

UNIVERSITY

AMERICAN COLLEGE

SKOPJE

*Annual Web Report
2013*

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Introduction

To successfully follow the success rate of our students, the University has established a self evaluation committee, made up of professors and administrators, to oversee numerous activities related to student retention, placement, acquisition of learning goals and employment advancement.

Measurement and forecasting of data related to student success, relates to successful implementation of the strategic planning and planning of new programs for future development.

Data derived through numerous metric points outlines strengths and challenges of all business and business programs offered by the University. At the same token, derived data through numerous surveys and queries portrays student perception of programs delivered.

One of the key indicators of the data metric system is the successful placement of its students. This is the most important aspect of business education, how do students proceed in life with their educational experience.

Careful monitoring of student progress by the University's SAP officer, relates to problems and shortcomings of student success and challenges. This is the strength of the University which students draw from; having the ability to realize success as well as drawbacks related to program acquisition.

Numbers and data portrayed in this report outline the nature of our academic undergraduate and graduate business and business related programs. Data derived from the central database is updated by annually and publications of success rates are publicized at the end of the academic year in August.

Program Retention and Attrition Rates

Undergraduate

School of Business

	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14
Retention %	92%	93%	86%	85%	86%	94%	
Attrition %	7%	5%	5%	7%	9%	6%	

School of Architecture and Design

	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14
Retention %	97.30	93.44	85.96	75.71	76.83	96.15	
Attrition %	16%	8%	9%	17%	16%	4%	

School of Computer Science and Information Technology

	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14
Retention %	80.6	74.1	94.3	72.4	81.0	100	
Attrition %	10%	14%	3%	10%	14%	0%	

School of Political Science

	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14
Retention %	81.40	82.14	71.43	66.67	83.33	0%	
Attrition %	14%	4%	19%	11%	8%		

School of Law

	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14
Retention %	66.67	95.00	86.36	87.50	100	100	
Attrition %	33%	5%	5%	0%	0%	0%	

School of Foreign Languages

	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14
Retention %	83.33	90.91	75.00	75.00	100		
Attrition %	0%	0%	0%	0%	0%		

Figure 1 – Retention Rates (Undergraduate)

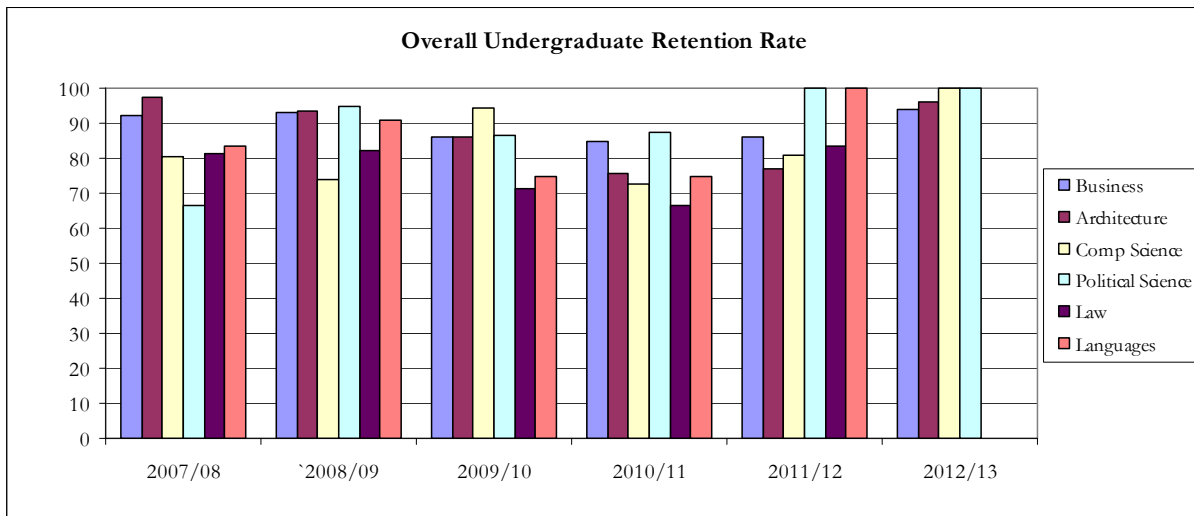
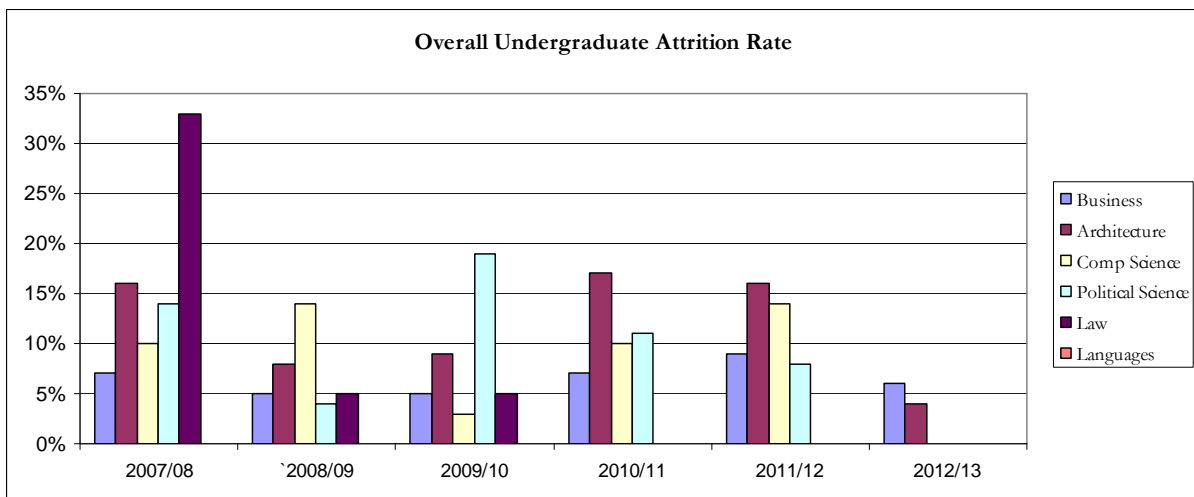


Figure 2 – Attrition Rates (Undergraduate)



Graduate
School of Business

	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14
MBA Retention %	100%	83%	100%	67%	95%	63%	
Completion %	42%	36%	25%	12.5%	0%	0%	
Attrition %	0	0	0	2	0	1	
MA Retention %			100%	90%	94%	81%	
Completion %			30%	7.1%	0%	0%	
Attrition %			0	0	0	1	

Figure 3 – MBA Retention, Completion and Attrition Rates

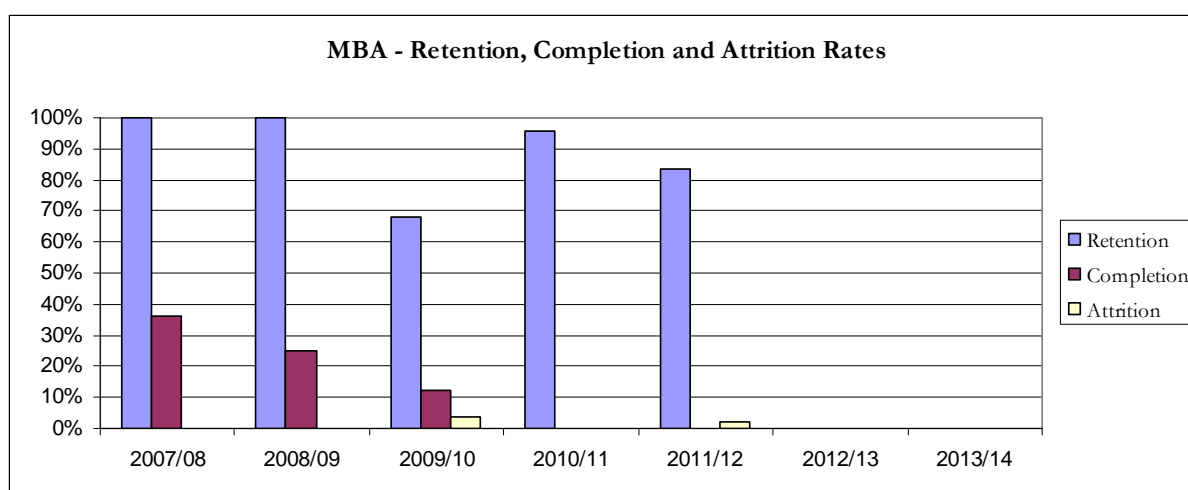
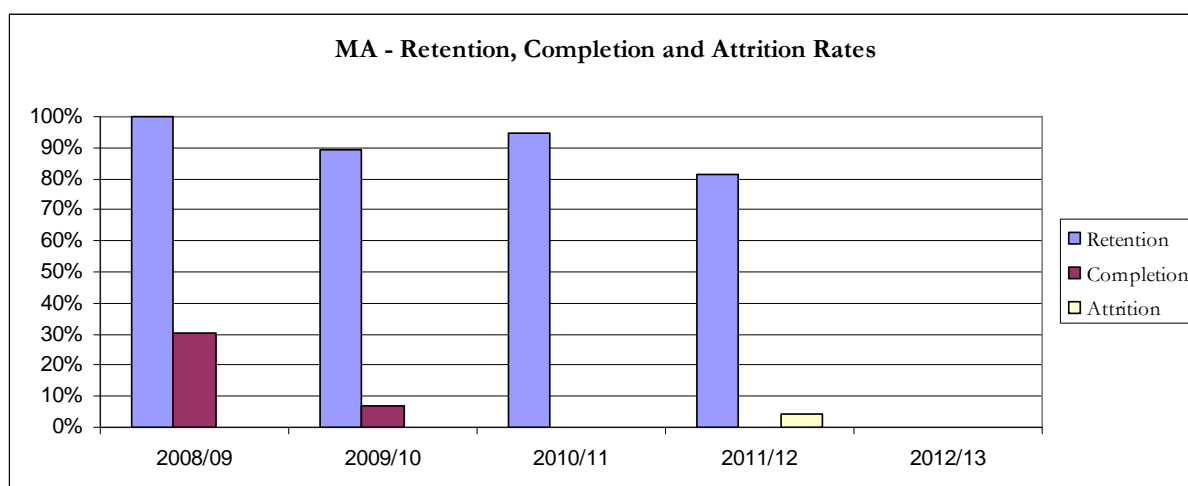


Figure 4 – MA Retention, Completion and Attrition Rates



Cohort Graduation Rates

Undergraduate

School of Business

	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14
Time to Complete	110%	107%	103%	100%			
Total % of Cohort	73%	66%	57%				
Additional 12m	13.41%	8.11%	6.08%				
Additional 24m	3.91%	2.70%	0.00%				
Still in program	20%	29%	37%	46%	91%	94%	

School of Architecture and Design

	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14
Time to Complete	110%	107%	100%	100%			
Total % of Cohort	62%	69%	56%				
Additional 12m	10.81%	18.03%	0.00%				
Additional 24m	5.41%	0.00%	0.00%				
Still in program	22%	23%	35%	83%	84%		

School of Computer Science and Information Technology

	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14
Time to Complete	133%	113%	107%	100%			
Total % of Cohort	39%	55%	49%	3%			
Additional 12m	12.90%	24.14%	14.29%				
Additional 24m	12.90%	0.00%	0.00%				
Still in program	52%	31%	49%	86%	86%		

School of Political Science

	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14
Time to Complete	108%	107%	100%	100%			
Total % of Cohort	60%	71%	29%	6%			
Additional 12m	9.30%	14.29%	0.00%				
Additional 24m	2.32%	0.00%	0.00%				
Still in program	26%	25%	52%	44%	92%		

School of Law

	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14
Time to Complete	100%	102%	102%	100%			
Total % of Cohort	67%	75%	77%				
Additional 12m	0.00%	5.00%	4.54%				
Additional 24m	0.00%	0.00%	0.00%				
Still in program	0%	20%	18%	100%	100%		

School of Foreign Languages

	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14
Time to Complete	107%	103%	107%				
Total % of Cohort	67%	91%	75%				
Additional 12m	16.67%	9.00%	5.00%				
Additional 24m	0.00%	0.00%	62.50%				
Still in program	33%	9%	25%	100%			

Figure 5 – Time Required for Program Completion (Undergraduate)

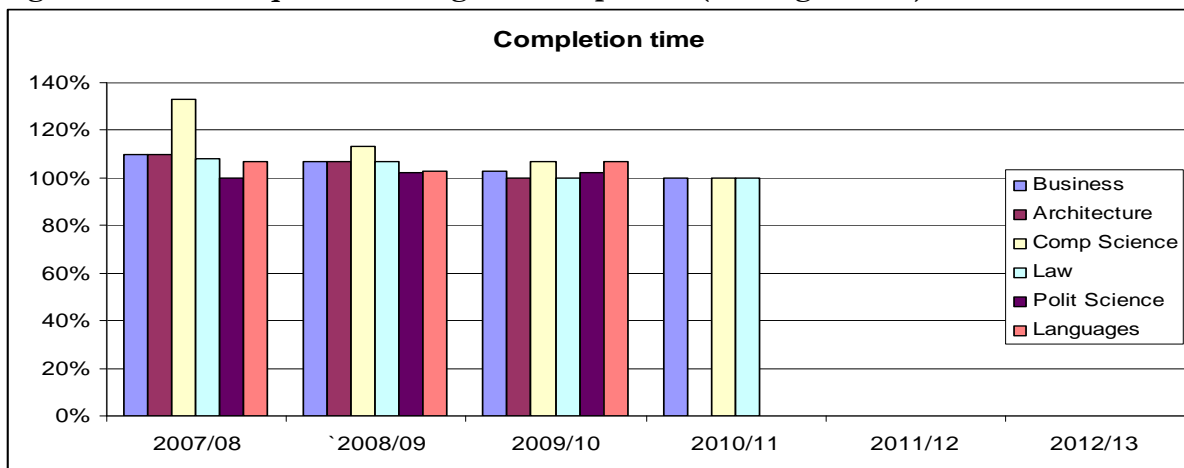


Figure 6 – Cohort Completion Rate (Undergraduate)

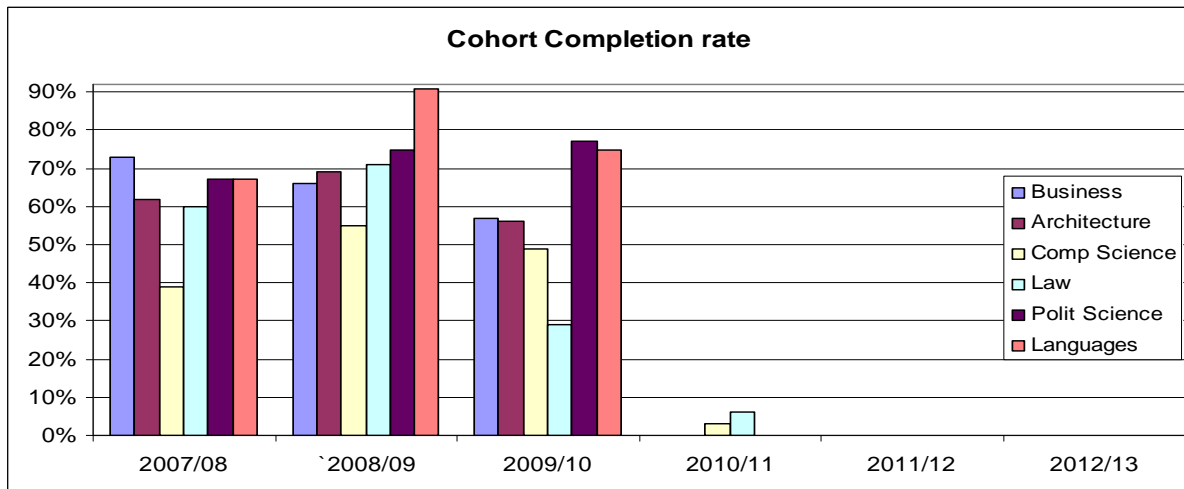
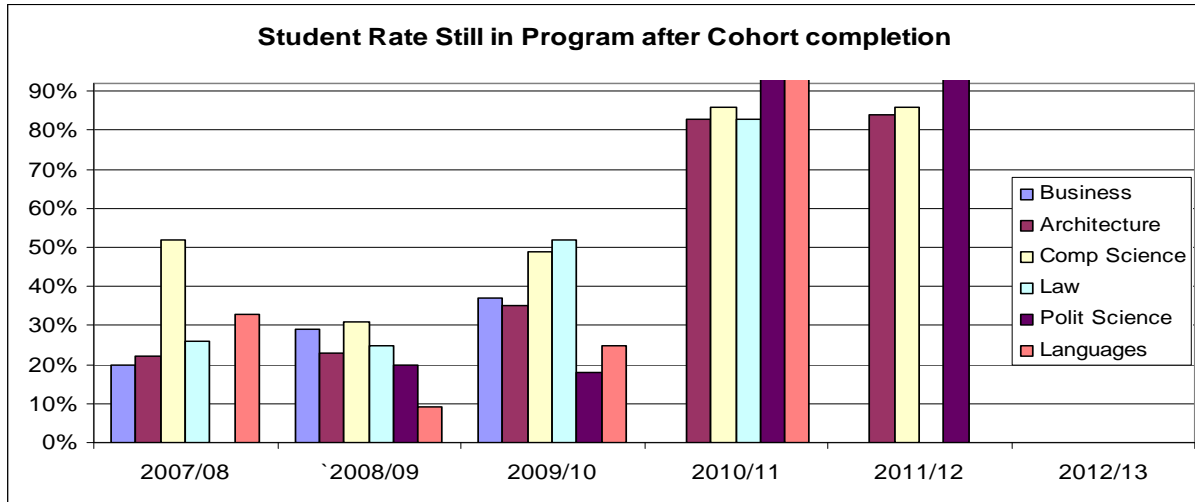


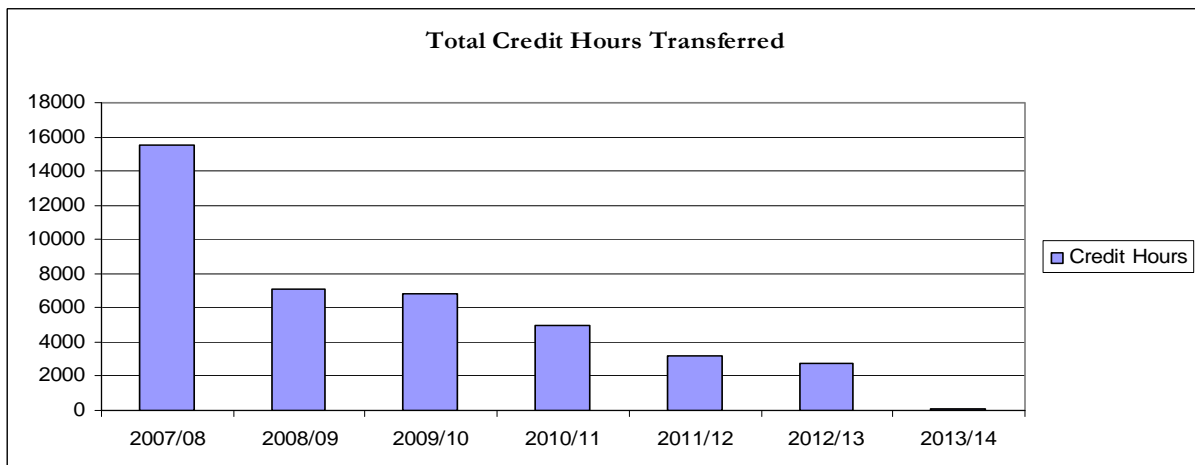
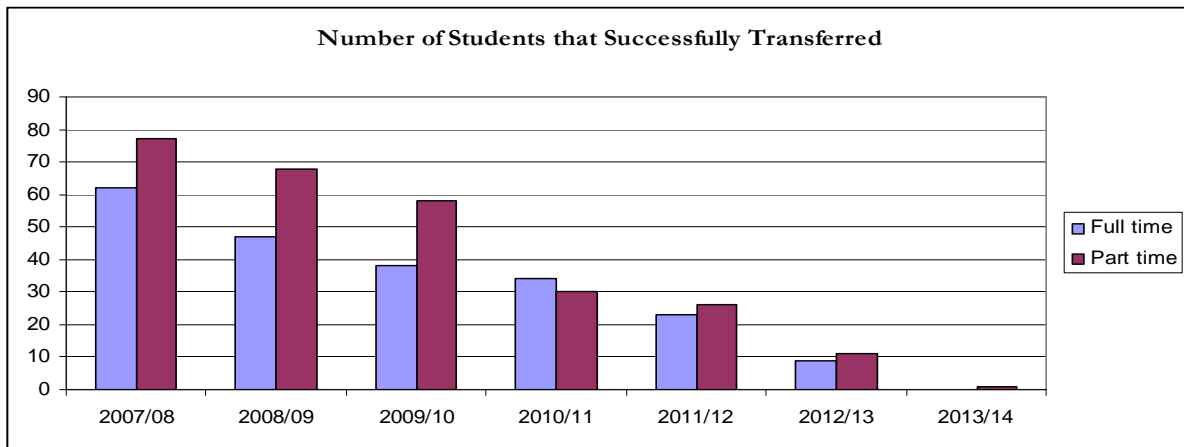
Figure 7 – Still in Program after Cohort Completion (Undergraduate)



Successful Transfer of Credit Hours

Undergraduate

	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14
Full time students	62	47	38	34	23	9	
Part time students	77	68	58	30	26	11	
Total credit hours	15483	7110	6816	4938	3233	2752	84



Graduate

	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14

External Assessment of all Internships

Undergraduate

External assessment questions	2010/2011	2011/2012	2012/2013	2013/2014	2014/2015
Comes to training regularly and on time	4.98	4.95			
Completes its obligations on time	4.96	4.95			
Undertakes initiatives and works continuously	4.78	4.68			
Reacts on feed-back in regard with the working performances and improves in future	4.81	4.77			
Self-determines priorities and executes the tasks according to the plan	4.74	4.91			
Completes the obligations individually, when necessary	4.73	4.86			
Recognizes, analyzes and reacts on ethical dilemmas in the organization.	4.52	4.80			
Recognizes problems and offers logical solutions respectively	4.61	4.78			
Cares for details and precision in work	4.85	4.81			
Demonstrates skills for designing, execution and interpreting of assessments, investigations and questionnaires.	4.68	4.85			
Creative and expressing enthusiasm for the work	4.95	4.88			
Knows how to implement the knowledge acquired at the University	4.89	4.89			
Professional and interested in the organization, its policies as well as the area of work	4.82	4.88			
Analytical skills (capability for information analysis)	4.66	4.85			
Critical thinking	4.68	4.76			
Communication skills	4.78	4.74			
Capability for team work	4.89	4.85			
Capability for planning, organizing and documenting	4.68	4.71			
Capability for generating creative and innovative ideas/solutions	4.52	4.71			
Excellent knowledge of foreign language(s)	4.80	4.91			
Excellent knowledge in computers (Microsoft Office)	4.92	5.00			
Presentation skills	4.68	4.83			
Capability for expressing in writing	4.80	4.85			
Collegiate and establishing good relations among colleagues	4.94	4.86			
Respect and capability to work in multi-cultural environment	4.96	5.00			
Total result (Average grade)	4.79	4.84			

Weight scale from 1-5, where 5-Excellent, 1-Unsatisfactory

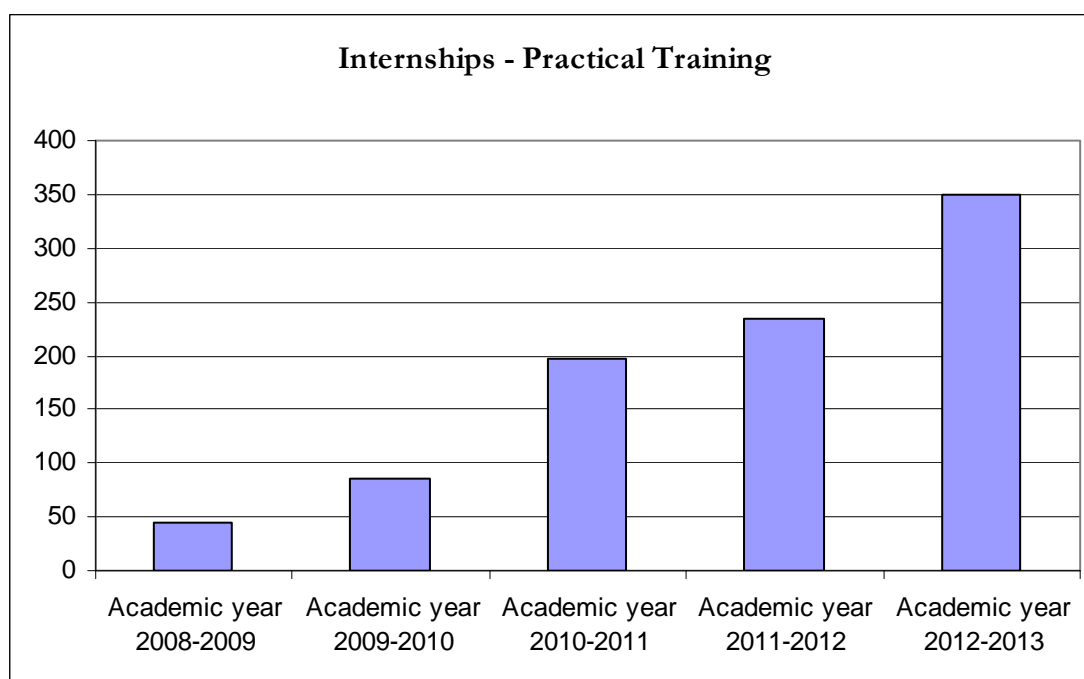
Student placement/internships

During the 2010/11 academic year, the University's department for student placement increased its offering, almost twice to its previous record to 197 internships, to all full time and part time students. The University Business Council engaged more than 50% or 96 interns to participate in professional and organizational activities. The following year, University's department for student placement offered 234 internships for all students and only 83 interns participated in internships offered by the University Business Council. Incremental spike in the total number of internships provided more professional opportunities and possible future employment.

The table below represents data on the number of internship that were deployed to the industry and other businesses in the Republic of Macedonia. There is a continuous trend of improvement which is related to two factors: 1) the improvement of the operation of the Career Center at the University, and 2) the legislative amendments that prescribe that each student should undertake an internship of 30 days per school year.

	Number of students attending internship	Total number of students	% attending internship
Academic year 2008-2009	44	369	12%
Academic year 2009-2010	85	362	23.5%
Academic year 2010-2011	197	363	54.3%
Academic year 2011-2012	234	335	70%
Academic year 2012-2013	345		

Figure 8 – Internships and practical training



Business Council - Program Satisfaction Outcome

The university cooperates closely with more than 150 members of the University Business Council. Active members of the Business Council are divided into 6 clusters according to the school and profile of employment.

Program alignment as well as external assessment of our students requires committees and evaluators to oversee the actual learning that occurred after the delivery of all programs. Surveys designed by the self evaluation committee and deployed by trained interns from the University. They conducted an in-person interview with a questionnaire outlining all aspects of the programs offered by the university. Annual Business Council surveys are usually occurring from September until July the following year. Additional surveys are conducted during the annual meeting, usually in March-April when a new president is elected for the current year. Satisfaction rates range from good to excellent.

The survey consisted of three parts, each part contained 19 questions:

Part 1 – Personal quality of student, 83%,

Part 2 – General Skills of student, 80%,

Part 3 – Professional skills of student, 72%.

Figure 9 – Program Satisfaction Outcome – Personal Qualities

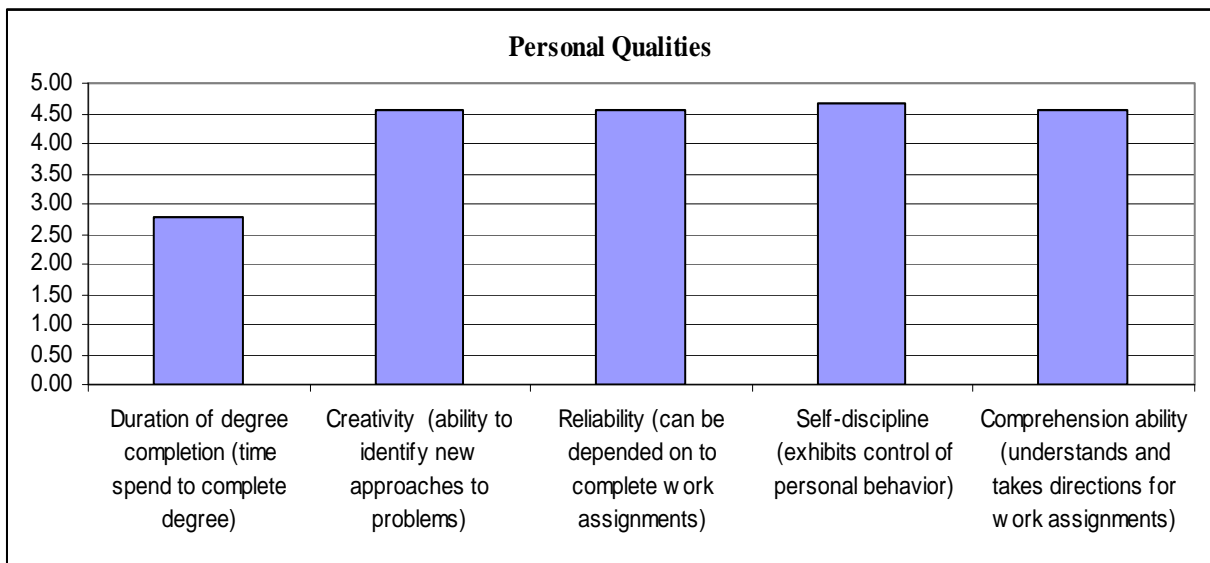


Figure 10 – Program Satisfaction Outcome – General Skills

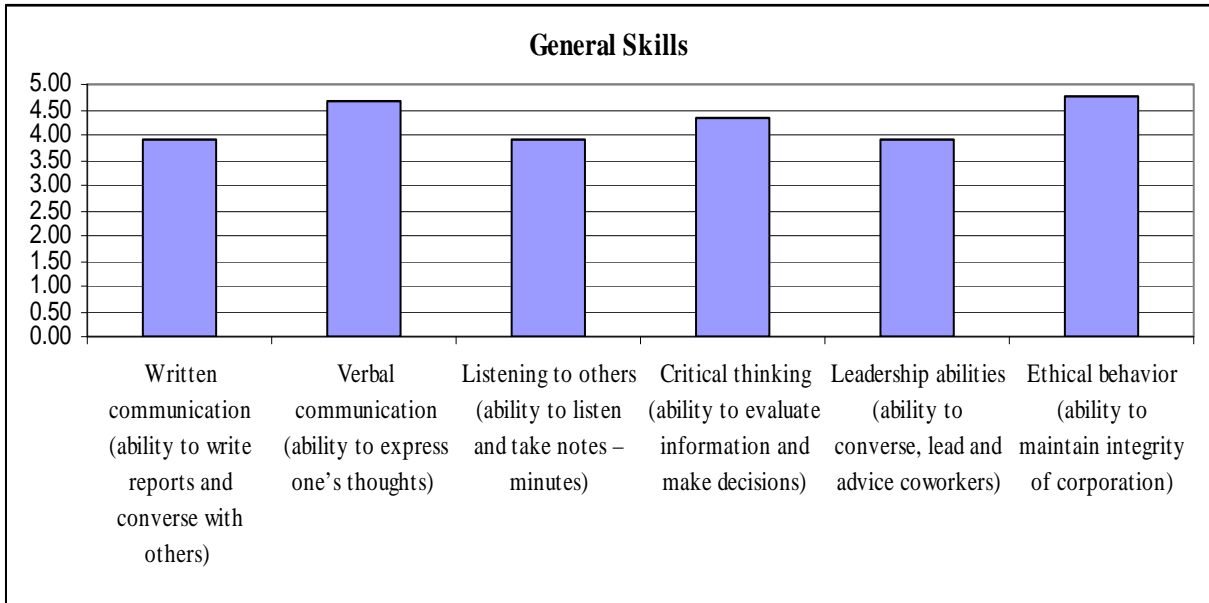
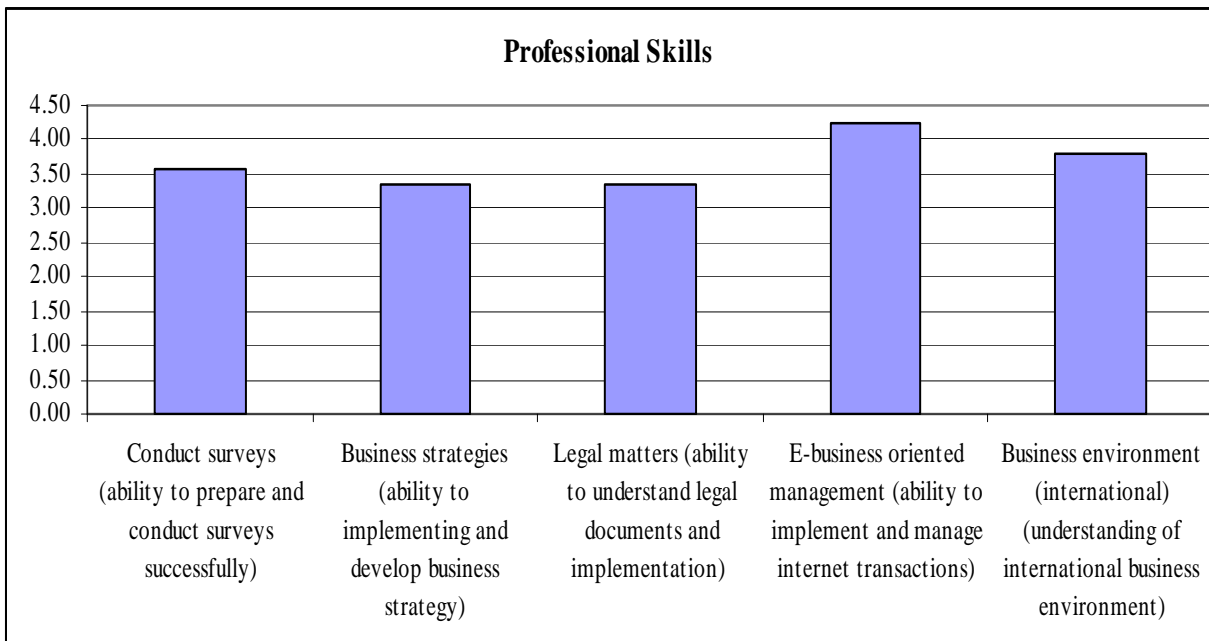


Figure 11 – Program Satisfaction Outcome – Professional Skills



Licensure pass rates

Undergraduate

	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14

Graduate

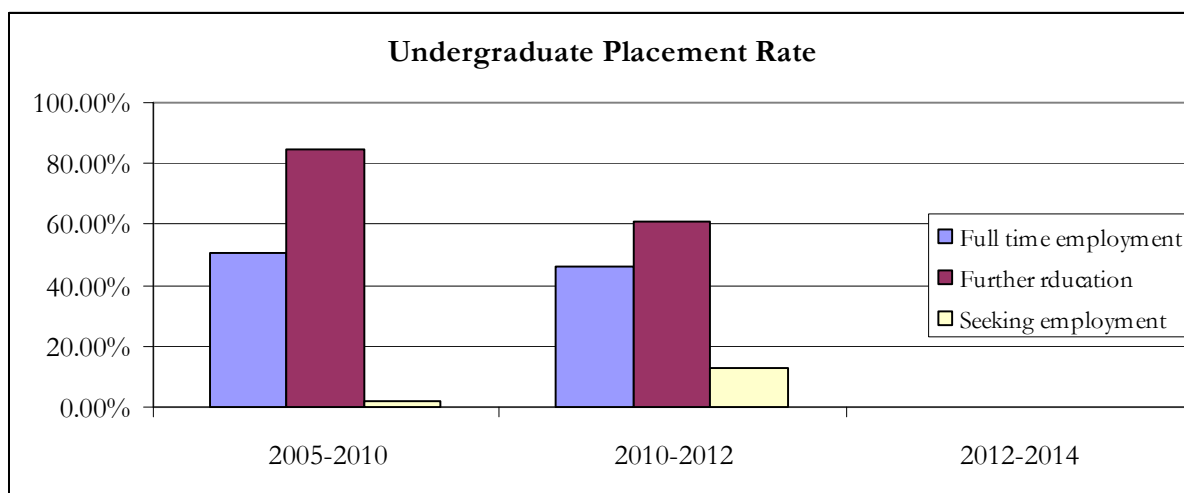
Job placement rates

Undergraduate

		Number of respondents		Full-Time Employment	Part-Time Employment	Pursuing Further Education	Still Seeking Employment
School:	Class size	Number	%	%	%	%	%
SBEM							
Management	80	58	72.5	53.4	/	63.8	3.4
Finance	91	70	77	41.4	/	77.1	1.4
Marketing	47	33	70.2	63.7	/	66.7	0
Political Science							
Human Rights	8	4	50	25	/	100	0
International Relations	60	38	63.3	36.9	/	86.7	5.3
Computer Science							
Computer Networks	5	3	60	66.7	/	66.7	0
Software Engineering	3	3	100	66.7	/	100	0
Foreign Languages							
TEFL	9	4	44.4	25	/	100	0
Business Communication & Correspondence	4	1	25	100	/	100	0
Architecture	38	35	92.1	34.3	/	85.8	2.9
Law	7	5	71.4	40	/	80	0

University level	2005-2010	2010-2012	2012-2014
Full time employment	50.50%	46%	
Part time employment	NA	NA	
Further education	84.50%	61%	
Seeking employment	>2%	13%	

Figure 12 – Job placement rates



Alumni Satisfaction and Employability

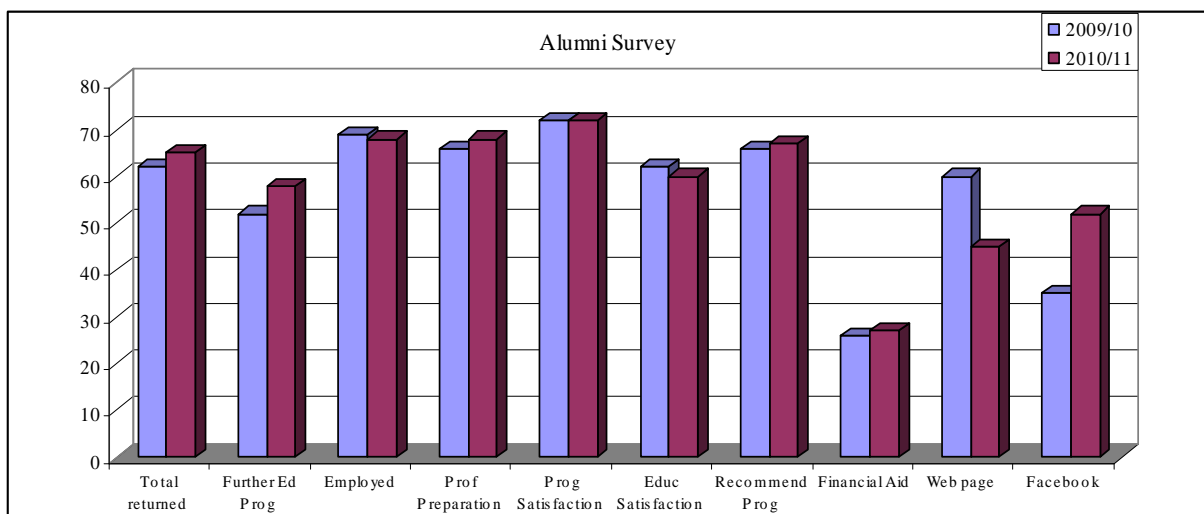
The Alumni Association is the driving force that promotes future development through the local business community related to specific goals and needs from our graduates. Through annual meetings and events, the Alumni association provides social, intellectual and business opportunities to all students and graduates of the University.

Online and paper based questionnaire surveys are sent out to all alumni at the time of their graduation and at regular intervals once during the year. They are given an online survey that surveys numerous questions. Correspondence with the alumni is done through mail, e-mail and annual meeting. During the 2010/11 academic year, 254 surveys were sent out to our alumni and the response was 127 students, which is more than 50% response ratio. Satisfaction rates from our alumni are expressed through qualitative data received from our survey.

The overall survey produced results that are indicative to the performance and participation of the alumni association.

- Total Undergraduate returned 65%
- Further Ed Program 58%
- Employed 68%
- Professional Preparation satisfaction 68%
- Program Satisfaction 72%
- Educational Satisfaction 60%
- Recommend the Program to others 67%
- Financial Aid 27%
- Communication mode
 - Web page 45%
 - Facebook 52%

Figure 13 – Alumni satisfaction survey



Every year since 2010 the Career Center performs survey on how many graduate have been employed. Unemployed (Still Seeking Employment) are considered all students that are not employed and did not pursue further education.