

PARENTS FEEDBACK SURVEY 2021-22

ASIAN BUSINESS SCHOOL



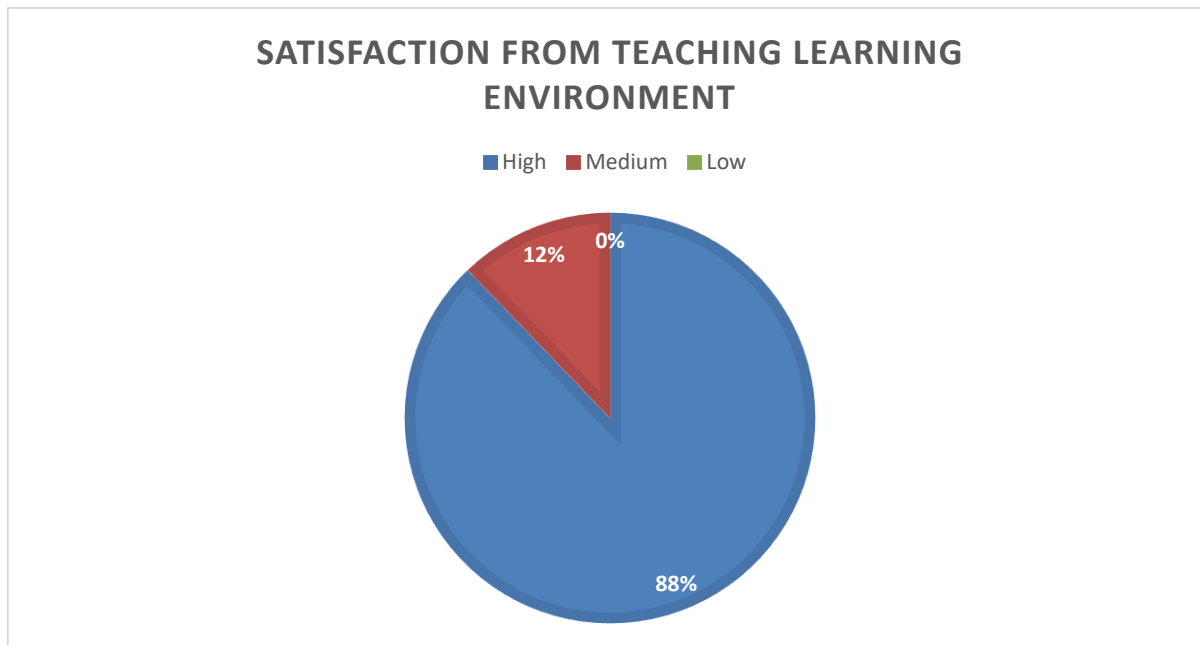
Objectives-

The following feedback survey was conducted with the parents of the first and final year students of the PGDM program offered by Asian Business School. The parent's perception and feedback relating to various crucial aspects of the programs were inquired about such as the satisfaction from administration support, the observable personality development and placements assistance etc. provided by the institute.

Methodology

- Simple random sampling method was used to garner responses from them based on a google form circulated.
- A total of 80 responses were received.
- Responses were tabulated and analyzed using basic statistical tools to assess the response inclination of respondents.
- The results have been demonstrated in the form of a graphical diagram (pie chart) to showcase the responses under each category.
- The survey was conducted in May, 2022.

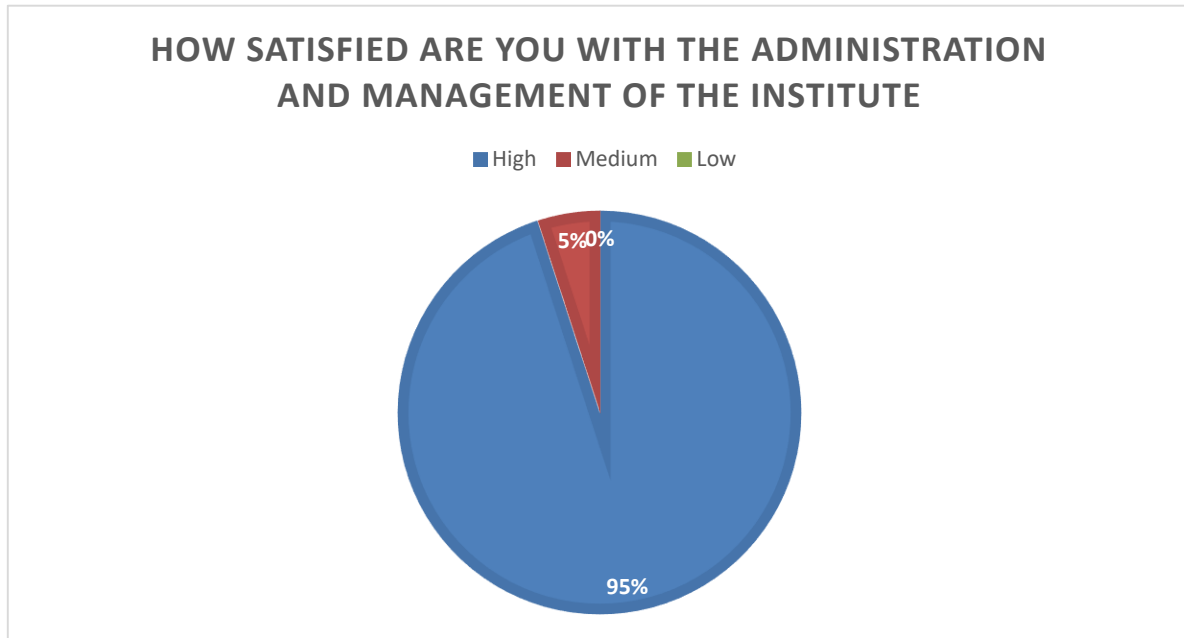
Q1) How satisfied are you with the Learning Environment at ABS?



(80 Responses)

The parents filling up this survey sheet on google form suggested that they were in over-all very much satisfied with the teaching and learning environment at ABS and the response rate of this has been recorded as 87.8% under the 'high' categorization. This response comes as a result of our emphasis on providing a dynamic and growing, learning environment that does not challenge the students to just memorize the concepts but actively involve and be curious in the application of the learnt concepts. The remaining responses were reported to be under the 'medium' category that were reported to be 12.2%.

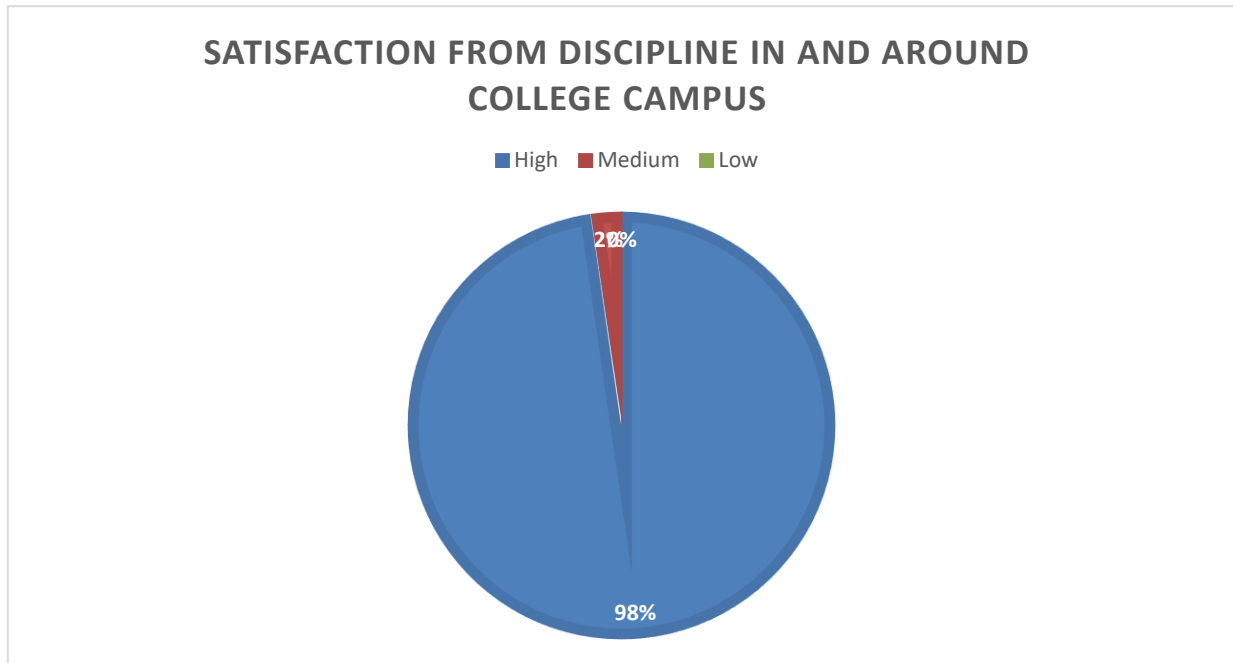
Q2) How satisfied are you with the administration support provided by the institute?



(80 Responses)

Parents were inquired regarding their level of satisfaction with respect to their support from administration and management of the Institute as they may have observed. An enormous majority of people reflected that they have got better support from the management and administration as per their expectations and number of parents rating this parameter as high are 95 %. ABS also wants to investigate into the responses of the parents who have put 'medium' responses to this question as the administration at ABS consistently pushes towards providing all sort of support to the parents of our students.

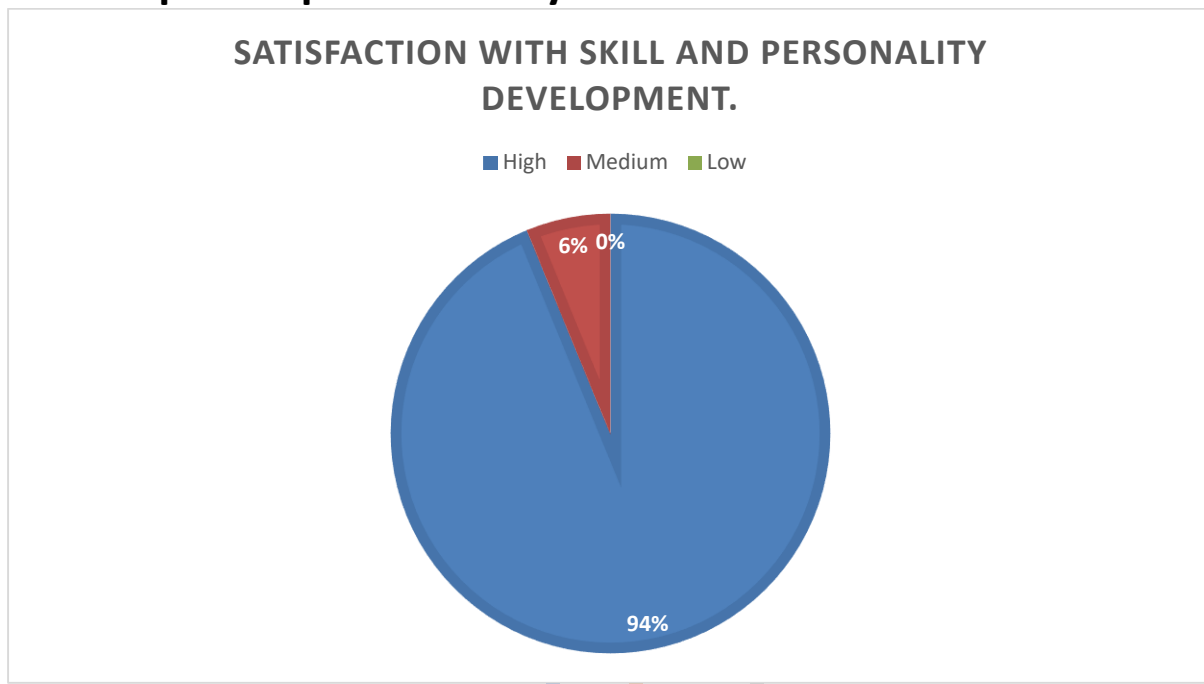
Q3) How satisfied are you with the discipline in and around college premise.



(80 Responses)

Parents were asked about their satisfaction regarding the discipline perception and concerns regarding the same with respect to the discipline that they may have observed in and around campus premise. To this question the parents rated their responses into high medium and low and maximum responses were fetched by the 'high' which implies that maximum parents observed the strict discipline and code of conduct that ABS observes and 97.7% of parents felt satisfied with the discipline in and around ABS campus. The parents who said that that their satisfaction level was moderate again could have been put as a positive sign and the parents with lower satisfaction amounted to only 2.3 %.

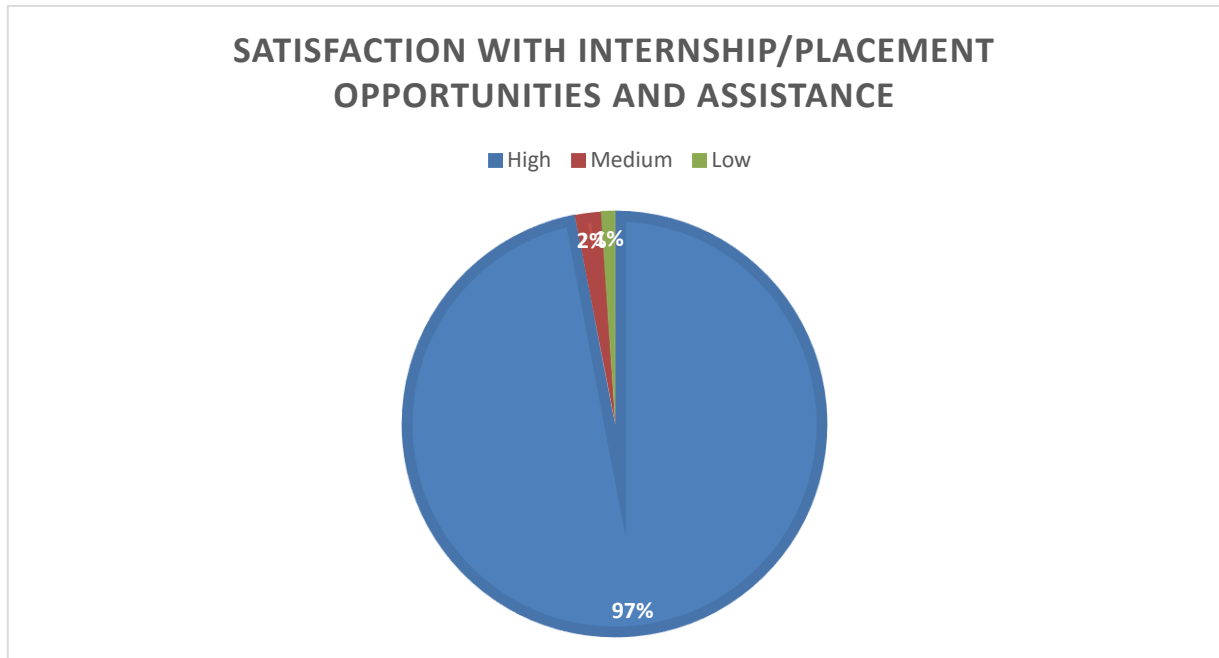
Q4) How satisfied you are with the skill and personality development provided to your ward.



(80 Responses)

The parents were asked about the skill development and positive personality changes that were provided to their wards. ABS puts a lot of emphasis on the personality and skill development characteristic of the students along with the syllabus completion. This philosophy regarding the importance of these dimensions of transforming students into skilled professionals of tomorrow is reflected in the responses the parents have delivered in this question that 93.8% of the parents are 'highly' satisfied with the personality and skill development that their ward has undergone. The parents who have responded with a 'medium' level of satisfaction 6.2% would also be focused

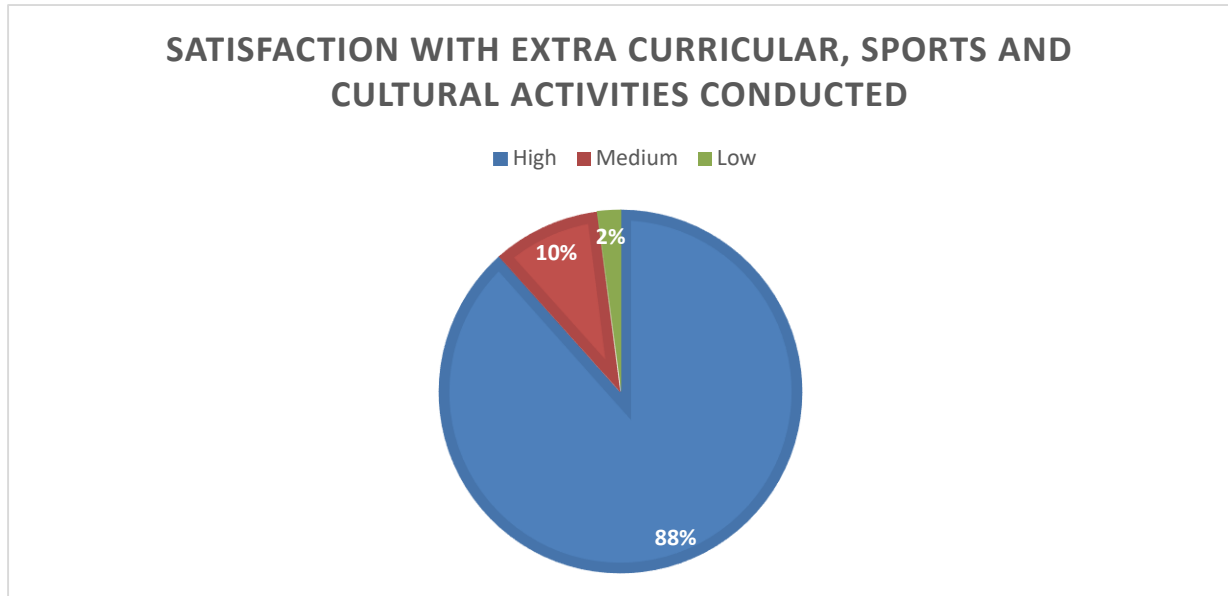
Q5) How satisfied are you with the placements/internship opportunities and assistance provided?



(80 Responses)

ABS provides a strong industry connect and placement and internship opportunities that it provides to the students. The question tries to measure the parent's response and perception towards the same aspect to which the parents have replied that an overpowering 97% of the parents were highly satisfied with the opportunities' and assistance provided by the institute. The Asian Business Schools Corporate Resource Cells work in this direction can be recognized as their work in this dimension has led the Institute to develop a strong image in the corporate sector with an ever-increasing base of alumni at important managerial and leadership locations.

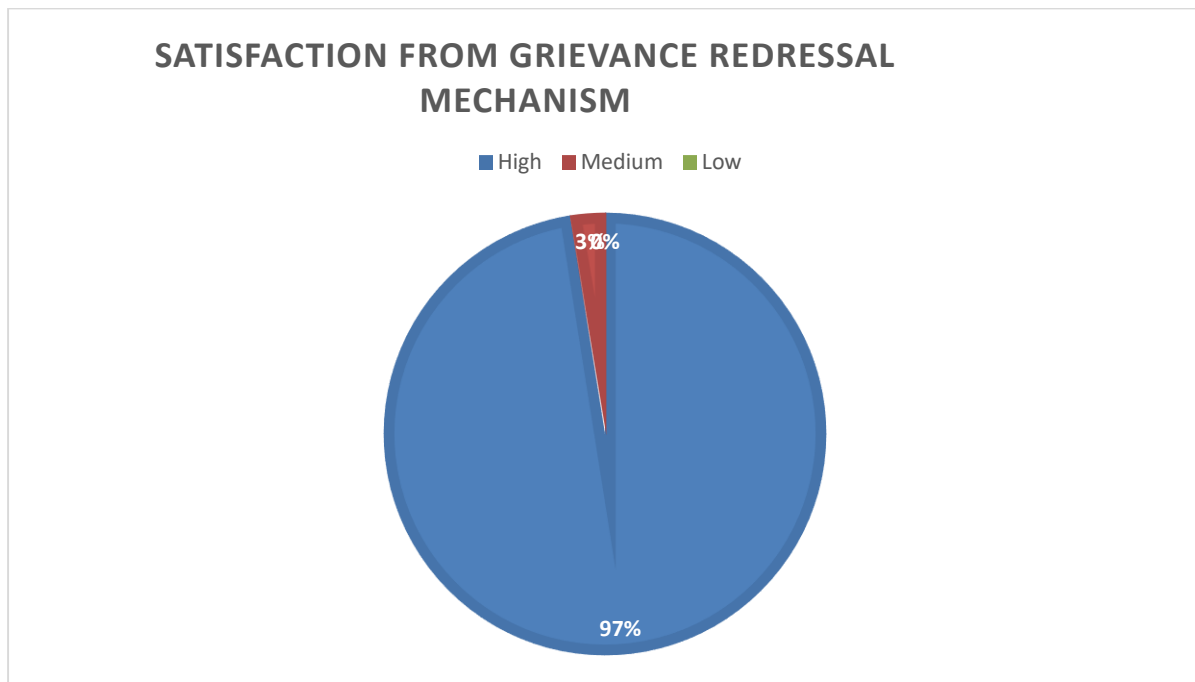
O6) How satisfied you are with the extracurricular, sports and cultural activities conducted.



(80 Responses)

Parents provided their responses mostly leaning toward positive responses on this question and most of them, precisely 88.04% were highly satisfied with the range of extra-curricular, sports and cultural activities that the Institute hosts from time to time. A host of inter college and intra college events with an aim to provide all-round development of the students are organized regularly. Some parents also believed that these activities were satisfactory to a medium level 9.6% and the Institute would definitely want to inquire and work towards converting them to a more positive response.

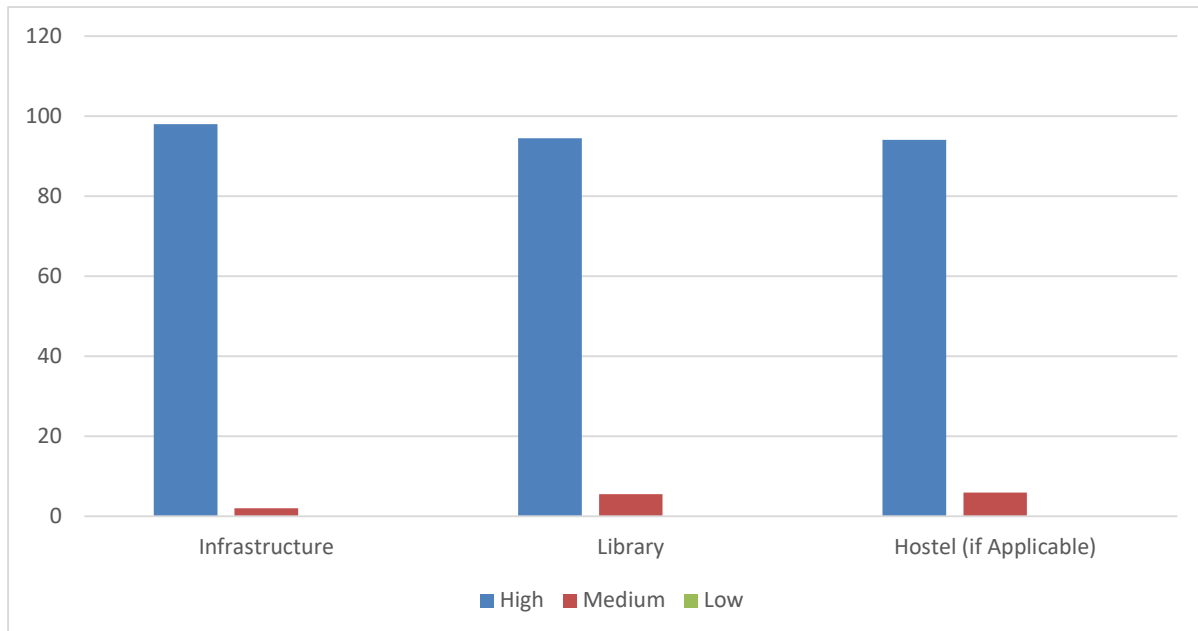
Q7) How satisfied are you with the grievance redressal mechanism?



(80 responses)

The grievance redressal apparatus in the Institute has been intended to be seamless to provide quick resolution and full support and satisfaction to the aggrieved party. As a response to this question the parents overwhelmingly responded that they were highly satisfied with the grievance redressal mechanism provided by the Institute. The parents who were moderately satisfied with this dimension resulted to 3.65% and the Institute would definitely try to investigate the reasons and try to provide the resolutions for such cases and provide best grievance redressal to the parents.

Q8) Rate your satisfaction from Low to High in the following three categories.



(Infrastructure- 80 responses Library- 80 responses Hostel- 30 responses)

This question tries to as the parents feedback regarding the infrastructure, library and hostel facilities provided to the student and as reflected from the results most of the responding parents have chosen the ‘high’ option that reflects that they are indeed highly satisfied from these three dimensions of services offered by the institute. All three categories have fetched more than 90% of responses as highly satisfied parents and the second option of parents who were moderately satisfied is below 10% in all the three categories i.e infrastructure, library and hostel.

Conclusion and Implications for Institute

- **The parents who were the respondents of this survey have responded on the question of their satisfaction level regarding the administration support, discipline, skill development, placement assistance and various other dimensions in the survey have high level of satisfaction on all the mentioned factors and the responses are mostly above 85% on an average throughout the measured dimensions**
- **The Institute has developed a diverse and ever-growing infrastructural base to provide all the tools and guidance to the students for their development. The response on satisfaction has also been reflected as a highly satisfied respondent in the form of parents.**
- **The dimensions where the responses have been medium ranging from 10% to 15% would be worked upon and the reasons for those responses will be looked into with an aim to further improve the results.**
- **An interactive feedback would be done with some of the parents and their in-depth observation relating to the asked questions would be collected to further enhance the response rate and provide solutions wherever there is room for improvement.**