



# **ALUMNI SURVEY 2019**

**The survey is a part of our effort towards developing a strong commitment to develop community engagement with our pass out batches. Following the tradition of precious batches this year also we have got an overwhelming and inquisitive response along with their feedback for us to further grow in this area.**

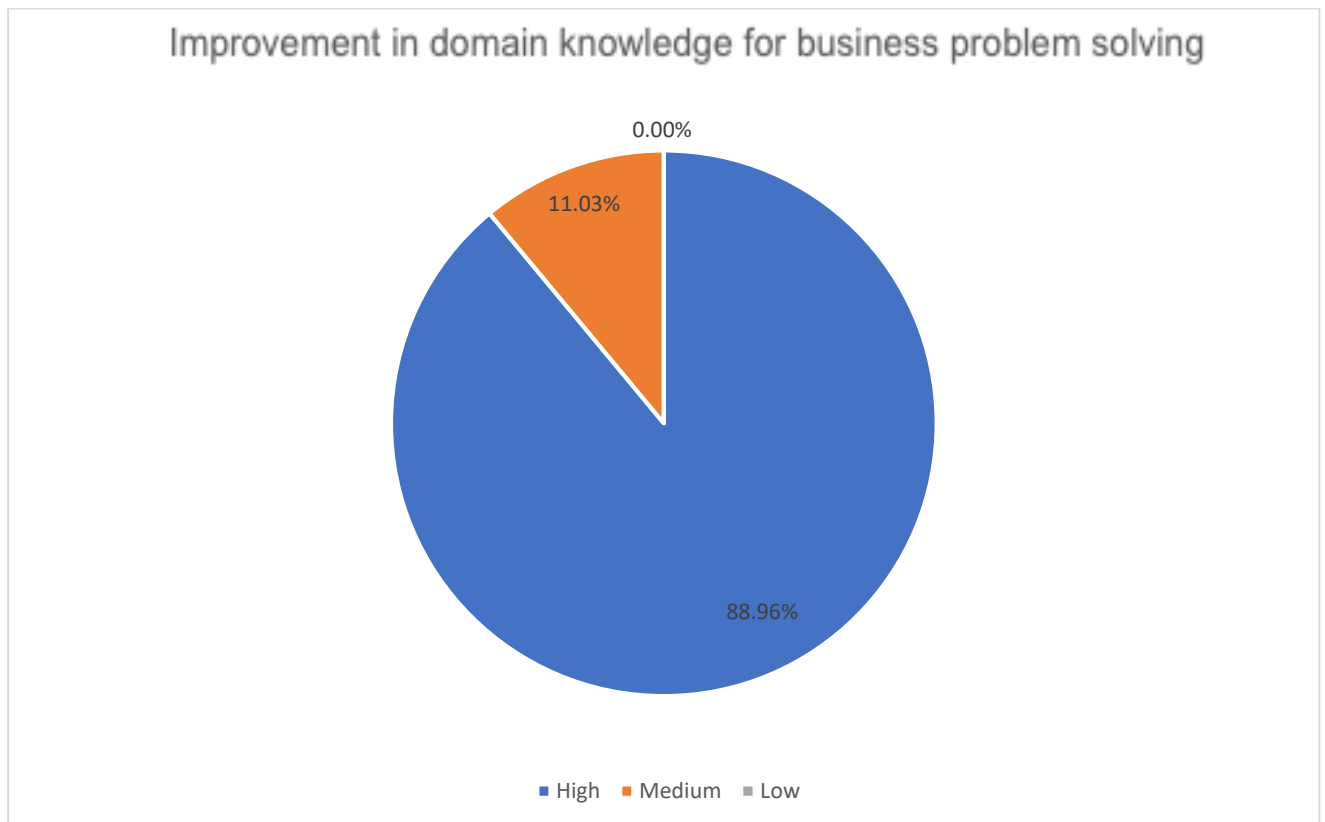
### **Objectives:**

- **To assess the extent the expectations of the pass out batches were met from Asian Business School.**
- **To measure the alumni's perception regarding their knowledge and skill development and overall satisfaction after completion of PGDM program from ABS.**
- **To invite recommendations from the alumni to further incorporate the feasible suggestions for the coming batches.**

### **Methodology**

**A structured questionnaire with nominal scale was formed on google forms and questions pertaining to course outcomes, class activities, domain, analytical and other capabilities along with the alumni recommendation to their peers and relatives were asked. Pass out batch of 2019 formed the respondents base for this survey. The total sample size for this survey was 145.**

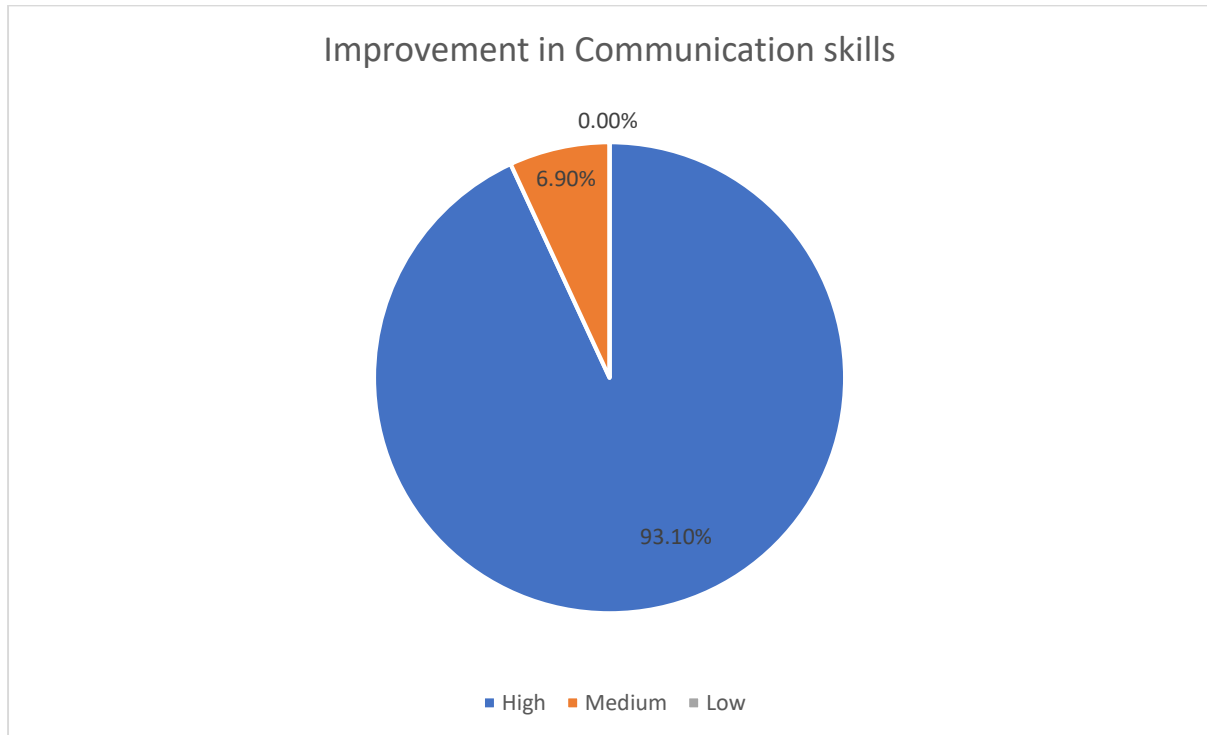
**Q1) How do you rate your improvement in domain knowledge for business problem solving through the PGDM program in ABS.**



**(Responses 145)**

**The first question that was asked to the alumni was regarding the improvement in domain knowledge for business problem solving and they responded in a very promising manner as an overwhelming majority selected 'high' as their response coming around 88.96% followed by the response rate was recorded by the 'medium' option that fetched around 11.03% and no responses for the 'low' category that means that alumni have an positive feedback of their development of the domain knowledge that they have developed that has provide them the ability in solving real scenario business problems through the PGDM program at ABS.**

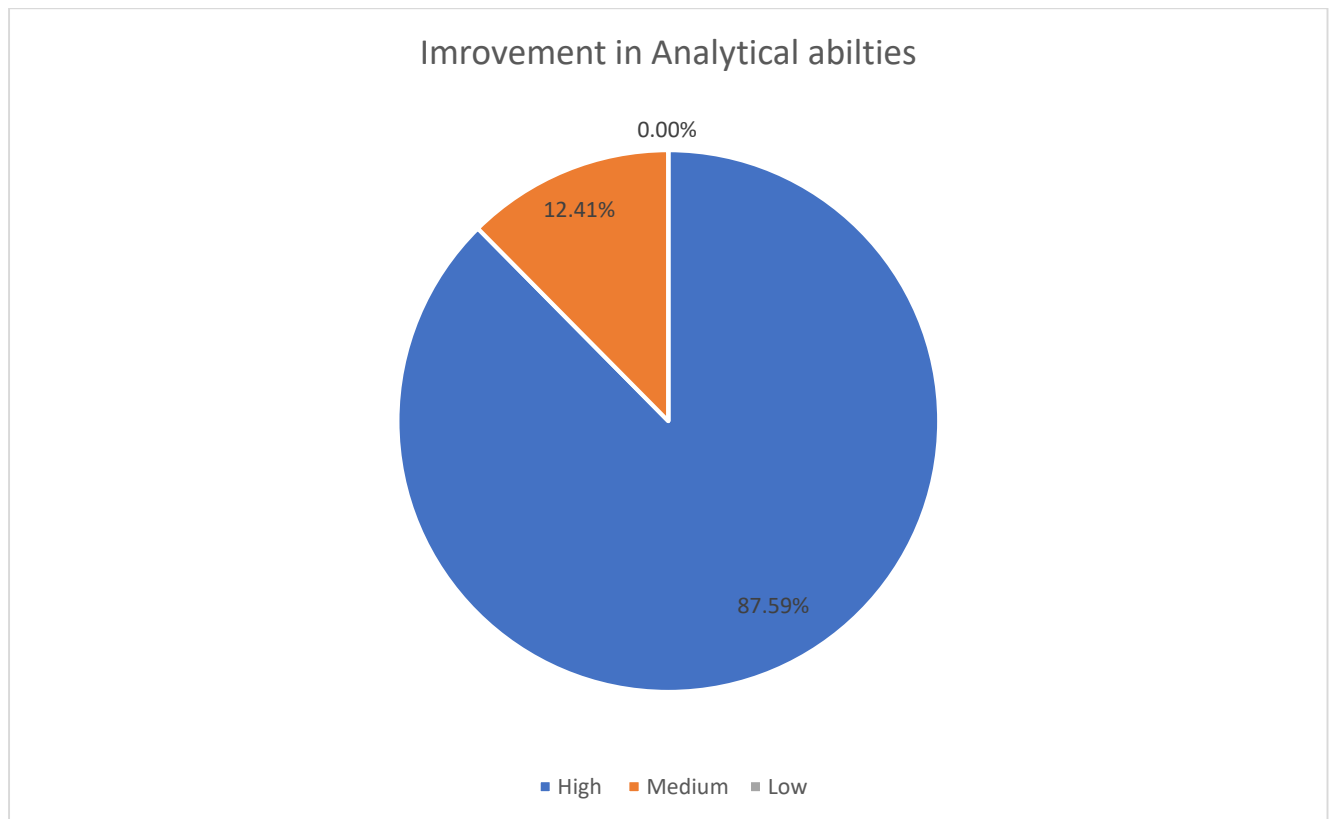
**Q2) How do you rate your improvement in communication skills after the completion of PGDM program at ABS.**



**(Responses 145)**

**Alumni that were the respondents for this survey had immense positive perception towards the efforts of CSD or the Centre of skill development in this dimension. CSD through its workshops and sessions has worked on the communication and other soft skills and that is evident in the result of this question and its responses that reflect that an overwhelming 93.10% alumni that have felt that communication skills have improved when it is compared to their initial levels of verbal and written communication. Whereas a mere 6.90% believe that the improvement though positive is on a medium scale.**

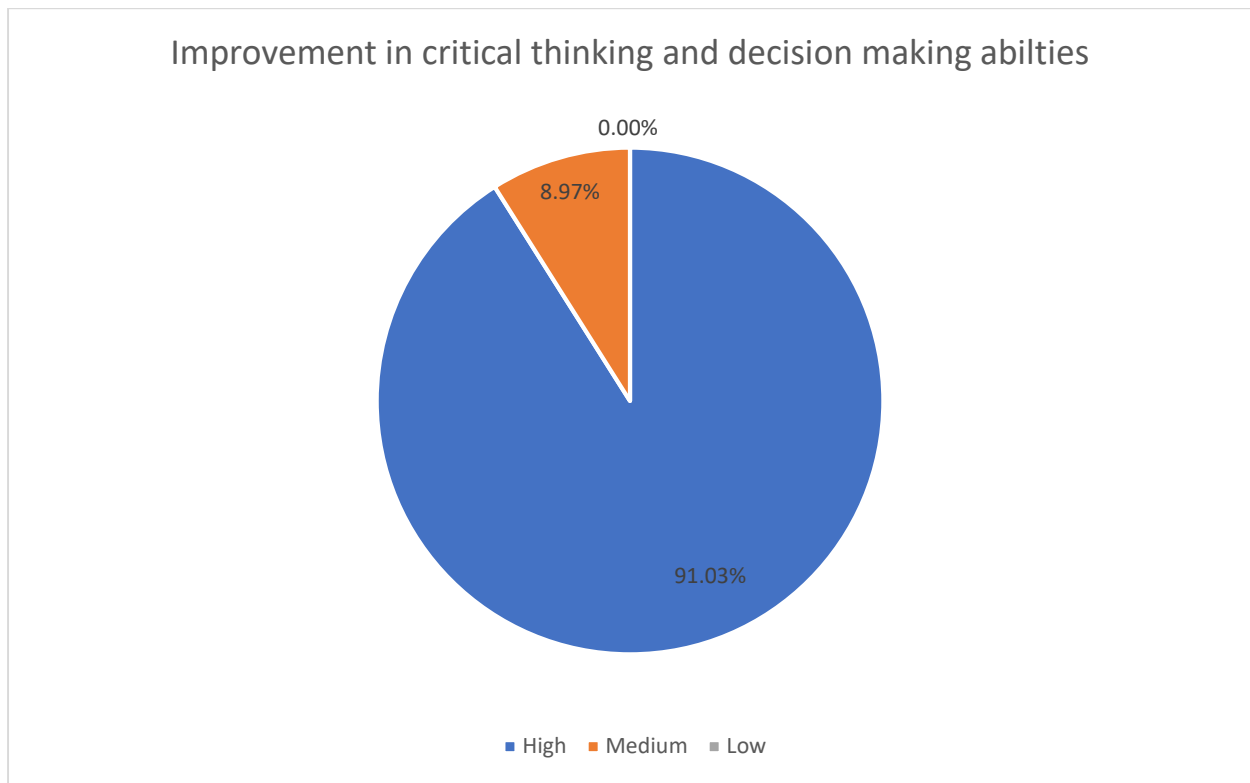
**Q3) How do you rate your improvement in analytical abilities through the PGDM program at ABS.**



**(Responses 145)**

For the answer of this question the responding alumni taken the 'high' and 'medium' responses that fetched 87.59% and 12.41% as the response to the improvement in their level of analytical ability respectively. The response thus can be considered majorly positive. This can be directly connected with the range of aptitude and analytics workshops and sessions that alumni had participated during their study tenure along with the curriculum related application based exercises and training to use application software like SPSS and MS excel amongst others.

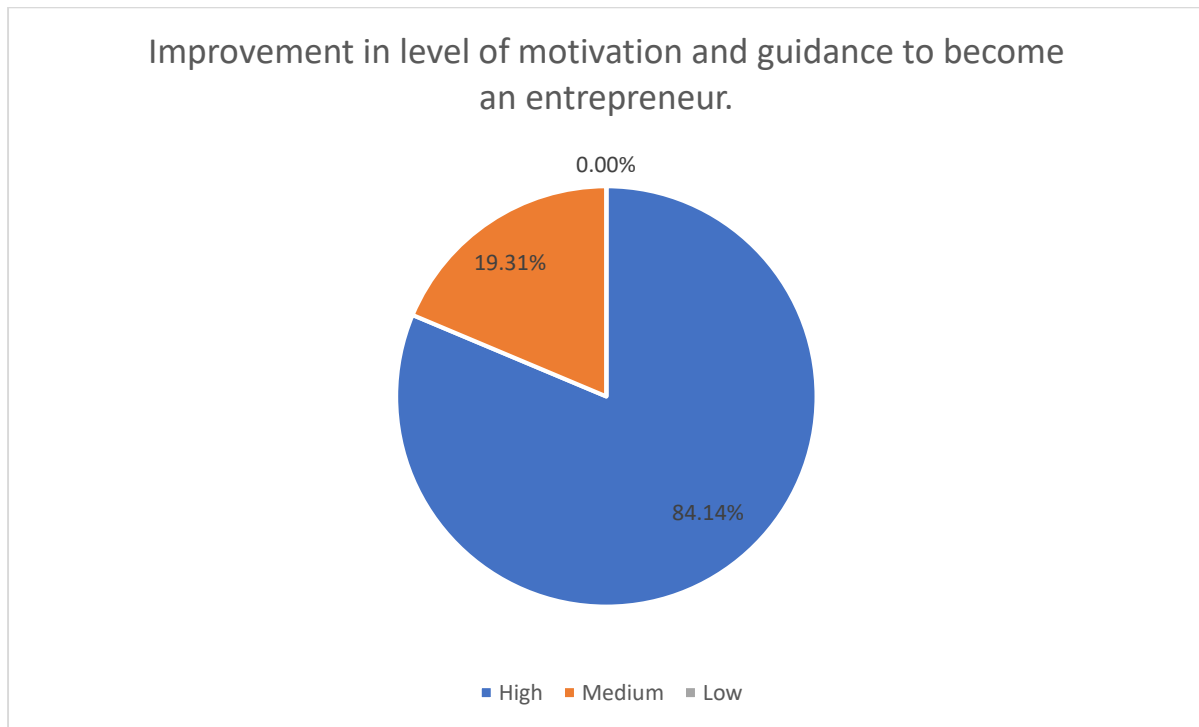
**Q4) How do you rate the improvement in your critical thinking and decision making abilities through the PGDM program at ABS.**



**(Responses 145)**

**The alumni response to this dimension reflects that a good majority of the alumni who were the respondents have selected either ‘high’ as a response about the improvement in their ‘critical thinking and decision making abilities’ that got us the result of around 91.03%. This can be the resultant of the emphasis on critical thinking and combining it with decision making that is highly valued and promoted in ABS through its efforts. The people who went for the medium option were about 9%, whereas no respondent chose the ‘low’ option.**

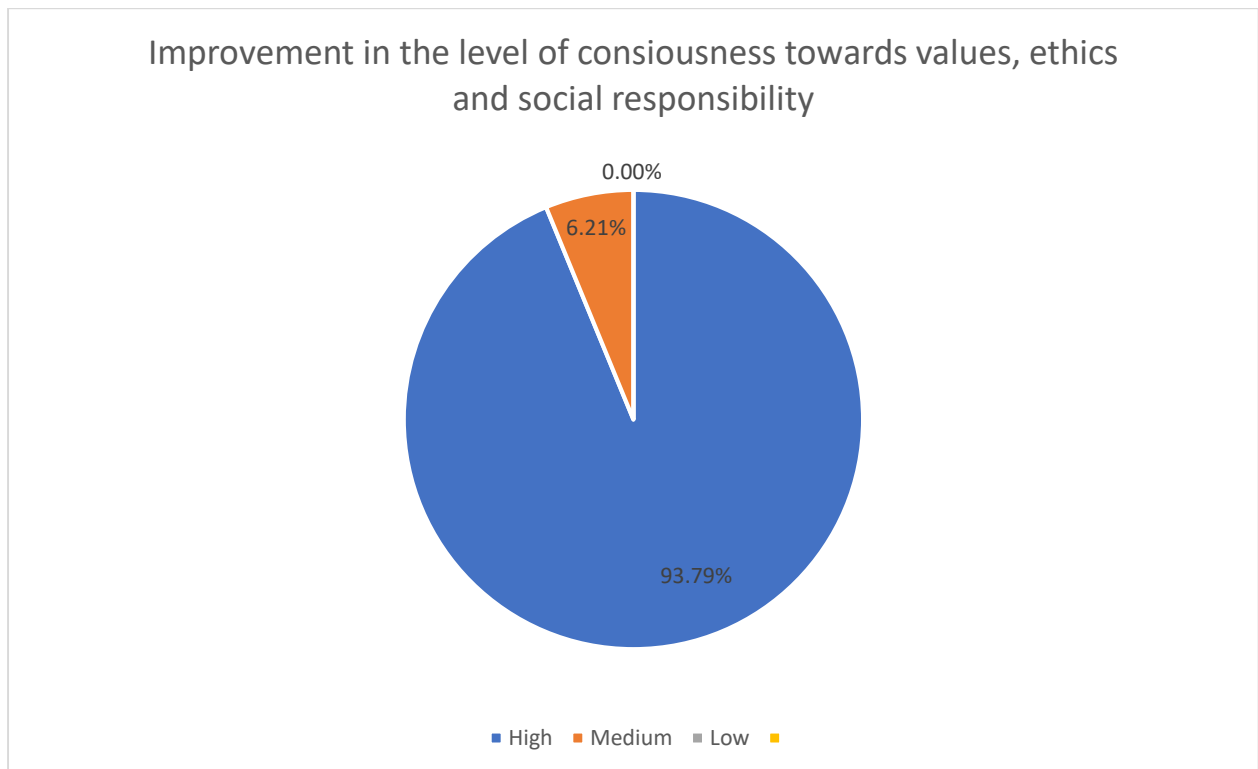
**Q5) How would you rate the level of motivation and guidance provided to become an entrepreneur by ABS.**



**(Responses 145)**

**Here at ABS we always motivate the students towards the entrepreneurial thought process and to develop that in the students is our emphasis. We have always tried to drive that through our efforts by our EDIC (Entrepreneurship Development and Incubation Centre). We aspire that a lot of our students and alumni become job providers and job giver as then they can contribute much more for the economy, the nation, society and also the alma mater than they would be able to do while being a 'job-seeker'. This is clearly evident in the responses to this question in which the number of alumni have opted for 'high' option is 84.14%.**

**Q6) How would you rate your improvement in the level of consciousness towards values, ethics and social responsibility.**

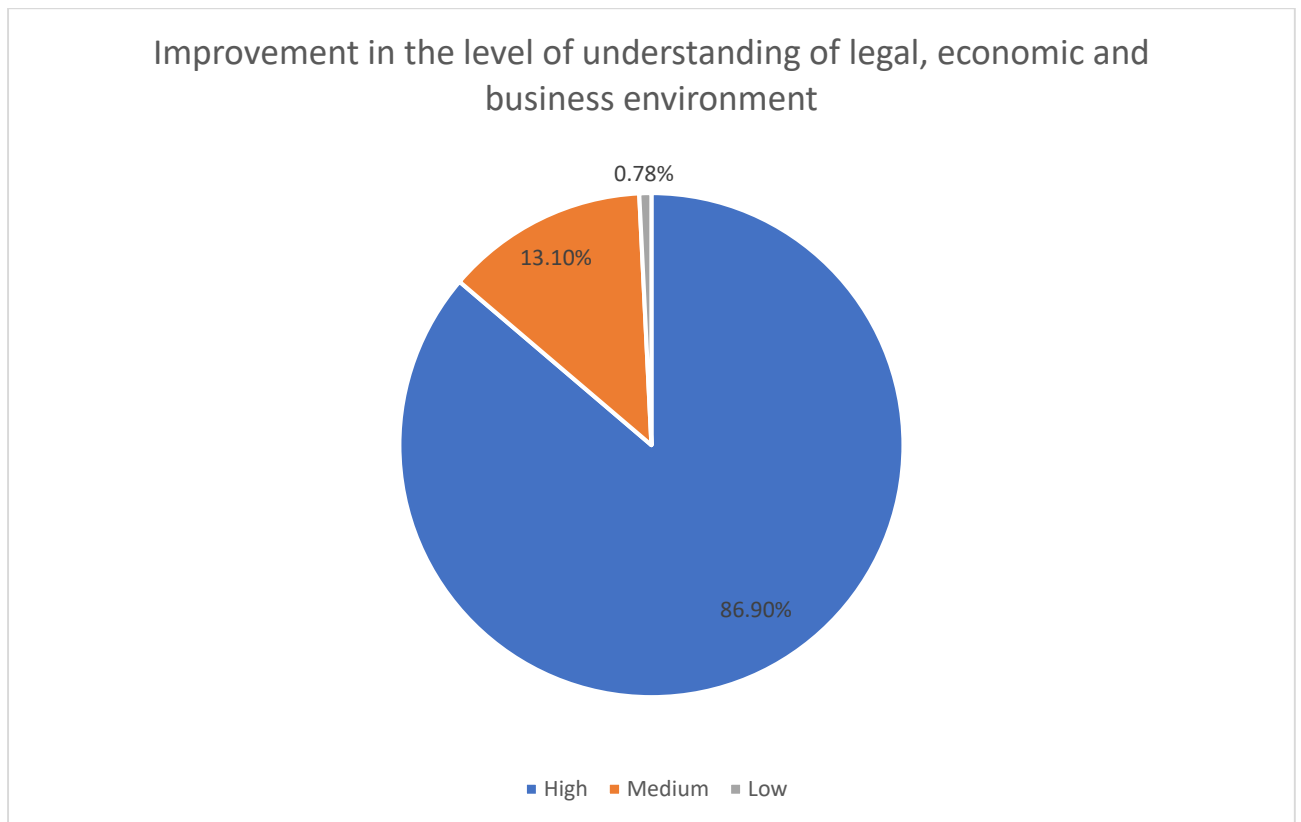


**(Responses 145)**

**Most of the alumni who have responded have gone with the first option that implies that they have become highly conscientious about the values ethics and social responsibility and this response comes to 93.79%, relatively the second highest response rate is attained by the next option that says that level has been ‘medium’ with a response rate of around 6.21%. ‘Low’ option has been opted for by no alumni and that is a good indicator of the efforts of our faculty and the CSR club who have been successful in developing the socially responsible and respectable students and alumni.**



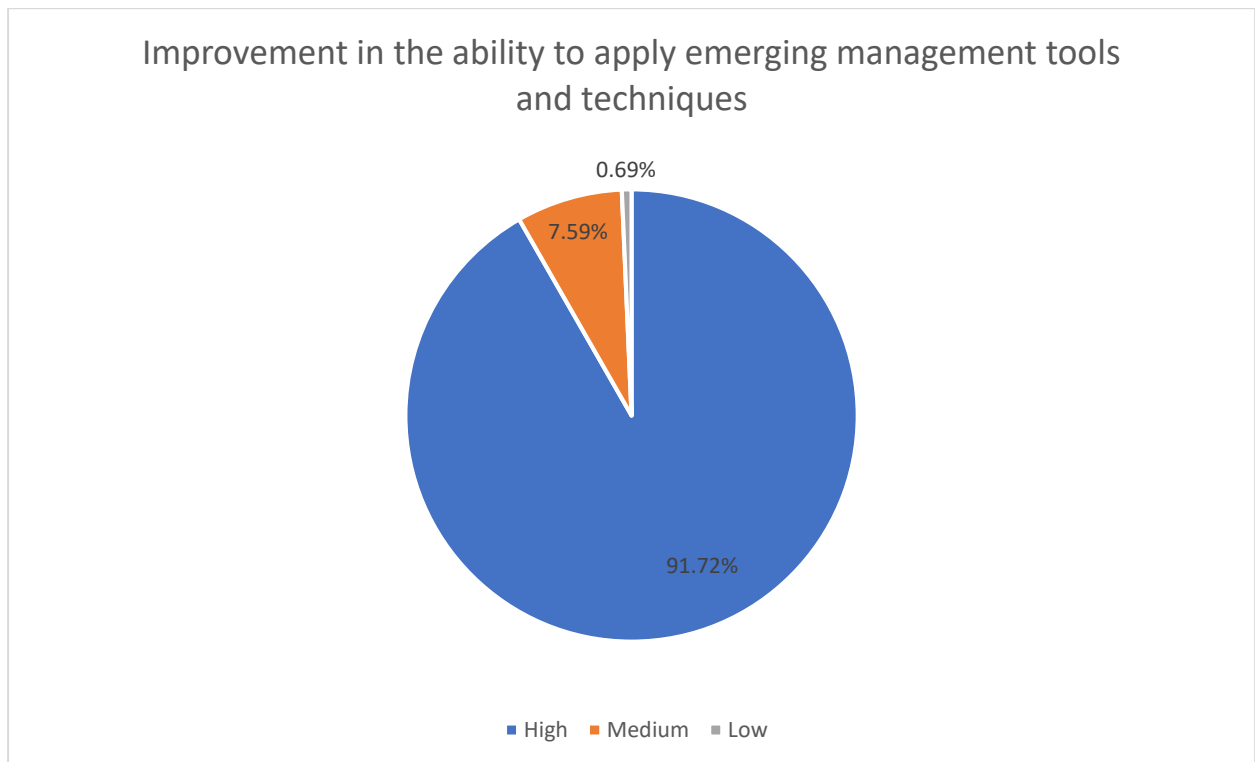
**Q7) How would you rate your improvement in the level of understanding of economic, legal and global business environment.**



**(Responses 145)**

The responding alumni for this survey reflected through the responses that the Institute always tries to provide a diverse in depth understanding of the various dimensions of the business environment that includes the economic, business and legal environment. The responses that were recorded for this question reflect that alumni have rated their understanding as 'high' fetching around 86.9% and the percentage of 'medium' responses from the alumni is around to 13.1%. This indicated an overall successful effort translated into the expectation from the students on this dimension.

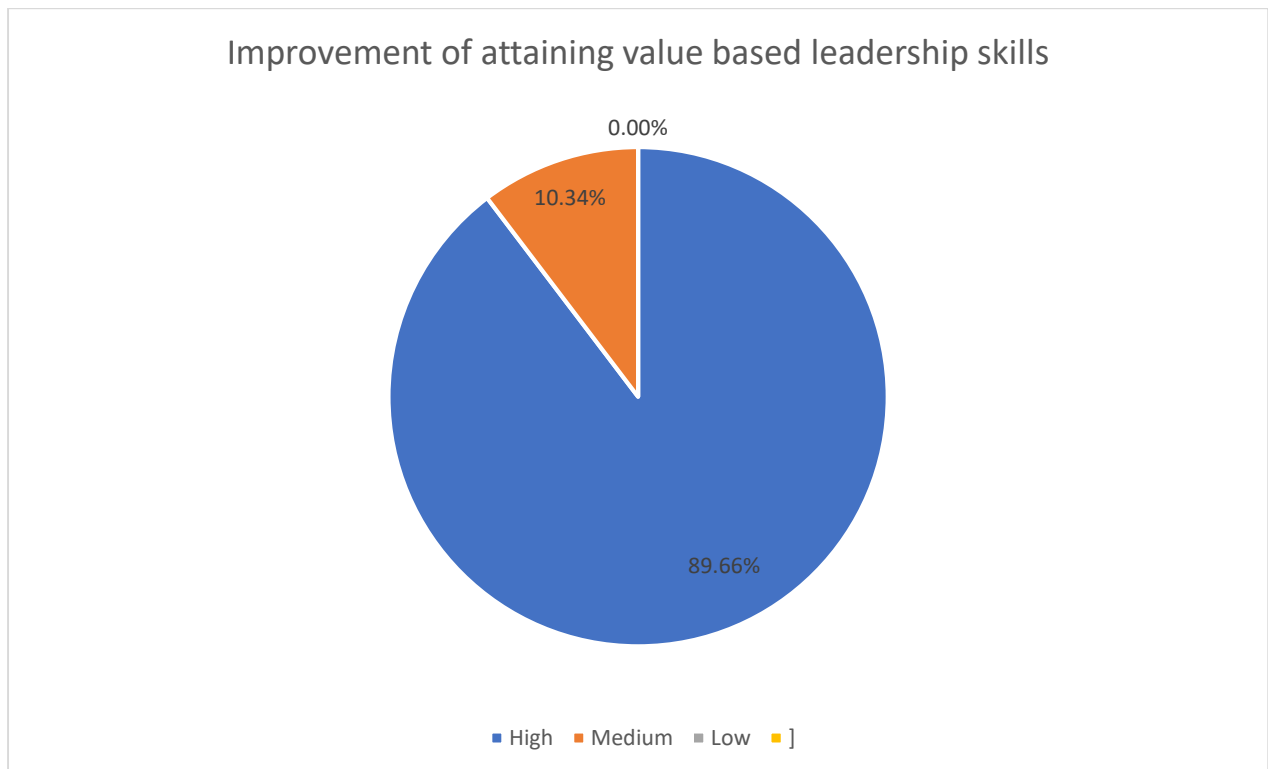
**Q8) How would you rate your improvement in the ability to apply emerging management tools and techniques.**



**(Responses 145)**

**At ABS the modern pedagogy that is followed is not just restricted to the classroom sessions but we even motivate the students to incorporate the latest management tools and techniques that they have learned and to know their application in real world scenarios. Dynamic emerging tools and technology enables them to use these methods in applying them to real world problems and this is reflected through the response that the highest two response rates have been 'high' and 'medium' with 91.72% and 7.59% respectively and we strive to further better these ratings in the coming future.**

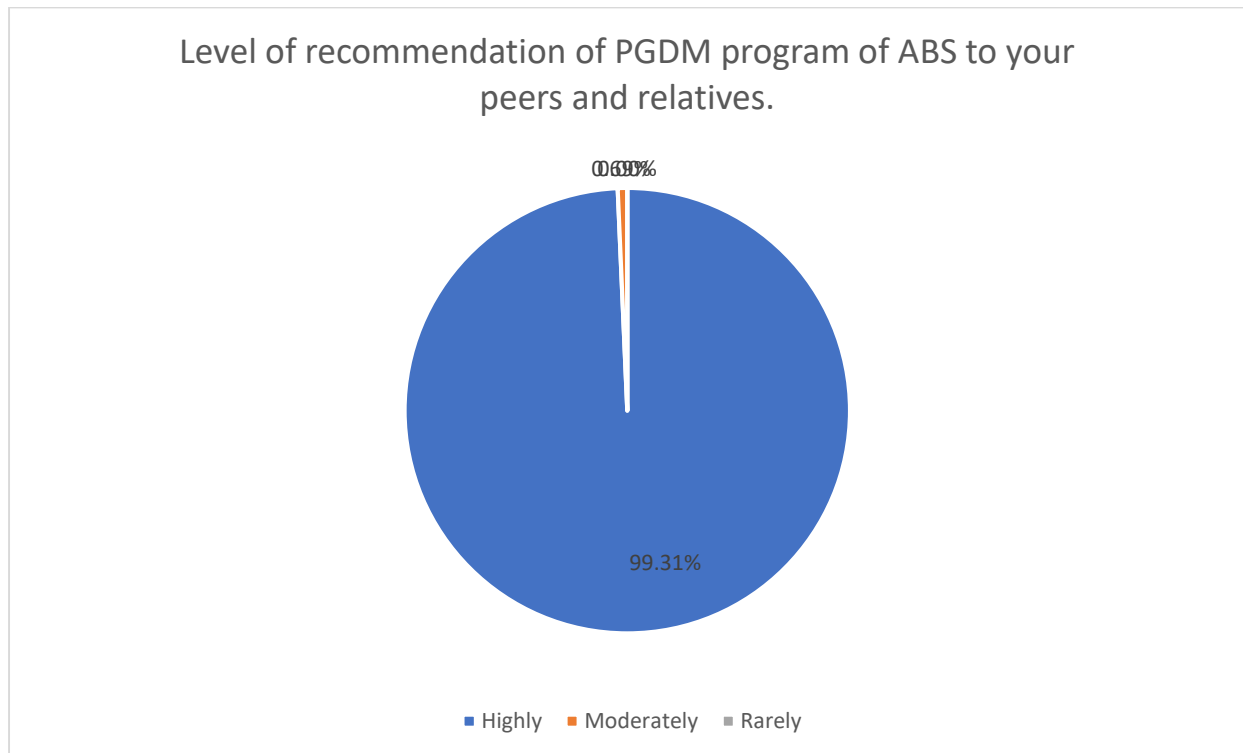
**Q9) How would you rate the improvement in value based leadership skills that you have attained through PGDM program at ABS.**



**(Responses 145)**

**Our alumni were also asked about their feedback towards the value based learning provided in the institute and this also lets them develop and improve the value based leadership qualities. They gave their responses that is indicating that the majority of them have received as the improvement in this dimension as 'high' with a percentage of 89.66% and the 'medium' response resulted to 17.19% and the no alumni gave the response recorded as the 'low' option. By this response rate it is clearly evident that efforts of the ABS faculties and community for ensuring the value based leadership is inculcated within the students have been successful.**

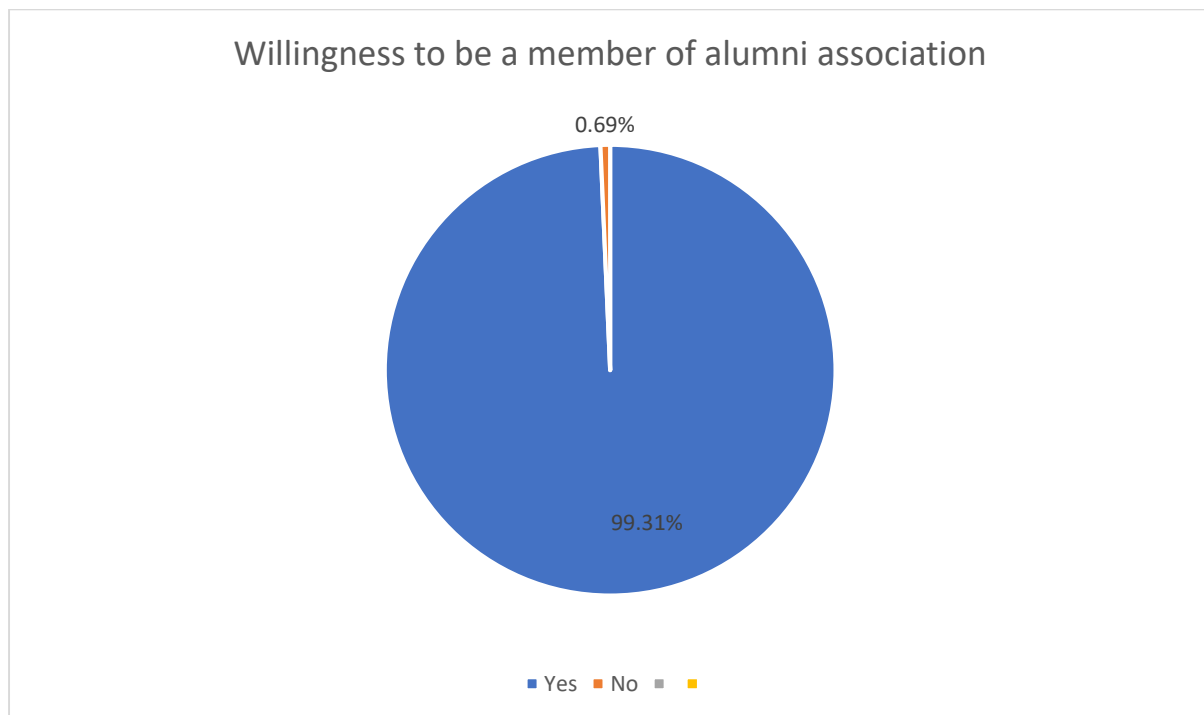
**Q10) How much would you recommend PGDM program of ABS to your peers and relatives.**



**(Responses 145)**

The alumni were asked about their level of recommendation of the PGDM program that ABS provides to their peers and relatives. This question got an immensely positive response towards the first option that implies 99.31% of alumni would 'highly' recommend the ABSs PGDM program to their peers and relatives. Though there were a negligible 0.69% of respondent/s who said this degree of recommendation would be medium or moderate and this would be further looked into.

**Q11) Would you like to be associated as an alumni with the institute and be a member of the Alumni association.**



**(Responses 145)**

**The alumni that are the respondents were asked about whether they would like to be associated with Asian Business School's Alumni Association. To this question almost all of them replied with a 'yes' that aggregated in the percentage share of around 99.31% and that clearly showcases our strong connect and engagement with our pass out batches that helps us to develop a kind of community engagement and because of that they want to visit us again and be engaged for the mutually responding and giving back to their alma mater.**