.43	0.62	91.25%

### MUIC Average Rating Score:

5. Numerical Analysis, Communication and Information Technology Skills		<i>M</i>	<i>SD</i>
i.	Graduate can use English well in working and in communication.	4.60	0.55
ii.	Graduate can apply modern technologies appropriately to his/her work.	4.56	0.61
iii.	Graduate can analyze and process numerical information well.	4.29	0.65
iv.	Graduate can communicate well in Thai by speaking and writing and is able to summarize main ideas well.	4.27	0.68
Average Score		4.43	0.62

Figure 9: Comparison of Mean Scores of Graduates' Numerical Analysis, Communication and Information Technology Skills by Program



❖ Business Skills for Business Administration Section

Table 11: Mean and Percentage of Employers' and Advisors' Satisfaction with Graduates' Business Skills

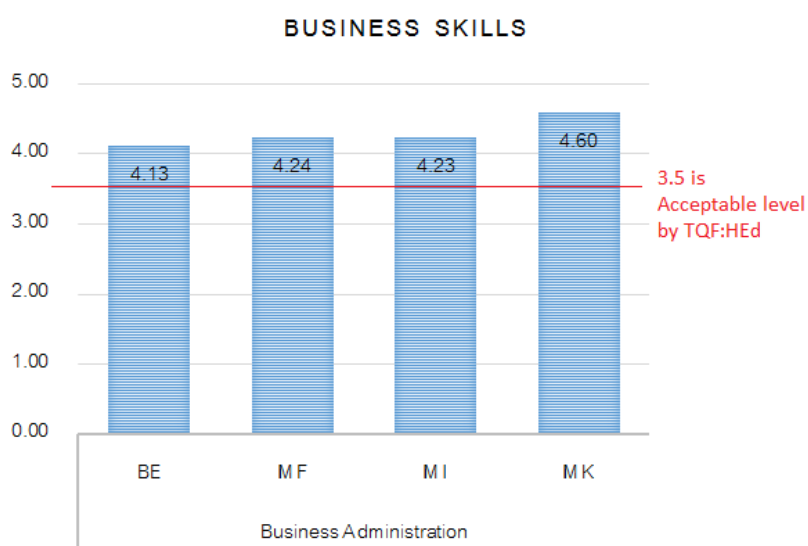
6. Business Skills		Satisfaction Level MEAN by Program								Overall BA		% of Satisfaction at level $\geq 4$
		Business Administration										
		BE		MF		MI		MK				
		(N=6)		(N=13)		(N=16)		(N=10)		(N=45)		
		M	SD	M	SD	M	SD	M	SD	M	SD	
1	Understanding of complex business environment.	4.20	0.84	4.08	0.76	4.29	0.47	4.60	0.52	4.29	0.67	84.44%
2	Understanding of opportunities and risks in the business environment.	4.40	0.55	4.25	0.75	4.08	0.49	4.50	0.53	4.31	0.65	82.22%
3	Knowledge from multiple perspectives to analyze and make recommendations for firms.	4.17	0.75	4.27	0.79	4.14	0.66	4.70	0.48	4.32	0.67	80.00%
4	Ability to use appropriate principles and theories when analyzing business issues.	3.83	0.75	4.25	0.75	4.27	0.59	4.70	0.48	4.26	0.70	84.44%
5	Ability to use appropriate data analysis techniques and methods.	3.67	1.03	4.23	0.60	4.33	0.62	4.60	0.52	4.21	0.71	88.89%
6	Ability to use computer software to help solve business issue.	4.50	0.55	4.33	0.64	4.27	0.70	4.50	0.53	4.40	0.62	88.89%
Overall		4.13	0.75	4.24	0.72	4.23	0.59	4.60	0.51	4.30	0.67	84.81%

*Note: Only the MUIC graduates in field of Business Administration were evaluated from the employers on Business Skills. (N= 45)*

### Average Rating Score for Business Skills:

6. Business Skills		<i>M</i>	<i>SD</i>
i.	Ability to use computer software to help solve business issue.	4.40	0.62
ii.	Knowledge from multiple perspectives to analyze and make recommendations for firms.	4.32	0.67
iii.	Understanding of opportunities and risks in the business environment.	4.31	0.65
iv.	Understanding of complex business environment.	4.29	0.67
v.	Ability to use appropriate principles and theories when analyzing business issues.	4.26	0.70
vi.	Ability to use appropriate data analysis techniques and methods.	4.21	0.71
Average Score		4.30	0.67

Figure 10: Comparison of Mean Scores of Graduates' Business Skills by Program



❖ Identity of the Mahidol University Graduates

Table 12: Mean and Percentage of Employers' and Advisors' Satisfaction with Identity of the Mahidol University Graduates

7. Identity of Mahidol University graduates		Satisfaction Level MEAN by Program																	
		Business Administration								Science									
		BE		MF		MI		MK		AM		BI		CI		CS		FS	
		(N=6)		(N=13)		(N=16)		(N=10)		(N=1)		(N=2)		(N=1)		(N=2)		(N=2)	
		M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD
1	Graduate takes the welfare of the organization as his/her priority.	4.67	0.52	4.23	0.83	4.56	0.51	4.70	0.48	4.00	0.00	4.50	0.71	3.00	0.00	5.00	0.00	5.00	0.00
2	Graduate is socially responsible.	4.60	0.55	4.38	0.65	4.56	0.51	4.70	0.48	4.00	0.00	4.50	0.71	3.00	0.00	5.00	0.00	5.00	0.00
3	Graduate gives importance to customers.	4.67	0.52	4.38	0.51	4.38	0.62	4.60	0.52	4.00	0.00	4.50	0.71	3.00	0.00	5.00	0.00	5.00	0.00
Overall		4.64	0.53	4.33	0.66	4.50	0.55	4.67	0.49	4.00	0.00	4.50	0.71	3.00	0.00	5.00	0.00	5.00	0.00

Table 12: (continued)

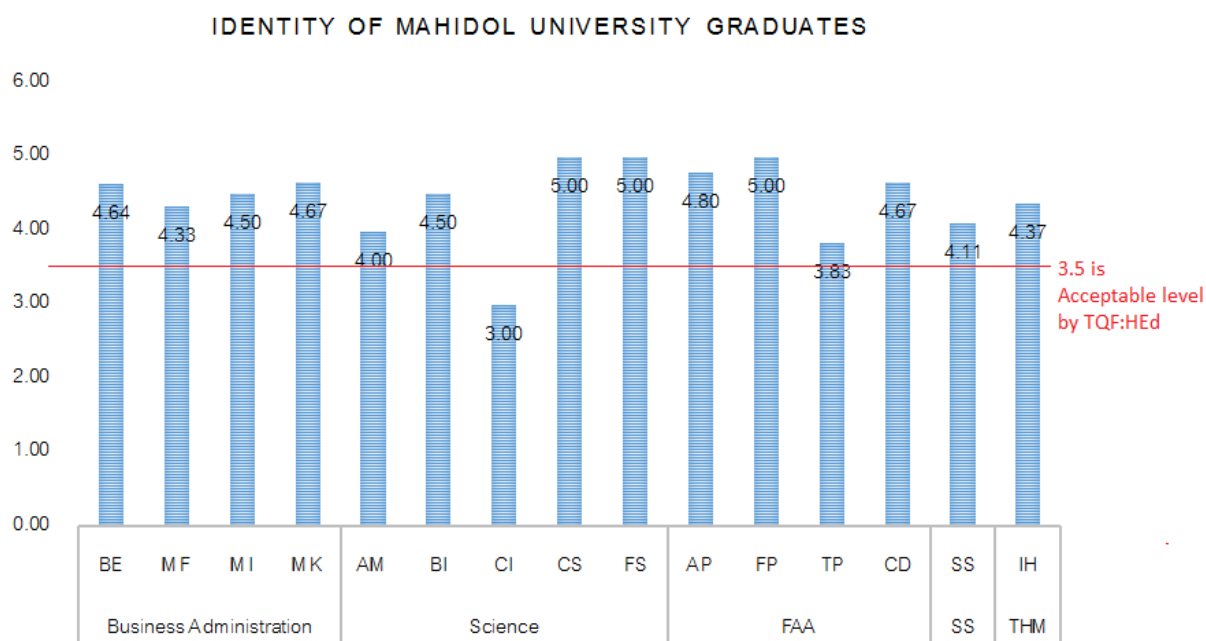
7. Identity of Mahidol University graduates		Satisfaction Level MEAN by Program												Overall MUIC		% of Satisfaction at level $\geq 4$
		FAA								SS		THM				
		AP		FP		TP		CD		SS		IH				
		(N=5)		(N=3)		(N=2)		(N=1)		(N=6)		(N=10)		(N=80)		
		M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	
1	Graduate takes the welfare of the organization as his/her priority.	4.80	0.45	5.00	0.00	4.00	0.00	4.00	0.00	4.17	0.41	4.30	0.48	4.40	0.59	97.50%
2	Graduate is socially responsible.	4.80	0.45	5.00	0.00	4.00	0.00	5.00	0.00	4.00	0.63	4.40	0.52	4.46	0.58	93.75%
3	Graduate gives importance to customers.	4.80	0.45	5.00	0.00	3.50	0.71	5.00	0.00	4.17	0.41	4.40	0.52	4.43	0.57	96.25%
Overall		4.80	0.45	5.00	0.00	3.83	0.24	4.67	0.00	4.11	0.48	4.37	0.51	4.43	0.58	95.83%



### MUIC Average Rating Score:

7. Identity of Mahidol University graduates		<i>M</i>	<i>SD</i>
i.	Graduate is socially responsible.	4.46	0.58
ii.	Graduate gives importance to customers.	4.43	0.57
iii.	Graduate takes the welfare of the organization as his/her priority.	4.40	0.59
Average Score		4.43	0.58

Figure 11: Comparison of Mean Scores of Identity of the Mahidol University Graduates by Program



❖ Overall Performance of the Mahidol University International College Graduates

Table 13: Mean and Percentage of Employers' and Advisors' Satisfaction with Overall Performance of the Mahidol University International College Graduates

8. Overall performance of Mahidol University International College graduates		Satisfaction Level MEAN by Program																	
		Business Administration								Science									
		BE		MF		MI		MK		AM		BI		CI		CS		FS	
		(N=6)		(N=13)		(N=16)		(N=10)		(N=1)		(N=2)		(N=1)		(N=2)		(N=2)	
		M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD
1	Graduate is suited well for the work in your organization / the study at your institution.	4.00	0.63	4.38	0.51	4.38	0.72	4.30	0.67	4.00	0.00	4.00	1.41	4.00	0.00	5.00	0.00	5.00	0.00
Overall		4.00	0.63	4.38	0.51	4.38	0.72	4.30	0.67	4.00	0.00	4.00	1.41	4.00	0.00	5.00	0.00	5.00	0.00

Table 13: (continued)

8. Overall performance of Mahidol University International College graduates		Satisfaction Level MEAN by Program												Overall MUIC		% of Satisfaction at level $\geq 4$
		FAA								SS		THM				
		AP		FP		TP		CD		SS		IH				
		(N=5)		(N=3)		(N=2)		(N=1)		(N=6)		(N=10)		(N=80)		
		M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	
1	Graduate is suited well for the work in your organization / the study at your institution.	4.80	0.45	5.00	0.00	4.00	1.41	5.00	0.00	4.33	0.82	4.50	0.53	4.45	0.65	91.25%
Overall		4.80	0.45	5.00	0.00	4.00	1.41	5.00	0.00	4.33	0.82	4.50	0.53	4.45	0.65	91.25%

Figure 12: Comparison of Mean Scores of Overall Performance of Mahidol University International College Graduates by Program

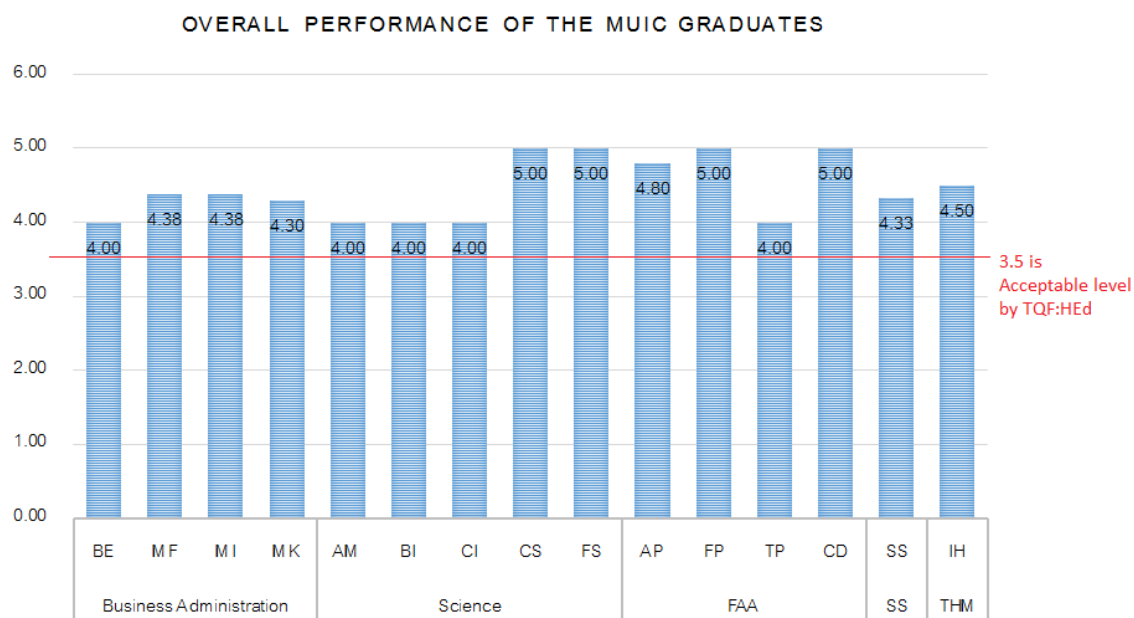
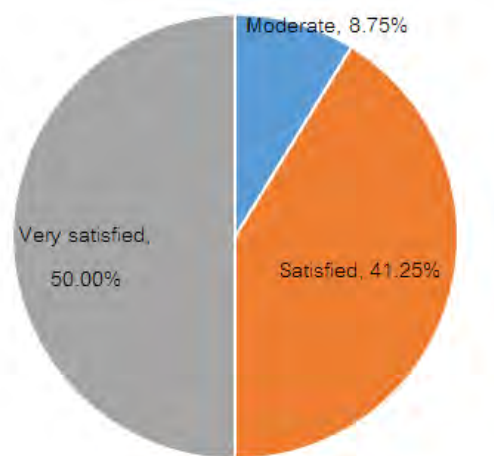


Figure 13: Percentage of Employers' and Advisor's Satisfaction with Overall Performance of Mahidol University International College Graduates



### Part III: Desired Characteristics of Mahidol University

#### ❖ T-Shaped breadth & depth

Table 14: Mean and Percentage of Employers' and Advisors' Satisfaction with Graduates' Desired Characteristics of Mahidol University for T-Shaped breadth & depth

1. T-Shaped breadth & depth		Satisfaction Level MEAN by Program																	
		Business Administration								Science									
		BE		MF		MI		MK		AM		BI		CI		CS		FS	
		(N=6)		(N=13)		(N=16)		(N=10)		(N=1)		(N=2)		(N=1)		(N=2)		(N=2)	
		M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD
1	Graduate feels guilty if he/she does something wrong or unethical even when no one sees or knows.	5.00	0.00	4.00	1.41	3.91	1.30	3.38	1.60	5.00	0.00	3.00	0.00	4.00	0.00	4.50	0.71	4.50	0.71
2	Graduate chooses to do the right thing rather than doing things based on his/her needs/feelings.	3.80	1.64	4.23	1.09	4.38	0.50	4.00	1.49	5.00	0.00	3.00	0.00	4.00	0.00	4.50	0.71	4.00	0.00
3	Graduate follows his/her professional codes of conduct.	4.83	0.41	4.54	0.52	4.50	0.52	4.10	1.52	5.00	0.00	4.00	1.41	5.00	0.00	4.50	0.71	4.50	0.71
4	Graduate has knowledge about the subject areas related to his/her field or profession.	4.17	0.98	4.31	0.48	4.19	0.75	4.40	0.70	5.00	0.00	4.00	1.41	5.00	0.00	5.00	0.00	5.00	0.00
5	Graduate can appropriately apply modern information technology to his/her work.	4.50	0.55	4.46	0.66	4.31	0.70	4.50	0.71	5.00	0.00	4.00	1.41	5.00	0.00	4.50	0.71	4.50	0.71
6	Graduate can communicate fluently in Thai by speaking, writing, and summarizing main points well.	4.17	0.98	4.23	0.60	4.31	0.70	4.50	0.71	4.00	0.00	4.00	1.41	5.00	0.00	5.00	0.00	4.50	0.71
7	Graduate appropriately manages time for working, exercising, relaxing, and doing social work or community service.	4.17	0.41	4.23	0.73	4.44	0.51	3.90	0.88	5.00	0.00	4.00	1.41	4.00	0.00	4.50	0.71	3.00	1.41
8	When graduate sees or hears things, he/she will consider them from different perspectives and use them for self-development.	4.33	0.52	4.38	0.65	4.33	0.82	4.20	1.03	4.00	0.00	4.00	1.41	5.00	0.00	5.00	0.00	4.00	0.00
9	Graduate exercises regularly.	3.00	1.00	3.46	1.56	3.85	0.80	4.00	1.25	5.00	0.00	4.00	1.41	3.00	0.00	4.50	0.71	3.00	1.41
10	Graduate does good things to show gratitude to his/her parents, teachers and patrons.	4.20	0.45	4.50	0.67	4.50	0.52	4.22	0.67	5.00	0.00	3.00	0.00	4.00	0.00	5.00	0.00	4.50	0.71
Overall		4.22	0.69	4.23	0.84	4.27	0.71	4.12	1.05	4.80	0.00	3.70	0.99	4.40	0.00	4.70	0.42	4.15	0.64

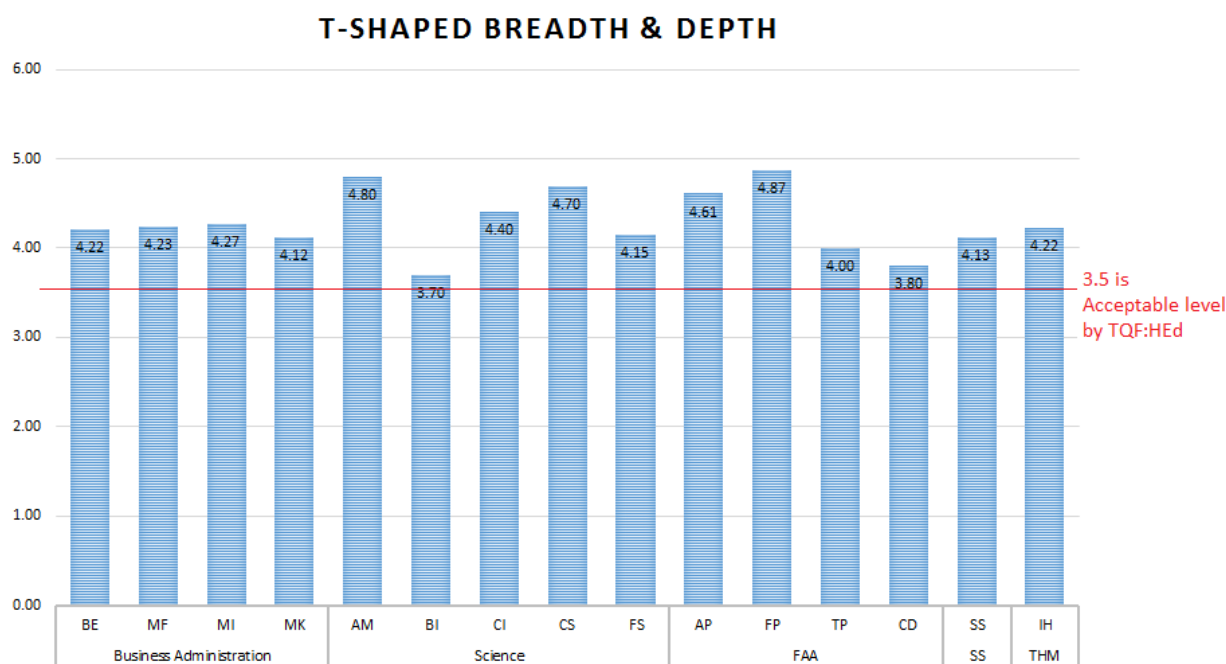
Table 14: (continued)

1. T-Shaped breadth & depth		Satisfaction Level MEAN by Program												Overall MUIC		% of behavior at ≥ 75% of situations
		FAA								SS		THM				
		AP		FP		TP		CD		SS		IH				
		(N=5)		(N=3)		(N=2)		(N=1)		(N=6)		(N=10)		(N=80)		
		M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	
1	Graduate feels guilty if he/she does something wrong or unethical even when no one sees or knows.	4.50	0.58	4.67	0.58	5.00	0.00	4.00	0.00	4.20	0.45	4.14	0.90	4.25	1.12	66.25%
2	Graduate chooses to do the right thing rather than doing things based on his/her needs/feelings.	4.20	0.84	5.00	0.00	4.00	0.00	4.00	0.00	4.40	0.89	4.44	0.53	4.20	0.93	86.25%
3	Graduate follows his/her professional codes of conduct.	4.60	0.55	5.00	0.00	5.00	0.00	4.00	0.00	4.33	0.82	4.60	0.52	4.57	0.75	95.00%
4	Graduate has knowledge about the subject areas related to his/her field or profession.	4.60	0.55	5.00	0.00	4.00	0.00	4.00	0.00	3.33	1.21	4.10	0.57	4.41	0.76	86.25%
5	Graduate can appropriately apply modern information technology to his/her work.	4.80	0.45	5.00	0.00	4.00	0.00	4.00	0.00	4.67	0.52	4.10	0.74	4.49	0.65	91.25%
6	Graduate can communicate fluently in Thai by speaking, writing, and summarizing main points well.	4.60	0.89	5.00	0.00	3.50	0.71	4.00	0.00	4.17	1.17	4.20	0.63	4.35	0.74	86.25%
7	Graduate appropriately manages time for working, exercising, relaxing, and doing social work or community service.	4.80	0.45	4.67	0.58	N/A	N/A	3.00	0.00	3.67	0.82	4.20	0.63	4.11	0.74	86.25%
8	When graduate sees or hears things, he/she will consider them from different perspectives and use them for self-development.	4.75	0.50	5.00	0.00	3.50	0.71	4.00	0.00	4.17	0.41	4.20	0.79	4.32	0.73	85.00%
9	Graduate exercises regularly.	4.25	0.96	4.33	1.15	3.00	0.00	3.00	0.00	3.83	1.17	4.13	0.83	3.76	1.13	55.00%
10	Graduate does good things to show gratitude to his/her parents, teachers and patrons.	5.00	0.00	5.00	0.00	N/A	N/A	4.00	0.00	4.50	0.55	4.13	0.83	4.40	0.63	80.00%
Overall		4.61	0.58	4.87	0.23	4.00	0.18	3.80	0.00	4.13	0.80	4.22	0.70	4.28	0.82	81.75%

## MUIC Average Rating Score:

1. T-Shaped breadth & depth		M	SD
i.	Graduate follows his/her professional codes of conduct.	4.57	0.75
ii.	Graduate can appropriately apply modern information technology to his/her work.	4.49	0.65
iii.	Graduate has knowledge about the subject areas related to his/her field or profession.	4.41	0.76
iv.	Graduate does good things to show gratitude to his/her parents, teachers and patrons.	4.40	0.63
v.	Graduate can communicate fluently in Thai by speaking, writing, and summarizing main points well.	4.35	0.74
vi.	When graduate sees or hears things, he/she will consider them from different perspectives and use them for self-development.	4.32	0.73
vii.	Graduate feels guilty if he/she does something wrong or unethical even when no one sees or knows.	4.25	1.12
viii.	Graduate chooses to do the right thing rather than doing things based on his/her needs/feelings.	4.20	0.93
ix.	Graduate appropriately manages time for working, exercising, relaxing, and doing social work or community service.	4.11	0.74
x.	Graduate exercises regularly.	3.76	1.13
Average Score		4.28	0.82

Figure 14: Comparison of Mean Scores for T-Shaped breadth & depth by program



❖ Globally Talented

Table 15: Mean and Percentage of Employers' and Advisors' Satisfaction with Graduates' Desired Characteristics of Mahidol University for Globally Talented

2. Globally Talented		Satisfaction Level MEAN by Program																	
		Business Administration								Science									
		BE		MF		MI		MK		AM		BI		CI		CS		FS	
		(N=6)		(N=13)		(N=16)		(N=10)		(N=1)		(N=2)		(N=1)		(N=2)		(N=2)	
		M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD
1	Graduate can appropriately apply and use his/her knowledge when dealing with difficult/different situations.	4.00	0.63	4.00	0.58	4.44	0.63	4.20	0.63	4.00	0.00	3.50	2.12	4.00	0.00	5.00	0.00	4.50	0.71
2	Graduate interacts well with colleagues and listen to others' ideas.	4.83	0.41	4.46	0.52	4.75	0.45	4.50	0.53	5.00	0.00	4.00	1.41	5.00	0.00	5.00	0.00	4.00	0.00
3	Graduate can use English to work and communicate well.	4.83	0.41	4.38	0.51	4.63	0.62	4.80	0.42	5.00	0.00	4.00	1.41	5.00	0.00	5.00	0.00	5.00	0.00
4	Graduate is aware of cultural, professional, and racial differences and has no discriminatory attitudes.	5.00	0.00	4.46	0.52	4.81	0.40	4.70	0.48	5.00	0.00	4.50	0.71	5.00	0.00	5.00	0.00	4.50	0.71
Overall		4.67	0.36	4.33	0.53	4.66	0.52	4.55	0.52	4.75	0.00	4.00	1.41	4.75	0.00	5.00	0.00	4.50	0.35

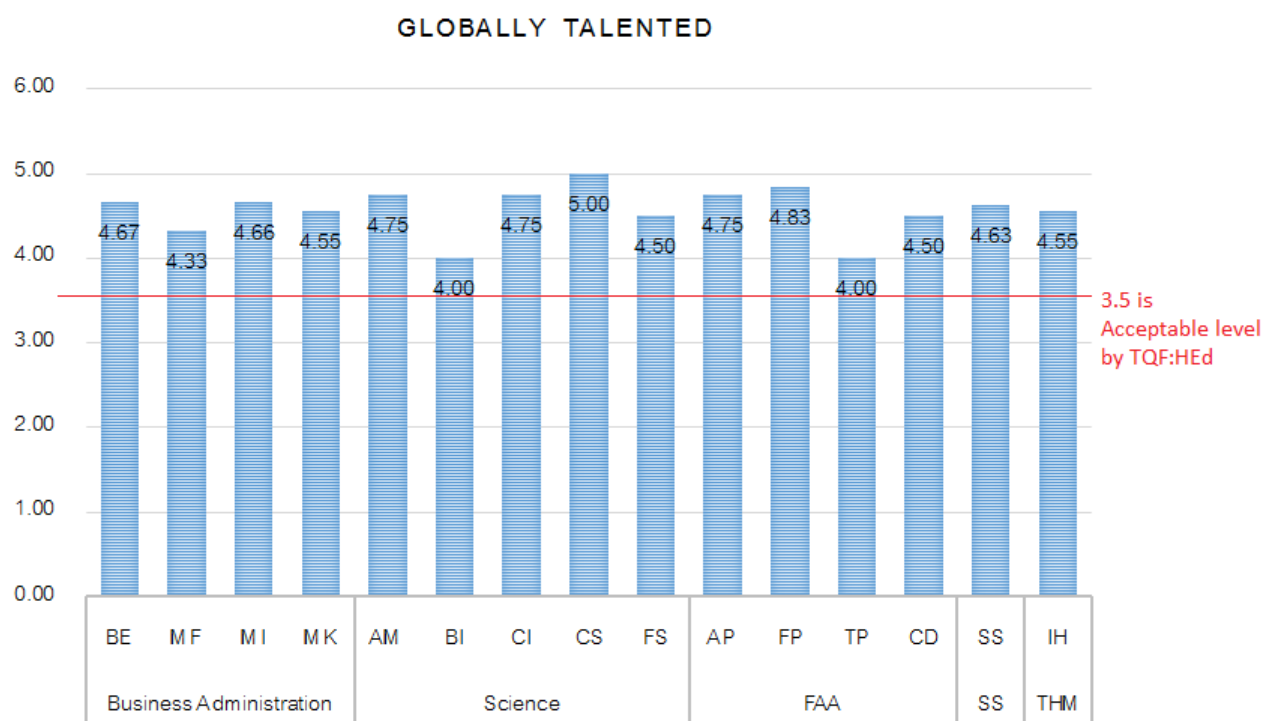
Table 15: (continued)

2. Globally Talented		Satisfaction Level MEAN by Program												Overall MUIC		% of behavior at $\geq$ 75% of situations
		FAA								SS		THM				
		AP		FP		TP		CD		SS		IH				
		(N=5)		(N=3)		(N=2)		(N=1)		(N=6)		(N=10)		(N=80)		
		M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	
1	Graduate can appropriately apply and use his/her knowledge when dealing with difficult/different situations.	4.60	0.89	4.67	0.58	4.00	0.00	4.00	0.00	4.50	0.55	4.10	0.74	4.23	0.68	88.75%
2	Graduate interacts well with colleagues and listen to others' ideas.	4.80	0.45	4.67	0.58	3.50	0.71	5.00	0.00	4.50	0.84	4.50	0.53	4.57	0.57	96.25%
3	Graduate can use English to work and communicate well.	4.80	0.45	5.00	0.00	4.50	0.71	4.00	0.00	4.67	0.52	4.80	0.42	4.69	0.52	97.50%
4	Graduate is aware of cultural, professional, and racial differences and has no discriminatory attitudes.	4.80	0.45	5.00	0.00	4.00	0.00	5.00	0.00	4.83	0.41	4.80	0.42	4.76	0.44	98.75%
Overall		4.75	0.56	4.83	0.29	4.00	0.35	4.50	0.00	4.63	0.58	4.55	0.53	4.56	0.55	95.31%

## MUIC Average Rating Score:

2. Globally Talented		<i>M</i>	<i>SD</i>
i.	Graduate is aware of cultural, professional, and racial differences and has no discriminatory attitudes.	4.76	0.44
ii.	Graduate can use English to work and communicate well.	4.69	0.52
iii.	Graduate interacts well with colleagues and listen to others' ideas.	4.57	0.57
iv.	Graduate can appropriately apply and use his/her knowledge when dealing with difficult/different situations.	4.23	0.68
Average Score		4.56	0.55

Figure 15: Comparison of Mean Scores for Globally Talented by program





❖ Socially Contributing

Table 16: Mean and Percentage of Employers' and Advisors' Satisfaction with Graduates' Desired Characteristics of Mahidol University for Socially Contributing

3. Socially Contributing		Satisfaction Level MEAN by Program																	
		Business Administration								Science									
		BE		MF		MI		MK		AM		BI		CI		CS		FS	
		(N=6)		(N=13)		(N=16)		(N=10)		(N=1)		(N=2)		(N=1)		(N=2)		(N=2)	
		M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD
1	Graduate follows laws, rules, and regulations of the organization and the society.	5.00	0.00	4.54	0.52	4.67	0.49	4.40	0.52	5.00	0.00	4.50	0.71	5.00	0.00	5.00	0.00	5.00	0.00
2	Graduate takes part in proposing ideas about rules and regulations for living together in a community.	4.67	0.52	4.38	0.51	4.36	0.50	4.20	0.63	5.00	0.00	4.00	1.41	5.00	0.00	5.00	0.00	5.00	0.00
3	Graduate gives warning to people who break rules or regulations that can affect the community at large.	4.17	0.98	4.00	0.85	4.36	0.50	4.30	0.67	3.00	0.00	3.00	0.00	5.00	0.00	5.00	0.00	3.50	0.71
4	Graduate is happy to offer help or suggestion to others to do good things or something useful.	4.50	0.55	4.46	0.52	4.40	0.51	4.30	0.48	4.00	0.00	4.00	1.41	4.00	0.00	5.00	0.00	4.00	0.00
5	Graduate helps and supports others in doing the right thing without waiting to be asked.	4.50	0.84	4.31	0.63	4.20	0.68	4.30	0.48	4.00	0.00	3.00	0.00	4.00	0.00	5.00	0.00	4.50	0.71
6	Graduate takes good care of his/her health to develop his/her strength and to help other people more effectively.	4.40	0.89	4.54	0.66	4.42	0.51	4.20	0.79	5.00	0.00	4.50	0.71	4.00	0.00	5.00	0.00	3.50	2.12
7	Graduate is sincere to other people and concerned about the benefit of others first.	4.67	0.52	4.46	0.52	4.40	0.51	4.50	0.53	5.00	0.00	3.00	0.00	4.00	0.00	5.00	0.00	4.00	0.00
8	Graduate participates in cultural activities or festivals that help preserve Thai cultures or ways of living.	3.60	1.67	4.20	0.63	4.23	0.73	4.50	0.53	4.00	0.00	4.00	1.41	3.00	0.00	5.00	0.00	4.00	0.00
Overall		4.44	0.75	4.36	0.60	4.38	0.55	4.34	0.58	4.38	0.00	3.75	0.71	4.25	0.00	5.00	0.00	4.19	0.44

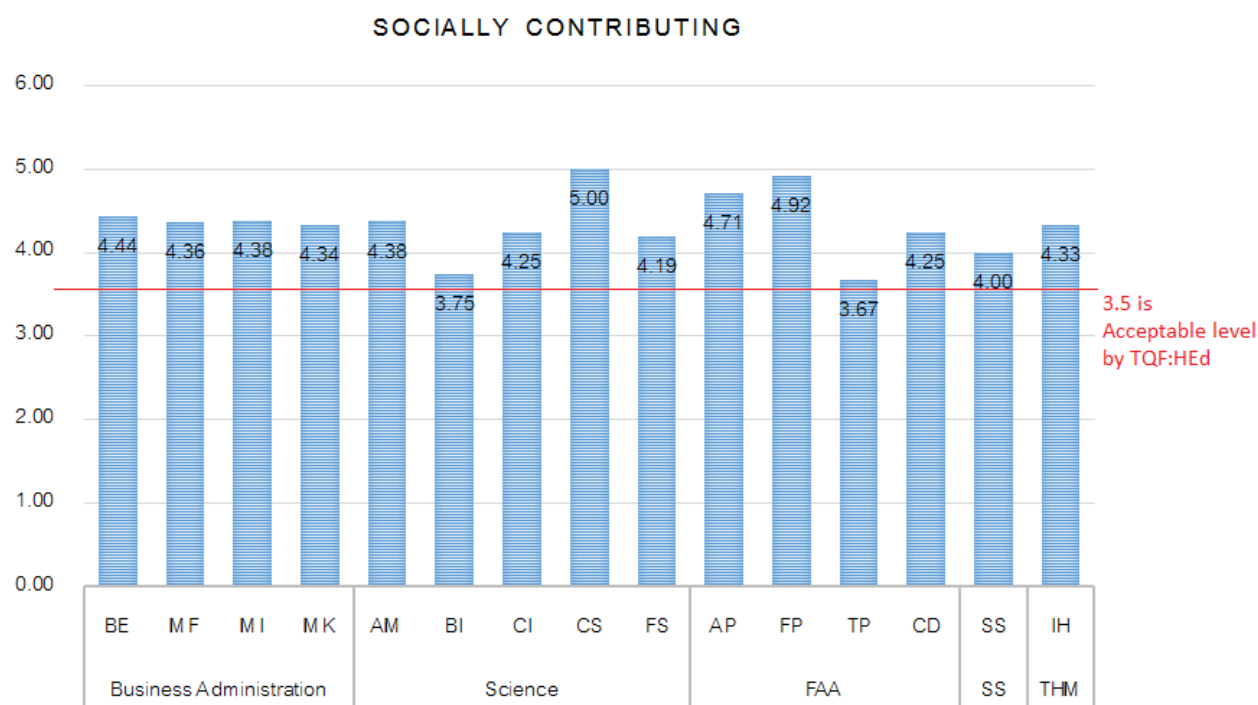
Table 16: (continued)

3. Socially Contributing		Satisfaction Level MEAN by Program												Overall MUIC		% of behavior at $\geq$ 75% of situations
		FAA								SS		THM				
		AP		FP		TP		CD		SS		IH				
		(N=5)		(N=3)		(N=2)		(N=1)		(N=6)		(N=10)		(N=80)		
		M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	
1	Graduate follows laws, rules, and regulations of the organization and the society.	4.80	0.45	5.00	0.00	4.00	0.00	4.00	0.00	4.17	0.75	4.60	0.70	4.64	0.54	96.25%
2	Graduate takes part in proposing ideas about rules and regulations for living together in a community.	4.40	0.89	5.00	0.00	4.00	0.00	5.00	0.00	4.33	0.52	4.30	0.82	4.58	0.61	91.25%
3	Graduate gives warning to people who break rules or regulations that can affect the community at large.	4.20	1.79	5.00	0.00	3.00	0.00	4.00	0.00	3.50	1.76	3.89	0.93	3.99	0.99	67.50%
4	Graduate is happy to offer help or suggestion to others to do good things or something useful.	5.00	0.00	5.00	0.00	3.50	0.71	4.00	0.00	4.20	0.45	4.44	0.53	4.32	0.55	92.50%
5	Graduate helps and supports others in doing the right thing without waiting to be asked.	5.00	0.00	5.00	0.00	4.00	0.00	5.00	0.00	4.33	0.52	4.33	0.50	4.36	0.61	87.50%
6	Graduate takes good care of his/her health to develop his/her strength and to help other people more effectively.	4.75	0.50	4.67	0.58	N/A	N/A	4.00	0.00	3.67	1.03	4.56	0.53	4.37	0.74	80.00%
7	Graduate is sincere to other people and concerned about the benefit of others first.	5.00	0.00	5.00	0.00	3.50	0.71	5.00	0.00	4.00	0.63	4.40	0.52	4.40	0.57	92.50%
8	Graduate participates in cultural activities or festivals that help preserve Thai cultures or ways of living.	4.50	0.58	4.67	0.58	N/A	N/A	3.00	0.00	3.83	0.75	4.11	0.60	4.05	0.79	72.50%
Overall		4.71	0.53	4.92	0.14	3.67	0.24	4.25	0.00	4.00	0.80	4.33	0.64	4.34	0.68	85.00%

## MUIC Average Rating Score:

3. Socially Contributing		<i>M</i>	<i>SD</i>
i.	Graduate follows laws, rules, and regulations of the organization and the society.	4.64	0.54
ii.	Graduate takes part in proposing ideas about rules and regulations for living together in a community.	4.58	0.61
iii.	Graduate is sincere to other people and concerned about the benefit of others first.	4.40	0.57
iv.	Graduate takes good care of his/her health to develop his/her strength and to help other people more effectively.	4.37	0.74
v.	Graduate helps and supports others in doing the right thing without waiting to be asked.	4.36	0.61
vi.	Graduate is happy to offer help or suggestion to others to do good things or something useful.	4.32	0.55
vii.	Graduate participates in cultural activities or festivals that help preserve Thai cultures or ways of living.	4.05	0.79
viii.	Graduate gives warning to people who break rules or regulations that can affect the community at large.	3.99	0.99
Average Score		<b>4.34</b>	<b>0.68</b>

Figure 16: Comparison of Mean Scores for Socially Contributing by Program



❖ Entrepreneurially Minded

Table 17: Mean and Percentage of Employers' and Advisors' Satisfaction with Graduates' Desired Characteristics of Mahidol University for Entrepreneurially Minded

4. Entrepreneurially Minded		Satisfaction Level MEAN by Program																	
		Business Administration								Science									
		BE		MF		MI		MK		AM		BI		CI		CS		FS	
		(N=6)		(N=13)		(N=16)		(N=10)		(N=1)		(N=2)		(N=1)		(N=2)		(N=2)	
		M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD
1	Graduate has a strong will to achieve his/her goals in spite of obstacles.	5.00	0.00	4.15	0.80	4.69	0.48	4.50	0.71	4.00	0.00	4.00	1.41	5.00	0.00	5.00	0.00	4.00	0.00
2	Graduate does not procrastinate; planning well in advance about what and when to get things done appropriately.	4.67	0.52	4.23	0.93	4.69	0.60	4.50	0.71	5.00	0.00	3.50	2.12	5.00	0.00	5.00	0.00	3.50	0.71
3	Graduate tries to learn and improve what he/she does to make it more effective.	4.83	0.41	4.37	0.65	4.69	0.48	4.60	0.52	4.00	0.00	4.00	1.41	5.00	0.00	5.00	0.00	4.50	0.71
4	Graduate chooses to work in a profession that allows he/she to offer good deeds to the society and the country.	4.17	0.41	4.17	0.58	4.40	0.51	4.40	0.52	5.00	0.00	4.00	1.41	4.00	0.00	5.00	0.00	4.50	0.71
5	Graduate can make a decision and solve problems in a rational way.	4.33	0.52	4.23	0.60	4.56	0.63	4.30	0.67	4.00	0.00	4.00	1.41	4.00	0.00	5.00	0.00	4.00	0.00
6	Graduate can develop and make use of his/her knowledge to understand new concepts that he/she has not learnt before.	4.67	0.52	4.38	0.65	4.50	0.63	4.60	0.52	5.00	0.00	4.00	1.41	5.00	0.00	5.00	0.00	4.50	0.71
7	When graduate is in a crisis or a critical situation, graduate can face the problem without making himself/herself or others suffer.	4.50	0.55	4.33	0.65	4.38	0.62	4.60	0.52	5.00	0.00	4.00	1.41	4.00	0.00	5.00	0.00	4.50	0.71
8	When an unexpected situation occurs, graduate can still be in good control of himself/herself.	4.50	0.55	4.23	0.60	4.53	0.52	4.20	0.63	4.00	0.00	4.00	1.41	4.00	0.00	5.00	0.00	4.50	0.71
Overall		4.58	0.43	4.26	0.68	4.55	0.56	4.46	0.60	4.50	0.00	3.94	1.50	4.50	0.00	5.00	0.00	4.25	0.53

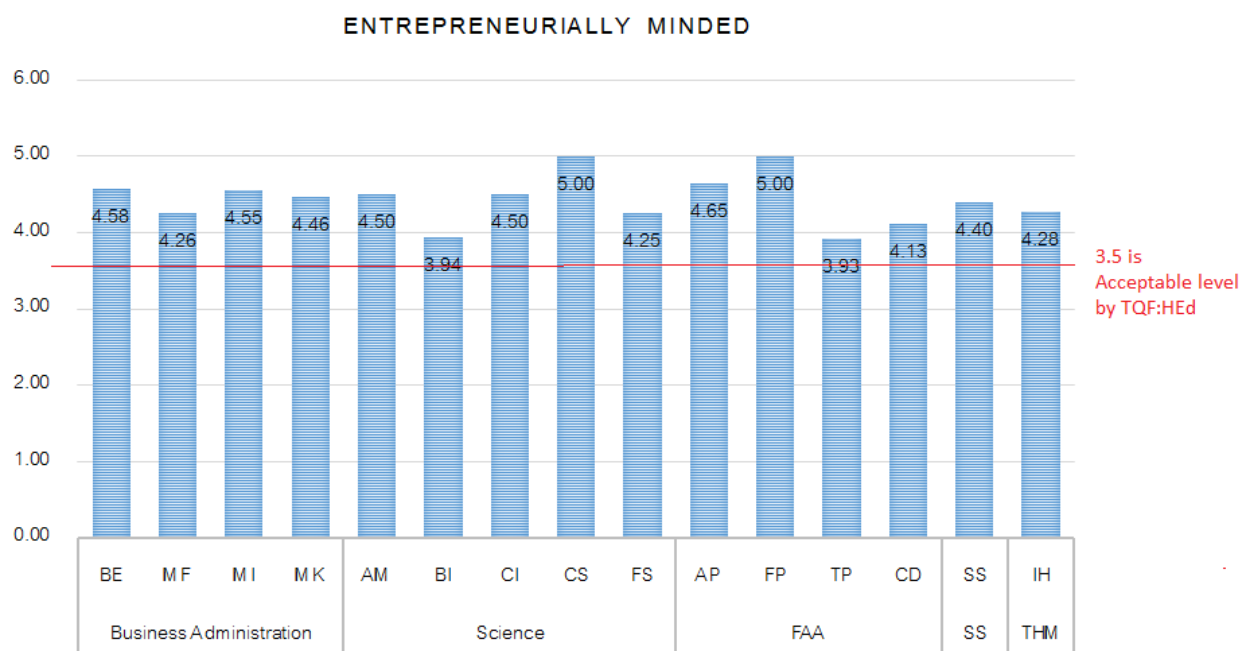
Table 17: (continued)

4. Entrepreneurially Minded		Satisfaction Level MEAN by Program												Overall MUIC		% of behavior at ≥ 75% of situations
		FAA								SS		THM				
		AP		FP		TP		CD		SS		IH				
		(N=5)		(N=3)		(N=2)		(N=1)		(N=6)		(N=10)		(N=80)		
		M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	
1	Graduate has a strong will to achieve his/her goals in spite of obstacles.	4.80	0.45	5.00	0.00	4.00	0.00	5.00	0.00	4.50	0.55	4.60	0.52	4.55	0.61	93.75%
2	Graduate does not procrastinate; planning well in advance about what and when to get things done appropriately.	4.60	0.55	5.00	0.00	4.00	0.00	4.00	0.00	4.33	0.52	4.20	0.92	4.41	0.76	91.25%
3	Graduate tries to learn and improve what he/she does to make it more effective.	4.80	0.45	5.00	0.00	4.50	0.71	5.00	0.00	4.50	0.55	4.50	0.53	4.62	0.54	97.50%
4	Graduate chooses to work in a profession that allows he/she to offer good deeds to the society and the country.	5.00	0.00	5.00	0.00	N/A	N/A	4.00	0.00	4.00	0.89	4.30	0.82	4.42	0.63	86.25%
5	Graduate can make a decision and solve problems in a rational way.	5.00	0.00	5.00	0.00	4.00	0.00	4.00	0.00	4.50	0.55	4.20	0.63	4.34	0.61	92.50%
6	Graduate can develop and make use of his/her knowledge to understand new concepts that he/she has not learnt before.	4.60	0.89	5.00	0.00	4.00	0.00	4.00	0.00	4.50	0.55	4.20	0.63	4.53	0.62	93.75%
7	When graduate is in a crisis or a critical situation, graduate can face the problem without making himself/herself or others suffer.	4.40	1.34	5.00	0.00	3.50	0.71	4.00	0.00	4.33	0.52	4.10	0.57	4.38	0.67	91.25%
8	When an unexpected situation occurs, graduate can still be in good control of himself/herself.	4.00	1.22	5.00	0.00	3.50	0.71	3.00	0.00	4.50	0.55	4.10	0.57	4.20	0.67	90.00%
Overall		4.65	0.61	5.00	0.00	3.93	0.30	4.13	0.00	4.40	0.58	4.28	0.65	4.43	0.64	92.03%

## MUIC Average Rating Score:

4. Entrepreneurially Minded		<i>M</i>	<i>SD</i>
i.	Graduate tries to learn and improve what he/she does to make it more effective.	4.62	0.54
ii.	Graduate has a strong will to achieve his/her goals in spite of obstacles.	4.55	0.61
iii.	Graduate can develop and make use of his/her knowledge to understand new concepts that he/she has not learnt before.	4.53	0.62
iv.	Graduate chooses to work in a profession that allows he/she to offer good deeds to the society and the country.	4.42	0.63
v.	Graduate does not procrastinate; planning well in advance about what and when to get things done appropriately.	4.41	0.76
vi.	When graduate is in a crisis or a critical situation, graduate can face the problem without making himself/herself or others suffer.	4.38	0.67
vii.	Graduate can make a decision and solve problems in a rational way.	4.34	0.61
viii.	When an unexpected situation occurs, graduate can still be in good control of himself/herself.	4.20	0.67
Average Score		4.43	0.64

Figure 17: Comparison of Mean Scores for Entrepreneurially Minded by Program

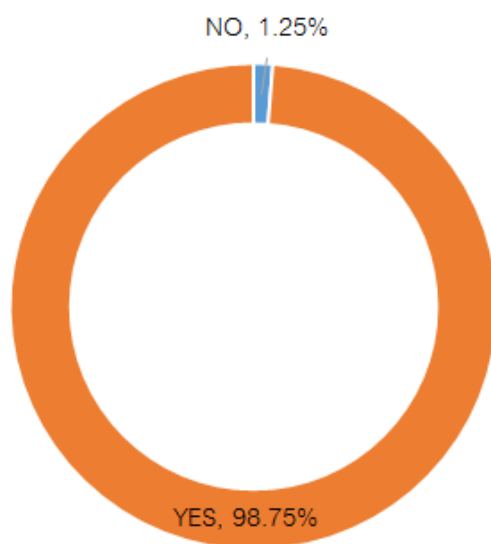


#### Part IV: Other Comments and Suggestions

- ❖ The Satisfaction on Making the Hiring Decision Mahidol University International College Graduates into the Organization or the Institution.

If the employers had to make their choice over again, they would choose to employ the MUIC graduates for their organization:

Figure 18: Percentage of Employers' Decision Again of Whether or Not to Employ the MUIC Graduates for the Organization ( $N = 80$ )



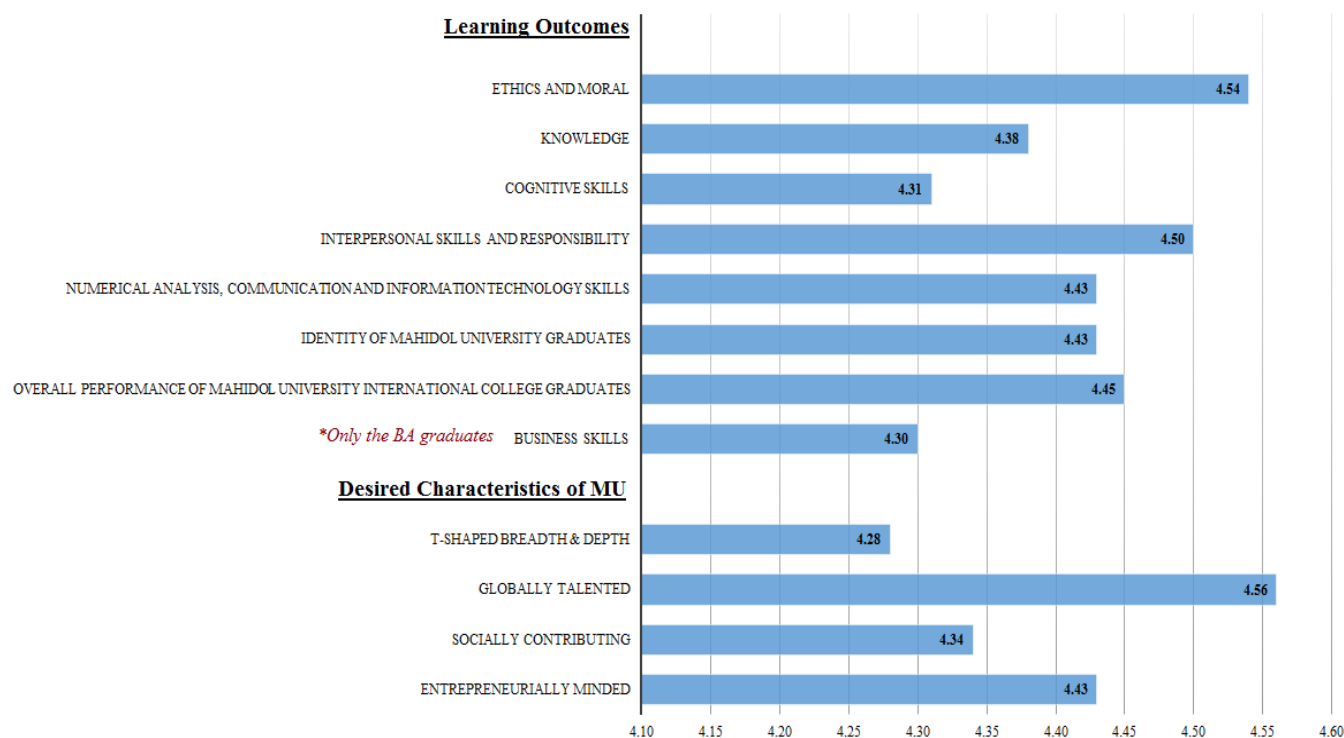
## CHAPTER IV

### Summary

The survey on the satisfaction of Mahidol University International College graduates' supervisors, employers, or advisors for the Academic Year 2018-2019 was conducted with the response rate of 10.57% (80 questionnaires completed and returned by graduates' employers and advisor out of the total of 757 graduates of the academic year 2017-2018). Most of the graduates who were evaluated studied in International Business, Finance, and Marketing respectively. The majority of them were hired in private organizations and evaluated by their direct supervisors.

The findings indicated that in overall the employers or advisors had much satisfaction with the MUIC graduates' quality, as shown with the MUIC mean score in each aspect that is more than 4.00 and over than the TQF:HED acceptable level (3.50).

Figure 19: Comparison of MUIC Mean Scores in Each Aspect of Learning Outcomes and Desired Characteristics of Mahidol University





However, when considering the score by program in the table below, the result showed that there were a few programs that received scores of some aspects less than the satisfaction level (4.00) and one program that received score of '*Identity of Mahidol University graduates*' less than the TQF:HED acceptable level (3.50):

Table 18: Comparison of Mean Scores in Each Aspect of Learning Outcomes and Desired Characteristics of Mahidol University by Program

Aspects	Business Administration				Science					Fine and Applied Arts				SS	THM	MUIC (N=80)
	BE (N=6)	MF (N=13)	MI (N=16)	MK (N=10)	AM (N=1)	BI (N=2)	CI (N=1)	CS (N=2)	FS (N=2)	AP (N=5)	FP (N=3)	TP (N=2)	CD (N=1)	SS (N=6)	IH (N=10)	
Learning Outcomes:																
TQF:																
- Ethics and Moral	4.57	4.51	4.73	4.68	4.40	4.40	4.00	5.00	5.00	4.72	5.00	4.40	4.20	4.23	4.32	4.54
- Knowledge	4.25	4.17	4.55	4.48	5.00	3.88	3.75	4.50	4.50	4.75	4.83	4.63	4.00	4.25	4.20	4.38
- Cognitive Skills	4.25	4.25	4.31	4.53	4.50	4.00	4.00	4.50	4.38	4.50	5.00	3.88	4.00	4.33	4.23	4.31
- Interpersonal Skills and Responsibility	4.50	4.55	4.53	4.70	4.83	4.00	3.67	5.00	4.50	4.77	5.00	3.75	5.00	4.31	4.38	4.50
- Numerical Analysis, Communication and Information Technology Skills	4.38	4.15	4.33	4.53	4.75	4.13	4.00	4.88	4.75	4.45	5.00	3.88	4.50	4.46	4.28	4.43
MU:																
- Identity of Mahidol University graduates	4.64	4.33	4.50	4.67	4.00	4.50	3.00	5.00	5.00	4.80	5.00	3.83	4.67	4.11	4.37	4.43
- Overall performance of graduates	4.00	4.38	4.38	4.30	4.00	4.00	4.00	5.00	5.00	4.80	5.00	4.00	5.00	4.33	4.50	4.45
AACSB:																
- Business Skills	4.13	4.24	4.23	4.60												4.30
Desired Characteristics of Mahidol University																
- T-Shaped breadth & depth	4.22	4.23	4.27	4.12	4.80	3.70	4.40	4.70	4.15	4.61	4.87	4.00	3.80	4.13	4.22	4.28
- Globally Talented	4.67	4.33	4.66	4.55	4.75	4.00	4.75	5.00	4.50	4.75	4.83	4.00	4.50	4.63	4.55	4.56
- Socially Contributing	4.44	4.36	4.38	4.34	4.38	3.75	4.25	5.00	4.19	4.71	4.92	3.67	4.25	4.00	4.33	4.34
- Entrepreneurially Minded	4.58	4.26	4.55	4.46	4.50	3.94	4.50	5.00	4.25	4.65	5.00	3.93	4.13	4.40	4.28	4.43
Average Scores	4.39	4.31	4.45	4.50	4.54	4.03	4.03	4.87	4.56	4.68	4.95	4.00	4.37	4.29	4.33	4.41

Despite a very small number of the samples that were evaluated by the employers and the advisors; which might not represent to all of the graduates' qualities of the program, the program could receive the key stakeholders' information responses and feedback on several aspects for an ongoing quality development of the curriculum. From the table above, the results showed that the college received score for the overall satisfaction of the graduates' users according to the program learning outcomes at **4.43** out of 5.00, excluding the score of AACSB aspect that evaluated only the BA graduates. And also the college received the average score for the graduates with desired characteristics of Mahidol University at **4.40** out of 5.00.

Regarding employers' and advisor's recommendations and suggestions, it seemed that the employers and the advisors were mostly satisfied with the MUIC graduates' work performance and skills, especially with skills of English communication skill and adaptability to work environment. Additionally, apart from skills and knowledge in major field, the graduates should be accumulated and developed more work experiences in practice from real-world cases, projects, and/or industries in order to have demand/expected competencies and skills as needed for labor market, and also New S-Curve in accordance with Education 4.0, the national policy.

Finally, almost all the employers and the advisors (98.75%) who completed the questionnaires indicated if they had to make their decision again, they would choose to employ the MUIC graduates for their firms and would likely continue to recruit the MUIC graduates in the future; this showed their satisfaction with the MUIC graduates. However, the College should not overlook or ignore a small number of the respondents who reported "NO" (1.25%), because this reflected dissatisfaction in the employers' or the advisors' attitudes towards the graduates' work performance.