**North South University**

Employer Satisfaction Survey

The following survey is undertaken at the beginning of every calendar year in order to evaluate the effectiveness of North South graduates at the workplace through the employer’s perspective. The objective behind this survey is to better equip North South graduates with the necessary job attributes as deemed vital for the primary stakeholder whom they will serve.

**Company Name:**

**Designation of person completing survey:**

Please **highlight** the choice of answer for the following questions

**1. Which industry does your institution belong to?**

a. Telecommunication

b. Banking and Finance

c. Garments and apparels

d. Pharmaceuticals

e. Research and consultancy

f. Academia

g. Non-profits/NGOs

h. Government/public sector

i. Others

If the answer to the above question is “others”, please specify:

**2. How many employees currently work for your institution?**

a. less than 20

b. 20 to 50

c. between 50 to 100

d. 100 to 300

e. more than 500

**3. To what extent are you aware of the academic and non-academic activities of North South University?**

a. great

b. large

c. moderate

d. poor

e. very poor

**4. How many North South Graduates have you hired in the last one (1) year?**

a. 0\*

b. 0 to 5

c. 5 to 10

d. 10 to 20

e. 20 or more

\* If the answer to above question is option “a”, please go to question number 9

**5. Which area/s of the institution did the North South graduates work for?**

*(Please highlight more than one option if more than one area is served by the NSU graduates)*

a. HR department

b. Accounting and finance department

c. Management and administration

d. Marketing

e. Sales and Customer Service

f. Research and Development

**6. Which field of study did the hired North South graduates complete their studies from?** *(Please highlight more than option if the graduates have been hired from various disciplines or from dual majors)*

a. Accounting

b. Finance

c. Marketing

d. International Business

e. Economics

f. Management

g. Others

If the answer to the above question is “others”, please specify:

**7. Please rate how satisfied you were with the skills, knowledge and professional traits displayed by North South graduates at the workplace.** *(Please place a tick (*✓*) in the following scale for each of the traits)*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Very Dissatisfied** | **Dissatisfied** | **Neither Satisfied nor Dissatisfied** | **Satisfied** | **Very Satisfied** |
| **Skills & Knowledge** |
| Teamwork skills |  |  |  |  |  |
| Verbal Communication Skills |  |  |  |  |  |
| Interpersonal skills |  |  |  |  |  |
| Job-related technical skills |  |  |  |  |  |
| Written communication skills |  |  |  |  |  |
| Time management skills |  |  |  |  |  |
| Problem solving skills |  |  |  |  |  |
| Critical thinking skills |  |  |  |  |  |
| Leadership skills |  |  |  |  |  |
| Planning skills |  |  |  |  |  |
| Job/Industry related Knowledge |  |  |  |  |  |
| Quantitative analytical skills |  |  |  |  |  |
| Qualitative analytical skills |  |  |  |  |  |
| Creative thinking |  |  |  |  |  |
| Implementation of theory into practice |  |  |  |  |  |
| **Professional Traits** |
| Honesty and integrity |  |  |  |  |  |
| Work ethics |  |  |  |  |  |
| Adaptability to change |  |  |  |  |  |
| Attitude to work |  |  |  |  |  |
| Tendency to learn |  |  |  |  |  |
| Tendency to teach/coach others |  |  |  |  |  |
| Drive for continuous self and work improvement |  |  |  |  |  |
| Tendency to take initiatives and be pro-active |  |  |  |  |  |
| Reliability  |  |  |  |  |  |
| Self-discipline |  |  |  |  |  |
| Take responsibility and accept any consequences |  |  |  |  |  |

**8. Overall, how satisfied are you with the skills, knowledge and professionalism of the North South University graduates working**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Very Dissatisfied** | **Dissatisfied** | **Neither Satisfied nor Dissatisfied** | **Satisfied** | **Very Satisfied** |
| Skills and Knowledge |  |  |  |  |  |
| Professional Traits |  |  |  |  |  |

**9. Please inform the importance of the above skills, knowledge and professional traits to the job and workplace so that North South University to more emphasis on developing them.**

*(Please place a tick (*✓*) in the following scale for each of the traits)*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Not Important at all** | **Unimportant** | **Neither Important nor Unimportant** | **Important** | **Very Important** |
| **Skills & Knowledge** |
| Teamwork skills |  |  |  |  |  |
| Verbal Communication Skills |  |  |  |  |  |
| Interpersonal skills |  |  |  |  |  |
| Job-related technical skills |  |  |  |  |  |
| Written communication skills |  |  |  |  |  |
| Time management skills |  |  |  |  |  |
| Problem solving skills |  |  |  |  |  |
| Critical thinking skills |  |  |  |  |  |
| Leadership skills |  |  |  |  |  |
| Planning skills |  |  |  |  |  |
| Job/Industry related Knowledge |  |  |  |  |  |
| Quantitative analytical skills |  |  |  |  |  |
| Qualitative analytical skills |  |  |  |  |  |
| Creative thinking |  |  |  |  |  |
| Implementation of theory into practice |  |  |  |  |  |
| **Professional Traits** |
| Honesty and integrity |  |  |  |  |  |
| Work ethics |  |  |  |  |  |
| Adaptability to change |  |  |  |  |  |
| Attitude to work |  |  |  |  |  |
| Tendency to learn |  |  |  |  |  |
| Tendency to teach/coach others |  |  |  |  |  |
| Drive for continuous self and work improvement |  |  |  |  |  |
| Tendency to take initiatives and be pro-active |  |  |  |  |  |
| Reliability  |  |  |  |  |  |
| Self-discipline |  |  |  |  |  |
| Take responsibility and accept any consequences |  |  |  |  |  |

**10. Please indicate the top three (3) skills or knowledge or professional traits or a combination would you like North South University to emphasize more for their graduates**

a.

b.

c.

**11. Please provide details of any other skills, knowledge or professional traits not indicated above that you believe are vital for the current and future workplace success**

**12. Would you hire North South graduates in the future**.*(Please highlight one of the two options)*

a. Yes

b. No

**13. If the answer to question no. 12 were option (b: “No”), please provide brief reasons as to why:**

**14. If the answer to question no.12 were option (a: “Yes”), would you recommend North South graduates to other institutions?**

a. Yes

b. No

**15. Would you or a representative of your institution be willing to complete this survey annually?**

a. Yes

b. No

Thank you for your time and patience in taking the survey. Your insight and valued feedback would help the efforts of North South University in continuous improvement of education quality and its attempt in producing world-class graduates who become successful value contributors to their employers.