

SATISFACTION SURVEY ON AU UNIQUENESS AND IDENTITY DEVELOPMENT



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Institute for Research and Academic Services

Preface

The Institute for Research and Academic Services conducted the Satisfaction Survey on AU Uniqueness and Identity Development (AU)'s policy in developing faculty members and students' Uniqueness and Identity to gather the results of AU Uniqueness and Identity Development according to the standard indicators of the Office for National Education Standards and Quality Assessment (ONESQA). The AU Uniqueness and Identity emphasize on the University's ultimate vision of producing the ethical, moral, and academically competent graduates to serve the nation, ASEAN Economic Community (AEC), and the global communities at large.

Institute for Research and Academic Services would like to thank the AU's personnel both lecturers and staff from various faculties and graduate schools for assisting us in collecting data from students. Finally, IRAS would like to thank all those respondents who provided valuable and useful data.

Institute for Research and Academic Services

Executive Summary

The outcomes of the Satisfaction Survey in the Implementation of the Assumption University is Policy in Developing AU Uniqueness and Identities are explained in two indicators of

- AU Uniqueness
- AU Identity Development

The survey was separated 2 parts

- Part I : AU Community Satisfaction
- Part II : Market Employers Satisfaction

Part I : AU Community Satisfaction

The overall AU Community has the satisfactory level of “High Satisfaction” All two indicators of 1) AU Uniqueness and 2) AU Identity Development However, Overall when considering in details 3 parts, the Au were satisfied with AU Uniqueness and AU Identity Development with same score of 3.87 and Integrity, Social Consciousness & Discipline with score of 3.86 respectively.

The Students were satisfied with AU Uniqueness with score of 3.83, AU Identity Development and Integrity and Social Consciousness & Discipline with same score of 3.85 respectively.

The Lecturers were satisfied with AU Uniqueness with score of 4.24, AU Identity Development with score of 4.11 and Integrity, Social Consciousness & Discipline with score of 3.99 respectively.

The Staff were satisfied with AU Uniqueness with score of 4.06, AU Identity Development with score of 3.96 and Integrity and Social Consciousness & Discipline with score of 3.88 respectively.

The Students were satisfied International University and Entrepreneurial Spirit with same score of 3.86, English Competency and Integrity, Social Consciousness & Discipline with same score of 3.85 respectively.

The Lecturers were satisfied Catholic University with score of 4.30, International University with score of 4.19 and Entrepreneurial Spirit with score of 4.16 respectively.

The Staff were satisfied Catholic University with score of 4.09, International University with score of 4.02 and English Competenc with score of 4.00 respectively.

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Satisfaction Survey on AU Uniqueness and Identity Development

Introduction

Assumption University (AU) was initially originated from Assumption Commercial College in 1969 as an autonomous Higher Education Institution named the Assumption School of Business. In 1972, with the approval of the Ministry of Education, it was officially established as Assumption Business Administration College or ABAC. In May 1975 it was accredited by the Ministry of University Affairs. In 1990 it was granted new status as “Assumption University” by the Ministry of University Affairs.

AU is a non-profit institution administered by the Brothers of St. Gabriel, a worldwide Catholic Religious Order, founded in France in 1705 by St. Louis Marie de Montfort, devoted to education and philanthropic activities. The Congregation has been operating many educational institutions in Thailand since 1901.

AU Uniqueness

An International Catholic University (ICU)

1. Catholic University
 - Catholic values
 - Catholic symbols
 - Catholic leader
 - Liturgical services

2. International University
 - International programs
 - International scholars
 - International students
 - International recognition
 - Learning environment

AU Identity 3Es

1. Ethics
 - 1.1 Integrity
 - 1.2 Social consciousness
 - 1.3 Discipline
 - Self-discipline
 - Social discipline
2. English Competency
3. Entrepreneurial Spirit
 - 3.1 Leadership
 - 3.2 Management knowledge
 - 3.3 *Labor omnia vincit*

Uniqueness as an Institution Image

Assumption University of Thailand is an International Catholic University whose uniqueness as an educational institution is connected to its history, charism and mission. The University was founded by the Brothers of Saint Gabriel. This order was created by Saint Louis Marie Grignon de Montfort in La Rochelle, France in 1711, who opened schools for the poor, orphans and physically challenged. Education has been its priority and charism ever since. The word charism in general refers to a gift which comes from God. In a more specific way it refers to the unique beliefs that characterize an order of the church such as the Brothers of Saint Gabriel and its dedication to education. The Brothers of Saint Gabriel began its mission in Thailand in 1901. Assumption University of Thailand, founded in 1969, (better known as ABAC from its former name of Assumption Business Administration College.) was the first university in Thailand to offer all classes in the English language. It became Thailand's first international university.

Even though it is an international university, its uniqueness is connected to its role as a Catholic university. We understand a Catholic university as a Catholic institution of higher learning characterized by shared Christian vision and goals, reflection in the light of faith, fidelity to tradition and commitment to service (Association of Catholic Universities and Colleges). It promotes Catholic values. These refer to the Gospel values expressed in the New Testament. The University emphasizes the core value of Christianity which is love.

Throughout the campuses, one encounters various Catholic symbols which express the University's charism. Throughout the university campus and its buildings and architecture there is a promotion of the teachings of Christ who proclaimed, "I am the Way, the Truth, and the Life" (John 14:6). It has also given a prominent place to the teaching of Christ concerning the value of the individual: "You are the salt of the earth... You are the light of the world..." (Matthew 5:13-14)

The university uses the statute of Our Lady as its symbol. It is a tradition handed down for centuries that Christians venerate the Mother of Christ as "the Seat of Wisdom". (Sedes Sapientiae). According to Christian belief, Christ is the wisdom seated on the Throne. This implies, on the one hand, that the Mother of Christ is the Dwelling Place of the Supreme Wisdom of all science. On the other hand, the university is the Alma Mater, or our Mother who is also the "Dwelling Place of Knowledge". In this context, "Assumption" which, besides its religious meaning in glorification of the Mother of Christ, has yet another meaning in Thai, namely "the Abode of Abiding Knowledge" Rightly, "Assumption University" is the Seat of Wisdom.

Also in connection with its charism, the University has erected statues and named buildings after St. Louis Marie Grignon de Montfort (who was the founder of the order), St. Peter, St. Paul, St. John Paul II, St. John XXIII, St. Gabriel, St. Rafael, St. Michael, St. Martin de Tours, St. Vincent Mary, Bernadette de Lourdes, Assumption, St. Philip & St. Bernard, St. Albert, St. Laurence, King David, King Solomon, and Queen of Sheba.

There is also a standard use of the Crucifix throughout the campus. The crucifix can be understood not only as the death and resurrection of Christ, but also the need of everyone to die to their body concerns and be reborn into a spiritual wisdom. This too is one role of education. These symbols can have great meaning for students of all faiths and even those who are without a religious faith.

The University has in its history recruited its Catholic leaders and presidents from the ranks of the members of the Montfort Brothers of St. Gabriel.

The University chapels hold various Liturgical services and sacramental rites. Special mass is celebrated to mark the beginning of the new academic year, Assumption Day, the feast of St. Louis Marie Grignon de Montfort, Christmas, Holy Week, Easter in addition to daily mass.

Identity of its Graduates

As a Catholic university, AU emphasizes the formation process of its graduates, even as it recognizes the wide diversity of cultures and religions of its students. This formation process can be summarized by three E's.

Ethics

As a Catholic institution, the University emphasizes the teaching of Ethics. This involves fostering the moral values and building the character of students through university courses, conferences and other activities and formation processes based on the promotion of Catholic values.

Among these values, the University promotes Integrity, Social Consciousness, and Discipline. Integrity refers to honesty, reliability, credibility and accountability. Social Consciousness refers to awareness of communal life with moral obligation to care, share and sacrifice for others. Discipline covers both self-discipline and social discipline. Self-discipline refers to the ability to control oneself to do things that should be done. Social discipline refers to respect for social norms and for the rights of others.

English Proficiency

English Proficiency has always been a part of Assumption University's history and uniqueness. It continues to cultivate students' skills for global integration.

Assumption University prides itself as being the first international university in Thailand. It has always emphasized international programs, international scholars and students, and the importance of international recognition. An international program is understood as a program designed in line with international standards and curricula, using English as a medium of instruction, accessible to students worldwide and recognized by overseas universities and organization. The University has always made a point to seek international scholars, teachers and researchers of diverse nationalities and cultures, and has always prided itself on attracting many international students from diverse nationalities and cultures.

The University has invested heavily in its learning environment. One can see on a large scale at the Suvarnabhumi campus which has materialized Brother Martin's vision of a campus in the park. It also refers to the integration of architectural design, facilities, and atmosphere conducive to learning among its international students.

International recognition refers to networking and overseas collaboration through formal memoranda of understanding with distinguished universities and organizations, including acceptance of students and graduates worldwide. The University also promotes international conferences to enhance these connections.

Entrepreneurial Spirit

As a leading business university in Thailand, the creation of an entrepreneurial spirit has always been emphasized. This refers to a mindset which combines creativity with the exercise of responsible leadership, and the ability to take initiatives based on the motto: Labor omnia vincit (Labor conquers all things). This refers to the belief that human persons justify themselves and their existence by the nobility of their work which includes industrious effort, commitment, determination, and courage to face adversity. Leadership refers to personal attributes that cover positive thinking, passion for success, critical and creative thinking. Management knowledge refers to concerning managerial functions in organization.

Scoring and Interpretation of Scores

The outcomes of Satisfaction towards AU Identity Implementation are measured by the mean scores of what respondents determine the AU Community's effort in setting and implementing the policy that helps students develop their identities. The score interval of mean scores are interpreted as follows:

(Satisfaction)	(Scoring)
Most	5
More	4
Neutral	3
Less	2
Least	1

Score Interpretation

1.00	to	1.50	=	very low level
1.51	to	2.50	=	low level
2.51	to	3.50	=	moderate level
3.51	to	4.50	=	high level
4.51	to	5.00	=	very high level

Part I

AU Community

Data collection

Data collection was done by self administration answer for 3 months. Total respondents are 6,040 persons including 5,304 students, 385 lecturers and 351 staff.

Table 1 Number and Percentage of Faculty

Faculty	Students		Lecturers		Staff	
	Count	Percent	Count	Percent	Count	Percent
Martin de Tours School of Management and Economics	2,000	37.71	99	25.71	13	3.70
Theodore Maria School of Arts	1,325	24.98	56	14.55	5	1.42
Bernadette de Lourdes School of Nursing Science	165	3.11	10	2.60	2	0.57
Vincent Mary School of Science and Technology	95	1.79	18	4.68	5	1.42
Vincent Mary School of Engineering	240	4.52	15	3.90	11	3.13
School of Law	260	4.90	3	0.78	4	1.14
School of Biotechnology	35	0.66	11	2.86	3	0.85
Albert Laurence School of Communication Arts	715	13.48	32	8.31	15	4.27
School of Music	14	0.26	5	1.30	5	1.42
Montfort Del Rosario School of Architecture and Design	366	6.90	8	2.08	3	0.85
Institute for English Language Education (IELE)	-	-	57	14.81	5	1.42
Graduate School of Business	63	1.19	6	1.56	17	4.84
Graduate School of English	-	-	1	0.26	-	-
Graduate School of eLearning	-	-	2	0.52	9	2.56
Graduate School of Human Sciences	26	0.49	5	1.30	2	0.57
office	-	-	29	7.53	252	71.79
Not Specified Dept.	-	-	28	7.27	-	-
Total	5,304	100.00	385	100.00	351	100.00

Data analysis

Researcher uses program for analyzing statistic data by using SPSS for Windows and analyze the data follows descriptive statistics such as number, percentage, mean and standard deviation to descriptive the data.

Table 2 Number and Percentage of Students Respondent by General Data

	Variable	Characteristic	Frequency	Percent
Students	Sex	Male	1,928	36.35
		Female	3,376	63.65
		Total	5,304	100
	Academic Year	Freshman	1,436	27.21
		Sophomore	1,199	22.72
		Junior	1,234	23.38
		Senior	1,312	24.86
		Super Senior	34	0.64
		Master	89	1.68
		Total	5,304	100.00

Demographic information were summarized as show in table2. The total respondents is 5,304 people, 63.65% was Female and 36.35% was Male. For Academic Year, it found that Most of Freshman and the total is 1,436 people or 27.21%, the second is Senior and the total is 1,312 people or 24.86%, the third is Junior and the total is 1,234 people or 23.38%

Table 3 Mean and Standard Deviation AU Uniqueness and AU Identity Implementation by Dimention

Dimention	Students (n=5,304)		Lecturers (n=385)		Staff (n=351)		Overall (n=6,040)	
	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.
AU Uniqueness								
Catholic University	3.79	0.69	4.30	0.73	4.09	0.70	3.84	0.71
International University	3.86	0.66	4.19	0.75	4.02	0.68	3.89	0.68
Total	3.83	0.63	4.24	0.69	4.06	0.66	3.87	0.65
AU Identity Development								
English Competency	3.85	0.71	4.10	0.79	4.00	0.74	3.87	0.72
Ethics	3.83	0.69	4.06	0.82	3.92	0.72	3.85	0.70
Entrepreneurial Spirit	3.86	0.70	4.16	0.74	3.96	0.72	3.88	0.71
Total	3.85	0.62	4.11	0.72	3.96	0.69	3.87	0.63
Integrity,Social Consciousness & Discipline	3.85	0.68	3.99	0.81	3.88	0.72	3.86	0.70
Total	3.85	0.68	3.99	0.81	3.88	0.72	3.86	0.70
Total All	3.84	0.58	4.14	0.67	3.98	0.63	3.87	0.59

From table 3, it shows The Overall AU Uniqueness and AU Identity Development. When considering in details 3 dimention, the Au overall were satisfied with AU Uniqueness and AU Identity Development with same score of 3.87 and Integrity, Social Consciousness & Discipline with score of 3.86 respectively.

The Students were satisfied with AU Uniqueness with score of 3.83, AU Identity Development and Integrity and Social Consciousness & Discipline with same score of 3.85 respectively.

The Lecturers were satisfied with AU Uniqueness with score of 4.24, AU Identity Development with score of 4.11 and Integrity,Social Consciousness & Discipline with score of 3.99 respectively.

The Staff were satisfied with AU Uniqueness with score of 4.06, AU Identity Development with score of 3.96 and Integrity and Social Consciousness & Discipline with score of 3.88 respectively.

Table 4 Mean and Standard Deviation by Indicators and Items

AU Uniqueness	Students (n=5,304)		Lecturers (n=385)		Staff (n=351)		Overall (n=6,040)	
	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.
Catholic University								
1. AU is an International Catholic University that dedicates itself to the pursuit of Truth and knowledge.	3.76	0.85	4.24	0.86	4.13	0.77	3.81	0.86
2. AU follows the values of a Catholic University and appropriately displays Catholic symbols.	3.79	0.81	4.36	0.82	4.10	0.76	3.85	0.83
3. AU is effectively managed by Catholic Leader.	3.79	0.84	4.30	0.88	4.14	0.76	3.85	0.85
4. AU arranges Catholic rites and functions for the AU community and the public.	3.80	0.82	4.30	0.77	4.01	0.78	3.84	0.82
Total	3.79	0.69	4.30	0.73	4.09	0.70	3.84	0.71
International University								
5. AU is an international educational institution with strong international programs.	3.87	0.85	4.24	0.83	4.10	0.78	3.91	0.85
6. AU has a diverse faculty of international scholars.	3.86	0.83	4.28	0.81	3.96	0.78	3.89	0.83
7. AU does not discriminate between Thai and international students.	3.83	0.87	4.23	0.95	3.98	0.83	3.87	0.88
8. AU is widely recognized by international organizations.	3.86	0.82	4.07	0.89	4.01	0.74	3.88	0.82
9. The overall learning environment is conducive for the students' learning.	3.88	0.81	4.15	0.86	4.07	0.75	3.91	0.81
Total	3.86	0.66	4.19	0.75	4.02	0.68	3.89	0.68
Total All	3.83	0.63	4.24	0.69	4.06	0.66	3.87	0.65
AU Identity Development								
English Competency								
1. AU has clear English language development policy to enhance the listening, speaking, reading and writing skills of students.	3.87	0.85	4.11	0.84	4.00	0.81	3.89	0.85
2. The promotion of these English language skills is based on AU educational plans and strategies.	3.83	0.81	4.14	0.84	3.98	0.79	3.86	0.81
3. AU actively encourages students to develop their English listening, speaking, reading and writing skills.	3.85	0.84	4.06	0.88	4.00	0.79	3.87	0.84
Total	3.85	0.71	4.10	0.79	4.00	0.74	3.87	0.72
Ethics								
4. AU has clear policy on the development of both general moral values and professional ethical values, consisting of: integrity, prudence, fortitude, temperance and justice.	3.82	0.83	4.05	0.89	3.89	0.79	3.84	0.83
5. The development of these general and moral and professional ethical values of is based on AU educational plans and strategies.	3.84	0.80	4.08	0.86	3.92	0.77	3.86	0.81
6. AU actively encourages students to develop these moral and professional ethical values.	3.84	0.83	4.04	0.89	3.94	0.79	3.86	0.83
Total	3.83	0.69	4.06	0.82	3.92	0.72	3.85	0.70
Entrepreneurial Spirit								
7. AU has clear policy on the development of entrepreneurial spirit involving the cultivation of a creative and innovative mind, leadership skills, management knowledge, and Labor omnia vincit.	3.85	0.82	4.17	0.81	3.95	0.78	3.88	0.82
8. The development of entrepreneurial spirit is based on AU educational plans and strategies.	3.84	0.81	4.14	0.81	3.96	0.79	3.87	0.81
9. AU actively encourages students to develop their entrepreneurial spirit.	3.88	0.83	4.16	0.79	3.98	0.78	3.90	0.83
Total	3.86	0.70	4.16	0.74	3.96	0.72	3.88	0.71
Total All	3.85	0.62	4.11	0.72	3.96	0.69	3.87	0.63

Integrity,Social Consciousness & Discipline	Students (n=5,304)		Lecturers (n=385)		Staff (n=351)		Overall (n=6,040)	
	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.
1 .AU encourages students to develop their integrity: honesty, reliability, credibility, and accountability.	3.82	0.81	4.01	0.92	3.92	0.77	3.84	0.82
2. AU fosters a social consciousness of caring, sharing and sacrifice.	3.81	0.82	3.93	0.88	3.85	0.79	3.82	0.82
3. AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	3.87	0.82	4.04	0.90	3.90	0.79	3.88	0.82
4. AU promotes social discipline e.g. punctuality, social norms, and respect for the rights of others.	3.90	0.83	4.00	0.89	3.85	0.76	3.91	0.83
Total All	3.85	0.68	3.99	0.81	3.88	0.72	3.86	0.70
Total Over All	3.84	0.58	4.14	0.67	3.98	0.63	3.87	0.59

From table 4, it shows that AU Uniqueness and AU Identity Development by Indicators and Item. When considering by indicators, the Au overall were satisfied the most with International University with score of 3.89, Entrepreneurial Spirit with score 3.88 and English Competency with score 3.87 respectively.

When considering by classification of respondents, The Students were satisfied International University and Entrepreneurial Spirit with same score of 3.86, English Competency and Integrity,Social Consciousness & Discipline with same score of 3.85 respectively.

The Lecturers were satisfied Catholic University with score of 4.30, International University with score of 4.19 and Entrepreneurial Spirit with score of 4.16 respectively.

The Staff were satisfied Catholic University with score of 4.09, International University with score of 4.02 and English Competenc with score of 4.00 respectively.

Table 5 Mean and Standard Deviation by Academic Year

AU Uniqueness	Freshman (n=1,436)		Sophomore (n=1,199)		Junior (n=1,234)		Senior (n=1,312)		Super Senior (n=34)		Master (n=89)	
	Mean	S.D.	Mean	S.D.	Mean	Mean	Mean	S.D.	Mean	S.D.	Mean	S.D.
Catholic University												
1. AU is an International Catholic University that dedicates itself to the pursuit of Truth and knowledge.	3.67	0.94	3.71	0.82	3.81	0.83	3.86	0.80	3.85	0.93	3.94	0.71
2. AU follows the values of a Catholic University and appropriately displays Catholic symbols.	3.73	0.87	3.77	0.80	3.81	0.78	3.87	0.79	4.03	0.67	3.88	0.74
3. AU is effectively managed by Catholic Leader.	3.74	0.88	3.77	0.82	3.83	0.82	3.84	0.83	4.06	0.60	3.79	0.86
4. AU arranges Catholic rites and functions for the AU community and the public.	3.76	0.86	3.76	0.80	3.84	0.80	3.83	0.80	3.85	0.61	3.96	0.78
Total	3.72	0.75	3.75	0.67	3.82	0.66	3.85	0.67	3.95	0.48	3.89	0.66
International University												
5. AU is an international educational institution with strong international programs.	3.82	0.89	3.84	0.81	3.91	0.86	3.90	0.82	3.79	0.59	4.15	0.65
6. AU has a diverse faculty of international scholars.	3.82	0.87	3.82	0.83	3.87	0.83	3.91	0.79	3.82	0.72	3.92	0.73
7. AU does not discriminate between Thai and international students.	3.81	0.90	3.78	0.85	3.86	0.85	3.86	0.85	4.00	0.82	3.98	0.81
8. AU is widely recognized by international organizations.	3.81	0.86	3.80	0.80	3.92	0.79	3.91	0.81	4.03	0.80	4.02	0.71
9. The overall learning environment is conducive for the students' learning.	3.86	0.88	3.82	0.79	3.93	0.78	3.89	0.77	4.00	0.82	3.99	0.73
Total	3.82	0.72	3.81	0.63	3.90	0.66	3.89	0.63	3.93	0.56	4.01	0.55
Total All	3.78	0.69	3.79	0.60	3.86	0.62	3.87	0.60	3.94	0.48	3.96	0.57
AU Identity Development												
English Competency												
1. AU has clear English language development policy to enhance the listening, speaking, reading and writing skills of students.	3.79	0.89	3.84	0.84	3.91	0.81	3.92	0.82	4.06	0.78	3.89	0.86
2. The promotion of these English language skills is based on AU educational plans and strategies.	3.79	0.85	3.77	0.81	3.85	0.78	3.88	0.78	3.88	0.73	3.92	0.74
3. AU actively encourages students to develop their English listening, speaking, reading and writing skills.	3.82	0.88	3.78	0.85	3.89	0.81	3.90	0.81	4.03	0.72	3.97	0.73
Total	3.80	0.75	3.80	0.70	3.89	0.68	3.90	0.69	3.99	0.57	3.93	0.67
Ethics												
4. AU has clear policy on the development of both general moral values and professional ethical values, consisting of: integrity, prudence, fortitude, temperance and justice.	3.79	0.87	3.76	0.85	3.84	0.79	3.86	0.79	3.79	0.73	3.93	0.67
5. The development of these general and moral and professional ethical values of is based on AU educational plans and strategies.	3.80	0.84	3.79	0.80	3.88	0.77	3.89	0.80	3.91	0.67	4.03	0.71
6. AU actively encourages students to develop these moral and professional ethical values.	3.81	0.87	3.78	0.82	3.89	0.80	3.87	0.81	4.03	0.76	3.96	0.75
Total	3.80	0.73	3.78	0.67	3.87	0.66	3.87	0.68	3.91	0.53	3.97	0.63
Entrepreneurial Spirit												
7. AU has clear policy on the development of entrepreneurial spirit involving the cultivation of a creative and innovative mind, leadership skills, management knowledge, and Labor omnia vincit.	3.81	0.86	3.75	0.84	3.92	0.79	3.91	0.79	4.12	0.69	3.98	0.71
8. The development of entrepreneurial spirit is based on AU educational plans and strategies.	3.81	0.86	3.80	0.80	3.88	0.76	3.89	0.79	3.82	0.63	3.89	0.76
9. AU actively encourages students to develop their entrepreneurial spirit.	3.82	0.87	3.79	0.82	3.95	0.79	3.93	0.82	4.03	0.67	3.97	0.82
Total	3.81	0.74	3.78	0.69	3.92	0.66	3.91	0.69	3.99	0.52	3.94	0.68
Total All	3.80	0.66	3.79	0.61	3.89	0.59	3.90	0.60	3.96	0.47	3.95	0.60

Integrity,Social Consciousness & Discipline	Freshman (n=1,436)		Sophomore (n=1,199)		Junior (n=1,234)		Senior (n=1,312)		Super Senior (n=34)		Master (n=89)	
	Mean	S.D.	Mean	S.D.	Mean	Mean	Mean	S.D.	Mean	S.D.	Mean	S.D.
1 .AU encourages students to develop their integrity: honesty, reliability, credibility, and accountability.	3.79	0.85	3.76	0.82	3.86	0.77	3.88	0.81	4.00	0.65	3.87	0.80
2. AU fosters a social consciousness of caring, sharing and sacrifice.	3.78	0.87	3.76	0.80	3.85	0.77	3.86	0.80	3.74	0.75	3.91	0.75
3. AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	3.83	0.87	3.82	0.80	3.91	0.77	3.89	0.80	3.97	0.83	3.92	0.77
4. AU promotes social discipline e.g. punctuality, social norms, and respect for the rights of others.	3.91	0.88	3.84	0.81	3.93	0.79	3.92	0.82	3.88	0.69	3.90	0.77
Total All	3.83	0.73	3.80	0.67	3.89	0.65	3.89	0.68	3.90	0.55	3.90	0.67
Total Over All	3.80	0.63	3.79	0.56	3.88	0.55	3.89	0.56	3.94	0.45	3.94	0.55

From table 5, it shows that AU Uniqueness and AU Identity Development by Academic Year. When considering by classification of respondents, The Freshman were satisfied Integrity, Social Consciousness & Discipline with score of 3.83, International University with score of 3.82, and Entrepreneurial Spirit with score of 3.81 respectively.

The Sophomore were satisfied International University with score of 3.81, English Competency and Integrity, Social Consciousness & Discipline with same score of 3.80, Ethics and Entrepreneurial Spirit with same score of 3.78 respectively.

The Junior were satisfied Entrepreneurial Spirit with score of 3.92, International University with score of 3.90, English Competency and Integrity, Social Consciousness & Discipline with same score of 3.89 respectively.

The Senior were satisfied Entrepreneurial Spirit with score of 3.91, English Competency with score of 3.90 and International University with score of 3.89 respectively.

The Super Senior were satisfied English Competency and Entrepreneurial Spirit with same score of 3.99, Catholic University with score of 3.95, and International University with score of 3.93 respectively.

The Master were satisfied International University with score of 4.01, Ethics with score of 3.97 and Entrepreneurial Spirit with score of 3.94 respectively.

Appendix

**Martin de Tours School of Management
and Economics**

AU Community Satisfaction

Martin de Tours School of Management and Economics

AU Uniqueness	Students (n=2,000)		Lecturers (n=99)		Staff (n=13)	
	Mean	S.D.	Mean	S.D.	Mean	S.D.
Catholic University						
1. AU is an International Catholic University that dedicates itself to the pursuit of Truth and knowledge.	3.79	0.86	4.21	0.85	4.08	0.64
2. AU follows the values of a Catholic University and appropriately displays Catholic symbols.	3.82	0.82	4.31	0.86	4.08	0.64
3. AU is effectively managed by Catholic Leader.	3.82	0.84	4.23	0.91	4.23	0.60
4. AU arranges Catholic rites and functions for the AU community and the public.	3.82	0.83	4.29	0.81	4.00	0.58
Total	3.81	0.70	4.26	0.77	4.10	0.54
International University						
5. AU is an international educational institution with strong international programs.	3.90	0.85	4.25	0.75	4.08	0.49
6. AU has a diverse faculty of international scholars.	3.87	0.83	4.32	0.81	4.08	0.64
7. AU does not discriminate between Thai and international students.	3.88	0.86	4.32	0.95	4.15	0.55
8. AU is widely recognized by international organizations.	3.89	0.84	4.02	0.90	4.08	0.49
9. The overall learning environment is conducive for the students' learning.	3.92	0.81	4.17	0.83	4.15	0.55
Total	3.89	0.66	4.22	0.70	4.11	0.44
Total All	3.86	0.63	4.24	0.66	4.10	0.45
AU Identity Development						
English Competency						
1. AU has clear English language development policy to enhance the listening, speaking, reading and writing skills of students.	3.88	0.84	3.95	0.87	4.08	0.49
2. The promotion of these English language skills is based on AU educational plans and strategies.	3.84	0.80	3.97	0.87	4.00	0.58
3. AU actively encourages students to develop their English listening, speaking, reading and writing skills.	3.83	0.83	3.80	0.96	3.92	0.64
Total	3.85	0.70	3.91	0.85	4.00	0.49
Ethics						
4. AU has clear policy on the development of both general moral values and professional ethical values, consisting of: integrity, prudence, fortitude, temperance and justice.	3.84	0.83	3.99	0.93	3.85	0.55
5. The development of these general and moral and professional ethical values of is based on AU educational plans and strategies.	3.87	0.81	4.00	0.88	3.92	0.64
6. AU actively encourages students to develop these moral and professional ethical values.	3.88	0.84	3.96	0.88	3.85	0.55
Total	3.86	0.68	3.98	0.83	3.87	0.57
Entrepreneurial Spirit						
7. AU has clear policy on the development of entrepreneurial spirit involving the cultivation of a creative and innovative mind, leadership skills, management knowledge, and Labor omnia vincit.	3.85	0.82	4.12	0.77	3.92	0.64
8. The development of entrepreneurial spirit is based on AU educational plans and strategies.	3.87	0.82	4.09	0.74	4.08	0.64
9. AU actively encourages students to develop their entrepreneurial spirit.	3.90	0.83	4.10	0.78	4.00	0.71
Total	3.87	0.70	4.10	0.67	4.00	0.62
Total All	3.86	0.61	4.00	0.71	3.96	0.45
Integrity, Social Consciousness and Discipline						
1. AU encourages students to develop their integrity: honesty, reliability, credibility, and accountability.	3.84	0.82	3.97	0.91	3.92	0.76
2. AU fosters a social consciousness of caring, sharing and sacrifice.	3.83	0.82	3.90	0.87	3.69	0.85
3. AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	3.88	0.83	3.98	0.95	4.00	0.71
4. AU promotes social discipline e.g. punctuality, social norms, and respect for the rights of others.	3.93	0.83	3.89	0.95	3.77	0.73
Total All	3.87	0.68	3.93	0.80	3.85	0.68
Total Overall	3.86	0.58	4.08	0.66	4.00	0.44

Theodore Maria School of Arts

AU Community Satisfaction

Theodore Maria School of Arts

AU Uniqueness	Students (n=1,325)		Lecturers (n=56)		Staff (n=5)	
	Mean	S.D.	Mean	S.D.	Mean	S.D.
Catholic University						
1. AU is an International Catholic University that dedicates itself to the pursuit of Truth and knowledge.	3.77	0.85	4.27	0.90	4.60	0.89
2. AU follows the values of a Catholic University and appropriately displays Catholic symbols.	3.82	0.81	4.38	0.82	4.40	0.89
3. AU is effectively managed by Catholic Leader.	3.85	0.84	4.30	0.87	4.80	0.45
4. AU arranges Catholic rites and functions for the AU community and the public.	3.86	0.81	4.39	0.68	4.60	0.55
Total	3.83	0.69	4.33	0.70	4.60	0.65
International University						
5. AU is an international educational institution with strong international programs.	3.94	0.84	4.27	0.86	4.40	0.89
6. AU has a diverse faculty of international scholars.	3.91	0.83	4.25	0.86	4.00	0.71
7. AU does not discriminate between Thai and international students.	3.89	0.87	4.32	0.86	4.20	0.45
8. AU is widely recognized by international organizations.	3.93	0.83	4.23	0.89	4.40	0.55
9. The overall learning environment is conducive for the students' learning.	3.94	0.82	4.23	0.97	4.20	0.84
Total	3.92	0.67	4.26	0.80	4.24	0.57
Total All	3.88	0.64	4.29	0.74	4.40	0.58
AU Identity Development						
English Competency						
1. AU has clear English language development policy to enhance the listening, speaking, reading and writing skills of students.	3.92	0.84	4.13	0.83	4.40	0.89
2. The promotion of these English language skills is based on AU educational plans and strategies.	3.86	0.81	4.16	0.87	4.40	0.89
3. AU actively encourages students to develop their English listening, speaking, reading and writing skills.	3.93	0.85	4.14	0.88	4.20	0.84
Total	3.90	0.71	4.14	0.78	4.33	0.85
Ethics						
4. AU has clear policy on the development of both general moral values and professional ethical values, consisting of: integrity, prudence, fortitude, temperance and justice.	3.86	0.86	4.13	0.79	4.20	0.84
5. The development of these general and moral and professional ethical values of is based on AU educational plans and strategies.	3.88	0.81	4.14	0.82	4.40	0.89
6. AU actively encourages students to develop these moral and professional ethical values.	3.89	0.85	4.11	0.91	4.20	0.84
Total	3.88	0.70	4.13	0.77	4.27	0.83
Entrepreneurial Spirit						
7. AU has clear policy on the development of entrepreneurial spirit involving the cultivation of a creative and innovative mind, leadership skills, management knowledge, and Labor omnia vincit.	3.92	0.86	4.25	0.86	4.40	0.89
8. The development of entrepreneurial spirit is based on AU educational plans and strategies.	3.89	0.83	4.16	0.65	4.40	0.89
9. AU actively encourages students to develop their entrepreneurial spirit.	3.92	0.84	4.16	0.68	4.20	0.84
Total	3.91	0.72	4.19	0.65	4.33	0.85
Total All	3.90	0.63	4.15	0.69	4.31	0.84
Integrity,Social Consciousness and Discipline						
1. AU encourages students to develop their integrity: honesty, reliability, credibility, and accountability.	3.87	0.80	4.00	0.83	4.40	0.89
2. AU fosters a social consciousness of caring, sharing and sacrifice.	3.87	0.84	3.93	0.85	4.20	0.84
3. AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	3.93	0.81	4.09	0.88	4.20	0.84
4. AU promotes social discipline e.g. punctuality, social norms, and respect for the rights of others.	3.98	0.83	4.02	0.80	4.20	0.84
Total All	3.91	0.68	4.01	0.76	4.25	0.83
Total Overall	3.89	0.58	4.18	0.68	4.34	0.71

**Bernadette de Lourdes School
of Nursing Science**

AU Community Satisfaction

Bernadette de Lourdes School of Nursing Science

AU Uniqueness	Students (n=165)		Lecturers (n=10)		Staff (n=2)	
	Mean	S.D.	Mean	S.D.	Mean	S.D.
Catholic University						
1. AU is an International Catholic University that dedicates itself to the pursuit of Truth and knowledge.	3.84	0.72	4.40	0.52	4.50	0.71
2. AU follows the values of a Catholic University and appropriately displays Catholic symbols.	3.79	0.73	4.50	0.53	4.50	0.71
3. AU is effectively managed by Catholic Leader.	3.84	0.71	4.50	0.53	4.50	0.71
4. AU arranges Catholic rites and functions for the AU community and the public.	3.78	0.67	4.50	0.53	4.50	0.71
Total	3.81	0.63	4.48	0.45	4.50	0.71
International University						
5. AU is an international educational institution with strong international programs.	3.81	0.80	4.50	0.53	5.00	0.00
6. AU has a diverse faculty of international scholars.	3.79	0.71	4.40	0.52	4.50	0.71
7. AU does not discriminate between Thai and international students.	3.71	0.79	4.30	0.48	4.50	0.71
8. AU is widely recognized by international organizations.	3.79	0.75	4.30	0.48	4.50	0.71
9. The overall learning environment is conducive for the students' learning.	3.76	0.71	4.30	0.48	4.50	0.71
Total	3.77	0.64	4.36	0.46	4.60	0.57
Total All	3.79	0.61	4.41	0.44	4.56	0.63
AU Identity Development						
English Competency						
1. AU has clear English language development policy to enhance the listening, speaking, reading and writing skills of students.	3.84	0.81	4.40	0.52	4.50	0.71
2. The promotion of these English language skills is based on AU educational plans and strategies.	3.87	0.78	4.40	0.52	4.50	0.71
3. AU actively encourages students to develop their English listening, speaking, reading and writing skills.	3.81	0.76	4.40	0.52	4.50	0.71
Total	3.84	0.72	4.40	0.44	4.50	0.71
Ethics						
4. AU has clear policy on the development of both general moral values and professional ethical values, consisting of: integrity, prudence, fortitude, temperance and justice.	3.85	0.74	4.20	0.63	4.50	0.71
5. The development of these general and moral and professional ethical values of is based on AU educational plans and strategies.	3.77	0.76	4.20	0.63	4.50	0.71
6. AU actively encourages students to develop these moral and professional ethical values.	3.78	0.77	4.30	0.48	4.50	0.71
Total	3.80	0.69	4.23	0.47	4.50	0.71
Entrepreneurial Spirit						
7. AU has clear policy on the development of entrepreneurial spirit involving the cultivation of a creative and innovative mind, leadership skills, management knowledge, and Labor omnia vincit.	3.83	0.73	4.30	0.48	5.00	0.00
8. The development of entrepreneurial spirit is based on AU educational plans and strategies.	3.77	0.70	4.20	0.63	5.00	0.00
9. AU actively encourages students to develop their entrepreneurial spirit.	3.78	0.78	4.30	0.67	5.00	0.00
Total	3.79	0.67	4.27	0.56	5.00	0.00
Total All	3.81	0.64	4.30	0.47	4.67	0.47
Integrity, Social Consciousness and Discipline						
1. AU encourages students to develop their integrity: honesty, reliability, credibility, and accountability.	3.80	0.81	4.10	0.57	5.00	0.00
2. AU fosters a social consciousness of caring, sharing and sacrifice.	3.75	0.81	4.00	0.47	5.00	0.00
3. AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	3.79	0.80	4.30	0.48	5.00	0.00
4. AU promotes social discipline e.g. punctuality, social norms, and respect for the rights of others.	3.76	0.82	4.00	0.67	5.00	0.00
Total All	3.77	0.75	4.10	0.44	5.00	0.00
Total Overall	3.80	0.59	4.31	0.41	4.68	0.45

**Vincent Mary School of Science
and Technology**

AU Community Satisfaction

Vincent Mary School of Science and Technology

AU Uniqueness	Students (n=95)		Lecturers (n=18)		Staff (n=5)	
	Mean	S.D.	Mean	S.D.	Mean	S.D.
Catholic University						
1. AU is an International Catholic University that dedicates itself to the pursuit of Truth and knowledge.	3.94	0.74	4.56	0.62	4.40	0.55
2. AU follows the values of a Catholic University and appropriately displays Catholic symbols.	3.83	0.66	4.61	0.61	4.40	0.55
3. AU is effectively managed by Catholic Leader.	3.77	0.72	4.56	0.51	4.40	0.55
4. AU arranges Catholic rites and functions for the AU community and the public.	3.72	0.69	4.44	0.62	3.80	1.10
Total	3.81	0.56	4.54	0.50	4.25	0.68
International University						
5. AU is an international educational institution with strong international programs.	3.83	0.88	4.39	0.70	4.20	0.45
6. AU has a diverse faculty of international scholars.	3.87	0.91	4.50	0.62	4.00	0.71
7. AU does not discriminate between Thai and international students.	3.81	0.89	4.44	0.62	3.60	0.89
8. AU is widely recognized by international organizations.	3.84	0.79	4.22	0.73	4.00	0.71
9. The overall learning environment is conducive for the students' learning.	3.87	0.69	4.17	0.79	4.20	0.45
Total	3.85	0.61	4.34	0.60	4.00	0.58
Total All	3.83	0.54	4.43	0.51	4.11	0.59
AU Identity Development						
English Competency						
1. AU has clear English language development policy to enhance the listening, speaking, reading and writing skills of students.	3.98	0.87	4.17	0.62	4.40	0.55
2. The promotion of these English language skills is based on AU educational plans and strategies.	3.75	0.76	4.17	0.71	4.40	0.55
3. AU actively encourages students to develop their English listening, speaking, reading and writing skills.	3.79	0.76	4.11	0.68	4.40	0.55
Total	3.84	0.64	4.15	0.64	4.40	0.55
Ethics						
4. AU has clear policy on the development of both general moral values and professional ethical values, consisting of: integrity, prudence, fortitude, temperance and justice.	3.74	0.79	4.17	0.79	4.20	0.84
5. The development of these general and moral and professional ethical values of is based on AU educational plans and strategies.	3.86	0.71	4.22	0.81	4.40	0.55
6. AU actively encourages students to develop these moral and professional ethical values.	3.82	0.73	4.17	0.79	4.40	0.55
Total	3.81	0.58	4.19	0.76	4.33	0.62
Entrepreneurial Spirit						
7. AU has clear policy on the development of entrepreneurial spirit involving the cultivation of a creative and innovative mind, leadership skills, management knowledge, and Labor omnia vincit.	3.87	0.75	4.22	0.88	4.20	0.84
8. The development of entrepreneurial spirit is based on AU educational plans and strategies.	3.76	0.80	4.33	0.77	4.20	0.84
9. AU actively encourages students to develop their entrepreneurial spirit.	3.81	0.75	4.22	0.73	4.20	0.84
Total	3.81	0.64	4.26	0.75	4.20	0.77
Total All	3.82	0.48	4.20	0.68	4.31	0.64
Integrity, Social Consciousness and Discipline						
1. AU encourages students to develop their integrity: honesty, reliability, credibility, and accountability.	3.85	0.80	4.11	0.90	3.80	0.45
2. AU fosters a social consciousness of caring, sharing and sacrifice.	3.67	0.87	4.00	0.91	4.00	0.00
3. AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	3.75	0.74	4.06	1.00	4.00	0.71
4. AU promotes social discipline e.g. punctuality, social norms, and respect for the rights of others.	3.91	0.81	4.17	0.92	3.80	0.45
Total All	3.79	0.67	4.08	0.88	3.90	0.38
Total Overall	3.82	0.47	4.27	0.60	4.15	0.54

Vincent Mary School of Engineering

AU Community Satisfaction Vincent Mary School of Engineering

AU Uniqueness	Students (n=240)		Lecturers (n=15)		Staff (n=11)	
	Mean	S.D.	Mean	S.D.	Mean	S.D.
Catholic University						
1. AU is an International Catholic University that dedicates itself to the pursuit of Truth and knowledge.	3.88	0.89	4.13	0.74	4.00	0.77
2. AU follows the values of a Catholic University and appropriately displays Catholic symbols.	3.87	0.78	4.20	0.77	3.73	0.47
3. AU is effectively managed by Catholic Leader.	3.85	0.90	4.07	0.80	3.82	0.75
4. AU arranges Catholic rites and functions for the AU community and the public.	3.93	0.83	4.27	0.88	3.91	0.70
Total	3.88	0.71	4.17	0.67	3.86	0.56
International University						
5. AU is an international educational institution with strong international programs.	3.98	0.81	4.13	0.74	3.64	0.50
6. AU has a diverse faculty of international scholars.	3.99	0.88	4.20	0.68	4.00	0.77
7. AU does not discriminate between Thai and international students.	3.87	0.88	4.00	1.07	4.18	0.60
8. AU is widely recognized by international organizations.	3.98	0.76	3.93	0.70	3.91	0.54
9. The overall learning environment is conducive for the students' learning.	4.00	0.81	4.00	0.85	3.91	0.54
Total	3.96	0.64	4.05	0.68	3.93	0.50
Total All	3.93	0.61	4.10	0.59	3.90	0.52
AU Identity Development						
English Competency						
1. AU has clear English language development policy to enhance the listening, speaking, reading and writing skills of students.	3.98	0.75	4.33	0.72	3.73	0.90
2. The promotion of these English language skills is based on AU educational plans and strategies.	3.90	0.75	4.27	0.70	3.64	0.92
3. AU actively encourages students to develop their English listening, speaking, reading and writing skills.	3.98	0.80	4.27	0.70	4.09	0.83
Total	3.95	0.63	4.29	0.68	3.82	0.85
Ethics						
4. AU has clear policy on the development of both general moral values and professional ethical values, consisting of: integrity, prudence, fortitude, temperance and justice.	3.95	0.74	4.13	0.64	3.82	0.60
5. The development of these general and moral and professional ethical values of is based on AU educational plans and strategies.	4.00	0.76	4.07	0.70	3.73	1.01
6. AU actively encourages students to develop these moral and professional ethical values.	3.95	0.73	4.13	0.64	3.64	1.03
Total	3.97	0.59	4.11	0.57	3.73	0.79
Entrepreneurial Spirit						
7. AU has clear policy on the development of entrepreneurial spirit involving the cultivation of a creative and innovative mind, leadership skills, management knowledge, and Labor omnia vincit.	3.93	0.80	4.13	0.64	3.91	0.70
8. The development of entrepreneurial spirit is based on AU educational plans and strategies.	3.90	0.77	4.13	0.74	3.64	0.67
9. AU actively encourages students to develop their entrepreneurial spirit.	4.03	0.80	4.20	0.68	3.55	0.69
Total	3.95	0.65	4.16	0.64	3.70	0.60
Total All	3.96	0.54	4.19	0.59	3.75	0.71
Integrity, Social Consciousness and Discipline						
1. AU encourages students to develop their integrity: honesty, reliability, credibility, and accountability.	3.95	0.78	4.13	0.74	3.55	0.69
2. AU fosters a social consciousness of caring, sharing and sacrifice.	3.95	0.77	4.00	0.76	3.45	0.82
3. AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	4.00	0.74	4.20	0.77	3.82	0.60
4. AU promotes social discipline e.g. punctuality, social norms, and respect for the rights of others.	4.01	0.78	4.27	0.80	3.73	0.65
Total All	3.98	0.62	4.15	0.69	3.64	0.60
Total Overall	3.95	0.53	4.15	0.52	3.79	0.56

School of Law

AU Community Satisfaction School of Law

AU Uniqueness	Students (n=260)		Lecturers (n=3)		Staff (n=4)	
	Mean	S.D.	Mean	S.D.	Mean	S.D.
Catholic University						
1. AU is an International Catholic University that dedicates itself to the pursuit of Truth and knowledge.	3.53	0.90	4.33	0.58	4.00	0.00
2. AU follows the values of a Catholic University and appropriately displays Catholic symbols.	3.63	0.82	4.00	1.00	3.50	0.58
3. AU is effectively managed by Catholic Leader.	3.69	0.84	4.33	0.58	3.50	0.58
4. AU arranges Catholic rites and functions for the AU community and the public.	3.62	0.79	4.00	1.00	4.00	0.82
Total	3.62	0.69	4.17	0.76	3.75	0.46
International University						
5. AU is an international educational institution with strong international programs.	3.61	0.87	3.67	0.58	4.50	0.58
6. AU has a diverse faculty of international scholars.	3.72	0.90	4.00	1.00	4.00	1.15
7. AU does not discriminate between Thai and international students.	3.66	0.81	4.67	0.58	3.50	0.58
8. AU is widely recognized by international organizations.	3.57	0.77	3.67	0.58	4.25	0.96
9. The overall learning environment is conducive for the students' learning.	3.57	0.78	3.67	0.58	4.25	0.50
Total	3.63	0.65	3.93	0.50	4.10	0.70
Total All	3.62	0.63	4.04	0.61	3.94	0.58
AU Identity Development						
English Competency						
1. AU has clear English language development policy to enhance the listening, speaking, reading and writing skills of students.	3.69	0.80	4.00	0.00	3.75	0.50
2. The promotion of these English language skills is based on AU educational plans and strategies.	3.68	0.87	4.00	0.00	3.75	0.96
3. AU actively encourages students to develop their English listening, speaking, reading and writing skills.	3.74	0.84	4.33	0.58	3.50	0.58
Total	3.71	0.74	4.11	0.19	3.67	0.61
Ethics						
4. AU has clear policy on the development of both general moral values and professional ethical values, consisting of: integrity, prudence, fortitude, temperance and justice.	3.56	0.81	3.67	1.15	3.50	0.58
5. The development of these general and moral and professional ethical values of is based on AU educational plans and strategies.	3.64	0.77	3.67	1.15	4.00	0.00
6. AU actively encourages students to develop these moral and professional ethical values.	3.59	0.78	3.67	1.15	3.75	0.50
Total	3.60	0.64	3.67	1.15	3.75	0.32
Entrepreneurial Spirit						
7. AU has clear policy on the development of entrepreneurial spirit involving the cultivation of a creative and innovative mind, leadership skills, management knowledge, and Labor omnia vincit.	3.65	0.83	3.33	0.58	3.75	0.50
8. The development of entrepreneurial spirit is based on AU educational plans and strategies.	3.65	0.75	3.00	1.00	4.00	0.82
9. AU actively encourages students to develop their entrepreneurial spirit.	3.66	0.75	3.00	1.00	4.00	0.00
Total	3.65	0.66	3.11	0.84	3.92	0.42
Total All	3.65	0.60	3.63	0.71	3.78	0.41
Integrity,Social Consciousness and Discipline						
1. AU encourages students to develop their integrity: honesty, reliability, credibility, and accountability.	3.58	0.81	3.67	0.58	4.00	0.82
2. AU fosters a social consciousness of caring, sharing and sacrifice.	3.67	0.75	3.33	0.58	4.25	0.50
3. AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	3.68	0.78	3.33	0.58	4.25	0.50
4. AU promotes social discipline e.g. punctuality, social norms, and respect for the rights of others.	3.68	0.82	3.33	0.58	4.25	0.50
Total All	3.65	0.68	3.42	0.52	4.19	0.55
Total Overall	3.64	0.56	3.76	0.62	3.92	0.47

School of Biotechnology

AU Community Satisfaction School of Biotechnology

AU Uniqueness	Students (n=35)		Lecturers (n=11)		Staff (n=3)	
	Mean	S.D.	Mean	S.D.	Mean	S.D.
Catholic University						
1. AU is an International Catholic University that dedicates itself to the pursuit of Truth and knowledge.	3.66	0.80	3.91	0.83	3.67	1.53
2. AU follows the values of a Catholic University and appropriately displays Catholic symbols.	3.94	0.76	4.27	1.01	3.00	1.00
3. AU is effectively managed by Catholic Leader.	3.77	0.77	4.27	1.01	3.33	1.15
4. AU arranges Catholic rites and functions for the AU community and the public.	3.97	0.79	4.09	0.54	3.67	1.53
Total	3.84	0.65	4.14	0.73	3.42	1.28
International University						
5. AU is an international educational institution with strong international programs.	4.00	0.73	4.00	0.77	3.00	1.00
6. AU has a diverse faculty of international scholars.	4.17	0.71	4.00	0.77	3.00	1.00
7. AU does not discriminate between Thai and international students.	3.77	0.91	4.00	0.89	3.33	1.15
8. AU is widely recognized by international organizations.	3.94	0.68	3.82	0.87	3.67	1.53
9. The overall learning environment is conducive for the students' learning.	3.97	0.79	3.82	0.60	4.00	1.73
Total	3.97	0.60	3.93	0.72	3.40	1.25
Total All	3.91	0.57	4.02	0.71	3.41	1.26
AU Identity Development						
English Competency						
1. AU has clear English language development policy to enhance the listening, speaking, reading and writing skills of students.	3.83	0.75	3.91	0.83	3.33	0.58
2. The promotion of these English language skills is based on AU educational plans and strategies.	3.94	0.73	4.00	0.89	4.00	1.00
3. AU actively encourages students to develop their English listening, speaking, reading and writing skills.	3.91	0.78	4.18	0.98	3.33	0.58
Total	3.90	0.58	4.03	0.85	3.56	0.69
Ethics						
4. AU has clear policy on the development of both general moral values and professional ethical values, consisting of: integrity, prudence, fortitude, temperance and justice.	3.89	0.68	3.82	0.75	3.00	0.00
5. The development of these general and moral and professional ethical values of is based on AU educational plans and strategies.	3.91	0.61	3.82	0.75	4.00	1.00
6. AU actively encourages students to develop these moral and professional ethical values.	3.91	0.51	3.82	0.87	4.00	1.00
Total	3.90	0.46	3.82	0.74	3.67	0.67
Entrepreneurial Spirit						
7. AU has clear policy on the development of entrepreneurial spirit involving the cultivation of a creative and innovative mind, leadership skills, management knowledge, and Labor omnia vincit.	3.94	0.73	4.18	0.87	3.67	0.58
8. The development of entrepreneurial spirit is based on AU educational plans and strategies.	4.00	0.64	4.18	0.87	4.33	1.15
9. AU actively encourages students to develop their entrepreneurial spirit.	4.06	0.64	4.27	0.90	3.67	0.58
Total	4.00	0.59	4.21	0.82	3.89	0.77
Total All	3.93	0.47	4.02	0.74	3.70	0.67
Integrity, Social Consciousness and Discipline						
1. AU encourages students to develop their integrity: honesty, reliability, credibility, and accountability.	3.86	0.55	4.00	0.89	3.33	0.58
2. AU fosters a social consciousness of caring, sharing and sacrifice.	4.09	0.66	3.82	0.75	3.33	0.58
3. AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	4.17	0.71	3.82	0.98	3.00	1.00
4. AU promotes social discipline e.g. punctuality, social norms, and respect for the rights of others.	4.17	0.75	3.91	0.94	3.00	0.00
Total All	4.07	0.55	3.89	0.84	3.17	0.52
Total Overall	3.95	0.45	4.00	0.72	3.48	0.79

**Albert Laurence School of
Communication Arts**

AU Community Satisfaction

Albert Laurence School of Communication Arts

AU Uniqueness	Students (n=715)		Lecturers (n=32)		Staff (n=15)	
	Mean	S.D.	Mean	S.D.	Mean	S.D.
Catholic University						
1. AU is an International Catholic University that dedicates itself to the pursuit of Truth and knowledge.	3.77	0.88	4.00	0.76	4.00	0.65
2. AU follows the values of a Catholic University and appropriately displays Catholic symbols.	3.81	0.84	4.34	0.70	4.00	0.85
3. AU is effectively managed by Catholic Leader.	3.78	0.83	4.22	0.79	3.67	0.72
4. AU arranges Catholic rites and functions for the AU community and the public.	3.76	0.82	4.13	0.71	3.87	0.83
Total	3.78	0.71	4.17	0.64	3.88	0.69
International University						
5. AU is an international educational institution with strong international programs.	3.82	0.83	4.00	0.84	3.87	0.92
6. AU has a diverse faculty of international scholars.	3.81	0.82	3.97	0.78	3.73	0.96
7. AU does not discriminate between Thai and international students.	3.82	0.89	3.84	0.85	3.73	0.96
8. AU is widely recognized by international organizations.	3.88	0.76	3.94	0.91	3.87	0.64
9. The overall learning environment is conducive for the students' learning.	3.87	0.79	3.91	0.73	4.00	0.85
Total	3.84	0.66	3.93	0.70	3.84	0.76
Total All	3.81	0.64	4.04	0.60	3.86	0.71
AU Identity Development						
English Competency						
1. AU has clear English language development policy to enhance the listening, speaking, reading and writing skills of students.	3.90	0.88	4.13	0.75	3.93	0.70
2. The promotion of these English language skills is based on AU educational plans and strategies.	3.85	0.82	4.25	0.80	4.07	0.70
3. AU actively encourages students to develop their English listening, speaking, reading and writing skills.	3.89	0.85	4.16	0.81	4.07	0.80
Total	3.88	0.74	4.18	0.73	4.02	0.64
Ethics						
4. AU has clear policy on the development of both general moral values and professional ethical values, consisting of: integrity, prudence, fortitude, temperance and justice.	3.84	0.81	4.13	0.75	3.87	0.92
5. The development of these general and moral and professional ethical values of is based on AU educational plans and strategies.	3.84	0.81	4.19	0.74	3.80	0.94
6. AU actively encourages students to develop these moral and professional ethical values.	3.84	0.82	4.00	0.76	3.73	0.88
Total	3.84	0.70	4.10	0.68	3.80	0.85
Entrepreneurial Spirit						
7. AU has clear policy on the development of entrepreneurial spirit involving the cultivation of a creative and innovative mind, leadership skills, management knowledge, and Labor omnia vincit.	3.91	0.79	4.16	0.72	3.73	0.70
8. The development of entrepreneurial spirit is based on AU educational plans and strategies.	3.86	0.78	4.16	0.81	4.00	0.85
9. AU actively encourages students to develop their entrepreneurial spirit.	3.91	0.81	4.28	0.85	3.80	0.68
Total	3.89	0.68	4.20	0.76	3.84	0.64
Total All	3.87	0.63	4.16	0.68	3.89	0.68
Integrity, Social Consciousness and Discipline						
1. AU encourages students to develop their integrity: honesty, reliability, credibility, and accountability.	3.87	0.81	4.16	0.68	4.00	0.76
2. AU fosters a social consciousness of caring, sharing and sacrifice.	3.81	0.80	3.97	0.78	3.73	0.70
3. AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	3.84	0.82	4.00	0.76	3.87	0.74
4. AU promotes social discipline e.g. punctuality, social norms, and respect for the rights of others.	3.89	0.82	4.16	0.63	3.60	0.74
Total All	3.85	0.69	4.07	0.63	3.80	0.58
Total Overall	3.84	0.58	4.09	0.57	3.86	0.65

School of Music

AU Community Satisfaction School of Music

AU Uniqueness	Students (n=14)		Lecturers (n=5)		Staff (n=5)	
	Mean	S.D.	Mean	S.D.	Mean	S.D.
Catholic University						
1. AU is an International Catholic University that dedicates itself to the pursuit of Truth and knowledge.	4.07	0.62	4.80	0.45	4.80	0.45
2. AU follows the values of a Catholic University and appropriately displays Catholic symbols.	4.29	0.61	4.80	0.45	4.40	0.89
3. AU is effectively managed by Catholic Leader.	4.07	0.73	4.60	0.89	4.80	0.45
4. AU arranges Catholic rites and functions for the AU community and the public.	3.93	0.62	4.40	0.89	4.80	0.45
Total	4.09	0.41	4.65	0.65	4.70	0.54
International University						
5. AU is an international educational institution with strong international programs.	4.36	0.63	4.80	0.45	4.60	0.55
6. AU has a diverse faculty of international scholars.	4.29	0.73	4.60	0.55	4.40	0.89
7. AU does not discriminate between Thai and international students.	4.21	0.70	4.80	0.45	4.40	0.89
8. AU is widely recognized by international organizations.	4.00	0.55	4.40	0.55	4.40	0.55
9. The overall learning environment is conducive for the students' learning.	4.14	0.53	4.20	0.84	4.60	0.55
Total	4.20	0.43	4.56	0.48	4.48	0.63
Total All	4.15	0.36	4.60	0.55	4.58	0.52
AU Identity Development						
English Competency						
1. AU has clear English language development policy to enhance the listening, speaking, reading and writing skills of students.	4.14	0.77	4.20	0.45	4.40	0.89
2. The promotion of these English language skills is based on AU educational plans and strategies.	4.14	0.53	4.40	0.55	4.40	0.89
3. AU actively encourages students to develop their English listening, speaking, reading and writing skills.	4.21	0.70	4.60	0.55	4.40	0.55
Total	4.17	0.54	4.40	0.37	4.40	0.72
Ethics						
4. AU has clear policy on the development of both general moral values and professional ethical values, consisting of: integrity, prudence, fortitude, temperance and justice.	4.00	0.55	4.20	0.45	4.60	0.55
5. The development of these general and moral and professional ethical values of is based on AU educational plans and strategies.	4.29	0.73	4.40	0.55	4.60	0.55
6. AU actively encourages students to develop these moral and professional ethical values.	4.00	0.78	4.40	0.55	4.20	0.84
Total	4.10	0.58	4.33	0.41	4.47	0.61
Entrepreneurial Spirit						
7. AU has clear policy on the development of entrepreneurial spirit involving the cultivation of a creative and innovative mind, leadership skills, management knowledge, and Labor omnia vincit.	4.07	0.73	4.60	0.55	4.60	0.55
8. The development of entrepreneurial spirit is based on AU educational plans and strategies.	4.21	0.58	4.80	0.45	4.60	0.55
9. AU actively encourages students to develop their entrepreneurial spirit.	4.07	0.62	4.80	0.45	4.60	0.55
Total	4.12	0.55	4.73	0.43	4.60	0.55
Total All	4.13	0.42	4.49	0.37	4.49	0.62
Integrity, Social Consciousness and Discipline						
1. AU encourages students to develop their integrity: honesty, reliability, credibility, and accountability.	4.07	0.73	4.00	0.71	4.20	0.84
2. AU fosters a social consciousness of caring, sharing and sacrifice.	4.07	0.73	4.20	0.45	4.40	0.89
3. AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	3.93	0.62	4.40	0.55	4.60	0.55
4. AU promotes social discipline e.g. punctuality, social norms, and respect for the rights of others.	4.00	0.39	4.20	0.45	4.60	0.55
Total All	4.02	0.49	4.20	0.48	4.45	0.65
Total Overall	4.12	0.36	4.48	0.36	4.52	0.58

**Montfort Del Rosario School of
Architecture and Design**

AU Community Satisfaction Montfort del Rosario School of Architecture and Design

AU Uniqueness	Students (n=366)		Lecturers (n=8)		Staff (n=3)	
	Mean	S.D.	Mean	S.D.	Mean	S.D.
Catholic University						
1. AU is an International Catholic University that dedicates itself to the pursuit of Truth and knowledge.	3.51	0.79	3.88	1.55	3.67	0.58
2. AU follows the values of a Catholic University and appropriately displays Catholic symbols.	3.52	0.77	4.50	0.53	3.67	0.58
3. AU is effectively managed by Catholic Leader.	3.53	0.82	4.38	0.74	3.67	0.58
4. AU arranges Catholic rites and functions for the AU community and the public.	3.56	0.80	4.38	0.74	3.67	0.58
Total	3.53	0.63	4.28	0.86	3.67	0.58
International University						
5. AU is an international educational institution with strong international programs.	3.61	0.84	4.25	1.04	3.67	0.58
6. AU has a diverse faculty of international scholars.	3.63	0.77	4.50	0.53	3.33	0.58
7. AU does not discriminate between Thai and international students.	3.49	0.85	4.00	1.60	3.67	0.58
8. AU is widely recognized by international organizations.	3.55	0.78	4.13	1.13	3.67	0.58
9. The overall learning environment is conducive for the students' learning.	3.60	0.81	3.75	1.28	3.67	0.58
Total	3.58	0.60	4.13	1.01	3.60	0.53
Total All	3.56	0.55	4.19	0.93	3.63	0.55
AU Identity Development						
English Competency						
1. AU has clear English language development policy to enhance the listening, speaking, reading and writing skills of students.	3.57	0.88	4.25	1.04	3.67	0.58
2. The promotion of these English language skills is based on AU educational plans and strategies.	3.56	0.80	4.13	1.13	3.67	0.58
3. AU actively encourages students to develop their English listening, speaking, reading and writing skills.	3.60	0.84	3.88	0.83	3.67	0.58
Total	3.58	0.70	4.08	0.96	3.67	0.58
Ethics						
4. AU has clear policy on the development of both general moral values and professional ethical values, consisting of: integrity, prudence, fortitude, temperance and justice.	3.55	0.84	4.13	0.99	3.33	1.15
5. The development of these general and moral and professional ethical values of is based on AU educational plans and strategies.	3.56	0.82	4.00	1.07	3.67	0.58
6. AU actively encourages students to develop these moral and professional ethical values.	3.60	0.79	4.00	1.07	4.00	1.00
Total	3.57	0.66	4.04	1.01	3.67	0.88
Entrepreneurial Spirit						
7. AU has clear policy on the development of entrepreneurial spirit involving the cultivation of a creative and innovative mind, leadership skills, management knowledge, and Labor omnia vincit.	3.55	0.80	4.50	0.76	3.67	0.58
8. The development of entrepreneurial spirit is based on AU educational plans and strategies.	3.62	0.81	4.25	0.89	3.67	0.58
9. AU actively encourages students to develop their entrepreneurial spirit.	3.57	0.86	4.50	0.53	3.67	0.58
Total	3.58	0.68	4.42	0.64	3.67	0.58
Total All	3.58	0.59	4.18	0.81	3.67	0.68
Integrity, Social Consciousness and Discipline						
1. AU encourages students to develop their integrity: honesty, reliability, credibility, and accountability.	3.58	0.80	4.38	0.52	3.67	0.58
2. AU fosters a social consciousness of caring, sharing and sacrifice.	3.52	0.75	4.00	1.07	3.33	1.15
3. AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	3.66	0.81	4.13	0.83	3.67	0.58
4. AU promotes social discipline e.g. punctuality, social norms, and respect for the rights of others.	3.63	0.84	4.13	0.99	3.67	0.58
Total All	3.60	0.64	4.16	0.78	3.58	0.72
Total Overall	3.57	0.52	4.18	0.80	3.64	0.63

**Institute for English Language Education
(IELE)**

AU Community Satisfaction
Institute for English Language Education (IELE)

AU Uniqueness	Lecturers (n=57)		Staff (n=5)	
	Mean	S.D.	Mean	S.D.
Catholic University				
1. AU is an International Catholic University that dedicates itself to the pursuit of Truth and knowledge.	4.25	0.93	4.40	0.55
2. AU follows the values of a Catholic University and appropriately displays Catholic symbols.	4.35	0.88	4.20	0.84
3. AU is effectively managed by Catholic Leader.	4.44	0.87	4.40	0.89
4. AU arranges Catholic rites and functions for the AU community and the public.	4.32	0.87	4.00	0.71
Total	4.34	0.79	4.25	0.59
International University				
5. AU is an international educational institution with strong international programs.	4.26	0.90	4.00	0.71
6. AU has a diverse faculty of international scholars.	4.46	0.71	3.80	0.84
7. AU does not discriminate between Thai and international students.	4.16	1.07	3.80	1.64
8. AU is widely recognized by international organizations.	4.09	0.95	4.20	0.45
9. The overall learning environment is conducive for the students' learning.	4.28	0.90	4.40	0.55
Total	4.25	0.77	4.04	0.62
Total All	4.29	0.76	4.13	0.57
AU Identity Development				
English Competency				
1. AU has clear English language development policy to enhance the listening, speaking, reading and writing skills of students.	4.21	0.96	4.20	0.84
2. The promotion of these English language skills is based on AU educational plans and strategies.	4.21	0.82	4.20	0.45
3. AU actively encourages students to develop their English listening, speaking, reading and writing skills.	4.11	0.94	4.40	0.55
Total	4.18	0.83	4.27	0.43
Ethics				
4. AU has clear policy on the development of both general moral values and professional ethical values, consisting of: integrity, prudence, fortitude, temperance and justice.	4.04	1.02	4.00	0.71
5. The development of these general and moral and professional ethical values of is based on AU educational plans and strategies.	4.07	0.88	4.00	0.71
6. AU actively encourages students to develop these moral and professional ethical values.	4.00	1.04	4.20	0.45
Total	4.04	0.92	4.07	0.43
Entrepreneurial Spirit				
7. AU has clear policy on the development of entrepreneurial spirit involving the cultivation of a creative and innovative mind, leadership skills, management knowledge, and Labor omnia vincit.	4.19	0.91	4.20	0.84
8. The development of entrepreneurial spirit is based on AU educational plans and strategies.	4.23	0.89	4.20	0.45
9. AU actively encourages students to develop their entrepreneurial spirit.	4.18	0.83	4.40	0.55
Total	4.20	0.83	4.27	0.43
Total All	4.14	0.80	4.20	0.43
Integrity, Social Consciousness and Discipline				
1. AU encourages students to develop their integrity: honesty, reliability, credibility, and accountability.	4.04	1.09	4.40	0.55
2. AU fosters a social consciousness of caring, sharing and sacrifice.	4.04	0.89	4.20	0.45
3. AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	4.12	0.93	4.20	0.45
4. AU promotes social discipline e.g. punctuality, social norms, and respect for the rights of others.	4.07	0.96	4.20	0.45
Total All	4.07	0.86	4.25	0.43
Total Overall	4.19	0.74	4.18	0.45

Graduate School of Business

AU Community Satisfaction Graduate School of Business

AU Uniqueness	Students (n=63)		Lecturers (n=6)		Staff (n=17)	
	Mean	S.D.	Mean	S.D.	Mean	S.D.
Catholic University						
1. AU is an International Catholic University that dedicates itself to the pursuit of Truth and knowledge.	4.02	0.68	4.83	0.41	3.94	0.56
2. AU follows the values of a Catholic University and appropriately displays Catholic symbols.	3.92	0.73	5.00	0.00	4.00	0.61
3. AU is effectively managed by Catholic Leader.	3.87	0.83	4.83	0.41	4.18	0.64
4. AU arranges Catholic rites and functions for the AU community and the public.	4.03	0.76	4.50	0.55	3.94	0.56
Total	3.96	0.62	4.79	0.19	4.01	0.56
International University						
5. AU is an international educational institution with strong international programs.	4.22	0.58	4.50	0.55	4.18	0.73
6. AU has a diverse faculty of international scholars.	3.97	0.72	4.33	0.82	3.94	0.56
7. AU does not discriminate between Thai and international students.	3.95	0.79	4.83	0.41	3.82	0.64
8. AU is widely recognized by international organizations.	4.08	0.70	4.33	0.82	4.00	0.79
9. The overall learning environment is conducive for the students' learning.	4.06	0.67	4.50	0.55	4.00	0.61
Total	4.06	0.52	4.50	0.50	3.99	0.59
Total All	4.01	0.53	4.63	0.32	4.00	0.56
AU Identity Development						
English Competency						
1. AU has clear English language development policy to enhance the listening, speaking, reading and writing skills of students.	3.90	0.80	4.67	0.52	3.88	0.78
2. The promotion of these English language skills is based on AU educational plans and strategies.	3.97	0.72	4.50	0.55	3.88	0.60
3. AU actively encourages students to develop their English listening, speaking, reading and writing skills.	4.03	0.67	4.17	0.75	4.06	0.75
Total	3.97	0.60	4.44	0.50	3.94	0.63
Ethics						
4. AU has clear policy on the development of both general moral values and professional ethical values, consisting of: integrity, prudence, fortitude, temperance and justice.	3.94	0.64	4.33	0.82	3.94	0.75
5. The development of these general and moral and professional ethical values of is based on AU educational plans and strategies.	4.10	0.69	4.67	0.52	3.76	0.56
6. AU actively encourages students to develop these moral and professional ethical values.	3.92	0.77	4.50	0.55	3.76	0.56
Total	3.98	0.61	4.50	0.59	3.82	0.53
Entrepreneurial Spirit						
7. AU has clear policy on the development of entrepreneurial spirit involving the cultivation of a creative and innovative mind, leadership skills, management knowledge, and Labor omnia vincit.	4.03	0.67	4.50	0.55	3.88	0.70
8. The development of entrepreneurial spirit is based on AU educational plans and strategies.	3.92	0.77	4.50	0.55	3.82	0.64
9. AU actively encourages students to develop their entrepreneurial spirit.	4.03	0.82	4.50	0.55	3.88	0.60
Total	3.99	0.66	4.50	0.46	3.86	0.60
Total All	3.98	0.55	4.48	0.38	3.88	0.54
Integrity, Social Consciousness and Discipline						
1. AU encourages students to develop their integrity: honesty, reliability, credibility, and accountability.	3.84	0.85	4.67	0.52	4.00	0.61
2. AU fosters a social consciousness of caring, sharing and sacrifice.	3.95	0.73	4.17	0.75	3.88	0.70
3. AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	3.95	0.83	4.17	0.75	3.76	0.56
4. AU promotes social discipline e.g. punctuality, social norms, and respect for the rights of others.	3.89	0.76	4.33	0.52	4.00	0.50
Total All	3.91	0.69	4.33	0.58	3.91	0.54
Total Overall	3.98	0.51	4.52	0.32	3.93	0.52

Graduate School of English

AU Community Satisfaction Graduate School of English

AU Uniqueness	Lecturers (n=1)	
	Mean	S.D.
Catholic University		
1. AU is an International Catholic University that dedicates itself to the pursuit of Truth and knowledge.	5.00	-
2. AU follows the values of a Catholic University and appropriately displays Catholic symbols.	5.00	-
3. AU is effectively managed by Catholic Leader.	5.00	-
4. AU arranges Catholic rites and functions for the AU community and the public.	5.00	-
Total	5.00	-
International University		
5. AU is an international educational institution with strong international programs.	5.00	-
6. AU has a diverse faculty of international scholars.	5.00	-
7. AU does not discriminate between Thai and international students.	5.00	-
8. AU is widely recognized by international organizations.	5.00	-
9. The overall learning environment is conducive for the students' learning.	5.00	-
Total	5.00	-
Total All	5.00	-
AU Identity Development		
English Competency		
1. AU has clear English language development policy to enhance the listening, speaking, reading and writing skills of students.	5.00	-
2. The promotion of these English language skills is based on AU educational plans and strategies.	5.00	-
3. AU actively encourages students to develop their English listening, speaking, reading and writing skills.	5.00	-
Total	5.00	-
Ethics		
4. AU has clear policy on the development of both general moral values and professional ethical values, consisting of: integrity, prudence, fortitude, temperance and justice.	5.00	-
5. The development of these general and moral and professional ethical values of is based on AU educational plans and strategies.	5.00	-
6. AU actively encourages students to develop these moral and professional ethical values.	5.00	-
Total	5.00	-
Entrepreneurial Spirit		
7. AU has clear policy on the development of entrepreneurial spirit involving the cultivation of a creative and innovative mind, leadership skills, management knowledge, and Labor omnia vincit.	5.00	-
8. The development of entrepreneurial spirit is based on AU educational plans and strategies.	5.00	-
9. AU actively encourages students to develop their entrepreneurial spirit.	5.00	-
Total	5.00	-
Total All	5.00	-
Integrity, Social Consciousness and Discipline		
1. AU encourages students to develop their integrity: honesty, reliability, credibility, and accountability.	5.00	-
2. AU fosters a social consciousness of caring, sharing and sacrifice.	5.00	-
3. AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	5.00	-
4. AU promotes social discipline e.g. punctuality, social norms, and respect for the rights of others.	5.00	-
Total All	5.00	-
Total Overall	5.00	-

Graduate School of e-Learning

AU Community Satisfaction Graduate School of e-Learning

AU Uniqueness	Lecturers (n=2)		Staff (n=9)	
	Mean	S.D.	Mean	S.D.
Catholic University				
1. AU is an International Catholic University that dedicates itself to the pursuit of Truth and knowledge.	5.00	0.00	4.22	0.83
2. AU follows the values of a Catholic University and appropriately displays Catholic symbols.	5.00	0.00	4.44	0.73
3. AU is effectively managed by Catholic Leader.	5.00	0.00	4.56	0.73
4. AU arranges Catholic rites and functions for the AU community and the public.	5.00	0.00	4.22	0.67
Total	5.00	0.00	4.36	0.66
International University				
5. AU is an international educational institution with strong international programs.	5.00	0.00	4.11	0.78
6. AU has a diverse faculty of international scholars.	5.00	0.00	3.89	0.93
7. AU does not discriminate between Thai and international students.	5.00	0.00	3.89	0.93
8. AU is widely recognized by international organizations.	5.00	0.00	3.78	0.67
9. The overall learning environment is conducive for the students' learning.	4.50	0.71	3.78	0.97
Total	4.90	0.14	3.89	0.78
Total All	4.94	0.08	4.10	0.61
AU Identity Development				
English Competency				
1. AU has clear English language development policy to enhance the listening, speaking, reading and writing skills of students.	5.00	0.00	4.11	0.78
2. The promotion of these English language skills is based on AU educational plans and strategies.	4.50	0.71	4.00	0.87
3. AU actively encourages students to develop their English listening, speaking, reading and writing skills.	5.00	0.00	4.00	0.71
Total	4.83	0.24	4.04	0.75
Ethics				
4. AU has clear policy on the development of both general moral values and professional ethical values, consisting of: integrity, prudence, fortitude, temperance and justice.	5.00	0.00	4.11	0.60
5. The development of these general and moral and professional ethical values of is based on AU educational plans and strategies.	4.50	0.71	4.00	0.71
6. AU actively encourages students to develop these moral and professional ethical values.	5.00	0.00	4.11	0.60
Total	4.83	0.24	4.07	0.62
Entrepreneurial Spirit				
7. AU has clear policy on the development of entrepreneurial spirit involving the cultivation of a creative and innovative mind, leadership skills, management knowledge, and Labor omnia vincit.	5.00	0.00	4.11	0.78
8. The development of entrepreneurial spirit is based on AU educational plans and strategies.	4.50	0.71	4.11	0.78
9. AU actively encourages students to develop their entrepreneurial spirit.	4.50	0.71	4.11	0.78
Total	4.67	0.47	4.11	0.75
Total All	4.78	0.00	4.07	0.67
Integrity,Social Consciousness and Discipline				
1. AU encourages students to develop their integrity: honesty, reliability, credibility, and accountability.	5.00	0.00	4.22	0.83
2. AU fosters a social consciousness of caring, sharing and sacrifice.	5.00	0.00	4.11	0.78
3. AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	5.00	0.00	4.33	0.87
4. AU promotes social discipline e.g. punctuality, social norms, and respect for the rights of others.	5.00	0.00	4.00	0.87
Total All	5.00	0.00	4.17	0.76
Total Overall	4.89	0.03	4.10	0.61

Graduate School of Human Sciences

AU Community Satisfaction

Graduate School of Human Sciences

AU Uniqueness	Students (n=26)		Lecturers (n=5)		Staff (n=2)	
	Mean	S.D.	Mean	S.D.	Mean	S.D.
Catholic University						
1. AU is an International Catholic University that dedicates itself to the pursuit of Truth and knowledge.	3.77	0.76	4.60	0.89	4.50	0.71
2. AU follows the values of a Catholic University and appropriately displays Catholic symbols.	3.77	0.76	4.60	0.89	4.50	0.71
3. AU is effectively managed by Catholic Leader.	3.58	0.90	5.00	0.00	4.50	0.71
4. AU arranges Catholic rites and functions for the AU community and the public.	3.77	0.82	4.80	0.45	4.50	0.71
Total	3.72	0.73	4.75	0.56	4.50	0.71
International University						
5. AU is an international educational institution with strong international programs.	3.96	0.77	4.60	0.55	4.50	0.71
6. AU has a diverse faculty of international scholars.	3.81	0.75	4.80	0.45	5.00	0.00
7. AU does not discriminate between Thai and international students.	4.04	0.87	4.40	1.34	4.50	0.71
8. AU is widely recognized by international organizations.	3.88	0.71	4.40	0.89	4.50	0.71
9. The overall learning environment is conducive for the students' learning.	3.81	0.85	4.20	0.84	4.50	0.71
Total	3.90	0.62	4.48	0.69	4.60	0.57
Total All	3.82	0.64	4.60	0.61	4.56	0.63
AU Identity Development						
English Competency						
1. AU has clear English language development policy to enhance the listening, speaking, reading and writing skills of students.	3.85	1.01	4.20	0.84	5.00	0.00
2. The promotion of these English language skills is based on AU educational plans and strategies.	3.81	0.80	4.40	0.89	4.50	0.71
3. AU actively encourages students to develop their English listening, speaking, reading and writing skills.	3.81	0.85	4.40	0.89	4.50	0.71
Total	3.82	0.81	4.33	0.85	4.67	0.47
Ethics						
4. AU has clear policy on the development of both general moral values and professional ethical values, consisting of: integrity, prudence, fortitude, temperance and justice.	3.92	0.74	4.40	0.89	4.50	0.71
5. The development of these general and moral and professional ethical values of is based on AU educational plans and strategies.	3.88	0.77	4.60	0.89	5.00	0.00
6. AU actively encourages students to develop these moral and professional ethical values.	4.04	0.72	4.40	0.89	4.50	0.71
Total	3.95	0.69	4.47	0.84	4.67	0.47
Entrepreneurial Spirit						
7. AU has clear policy on the development of entrepreneurial spirit involving the cultivation of a creative and innovative mind, leadership skills, management knowledge, and Labor omnia vincit.	3.85	0.78	4.80	0.45	4.50	0.71
8. The development of entrepreneurial spirit is based on AU educational plans and strategies.	3.81	0.75	4.20	0.84	5.00	0.00
9. AU actively encourages students to develop their entrepreneurial spirit.	3.81	0.80	4.40	0.89	5.00	0.00
Total	3.82	0.74	4.47	0.69	4.83	0.24
Total All	3.86	0.72	4.42	0.78	4.72	0.39
Integrity,Social Consciousness and Discipline						
1. AU encourages students to develop their integrity: honesty, reliability, credibility, and accountability.	3.92	0.69	4.40	0.89	4.50	0.71
2. AU fosters a social consciousness of caring, sharing and sacrifice.	3.81	0.80	4.40	0.89	4.50	0.71
3. AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	3.85	0.61	4.60	0.55	5.00	0.00
4. AU promotes social discipline e.g. punctuality, social norms, and respect for the rights of others.	3.92	0.80	4.60	0.55	5.00	0.00
Total All	3.88	0.63	4.50	0.71	4.75	0.35
Total Overall	3.85	0.62	4.51	0.68	4.66	0.35

Offices

AU Community Satisfaction Offices

AU Uniqueness	Lecturers (n=29)		Staff (n=252)	
	Mean	S.D.	Mean	S.D.
Catholic University				
1. AU is an International Catholic University that dedicates itself to the pursuit of Truth and knowledge.	4.41	0.68	4.13	0.79
2. AU follows the values of a Catholic University and appropriately displays Catholic symbols.	4.38	0.82	4.12	0.77
3. AU is effectively managed by Catholic Leader.	4.41	0.73	4.15	0.76
4. AU arranges Catholic rites and functions for the AU community and the public.	4.17	0.60	3.99	0.80
Total	4.34	0.56	4.10	0.71
International University				
5. AU is an international educational institution with strong international programs.	4.28	0.70	4.12	0.79
6. AU has a diverse faculty of international scholars.	4.24	0.69	3.97	0.77
7. AU does not discriminate between Thai and international students.	4.34	0.77	4.00	0.84
8. AU is widely recognized by international organizations.	4.10	0.82	4.00	0.77
9. The overall learning environment is conducive for the students' learning.	4.41	0.63	4.06	0.77
Total	4.28	0.55	4.03	0.70
Total All	4.31	0.52	4.06	0.69
AU Identity Development				
English Competency				
1. AU has clear English language development policy to enhance the listening, speaking, reading and writing skills of students.	4.17	0.71	3.99	0.84
2. The promotion of these English language skills is based on AU educational plans and strategies.	4.31	0.66	3.97	0.81
3. AU actively encourages students to develop their English listening, speaking, reading and writing skills.	4.10	0.77	3.98	0.82
Total	4.20	0.63	3.98	0.76
Ethics				
4. AU has clear policy on the development of both general moral values and professional ethical values, consisting of: integrity, prudence, fortitude, temperance and justice.	4.17	0.71	3.87	0.80
5. The development of these general and moral and professional ethical values of is based on AU educational plans and strategies.	4.10	0.86	3.89	0.78
6. AU actively encourages students to develop these moral and professional ethical values.	4.28	0.84	3.94	0.81
Total	4.18	0.74	3.90	0.74
Entrepreneurial Spirit				
7. AU has clear policy on the development of entrepreneurial spirit involving the cultivation of a creative and innovative mind, leadership skills, management knowledge, and Labor omnia vincit.	4.10	0.67	3.94	0.81
8. The development of entrepreneurial spirit is based on AU educational plans and strategies.	4.14	0.69	3.92	0.80
9. AU actively encourages students to develop their entrepreneurial spirit.	4.14	0.58	3.97	0.81
Total	4.13	0.58	3.94	0.75
Total All	4.17	0.57	3.94	0.71
Integrity,Social Consciousness and Discipline				
1. AU encourages students to develop their integrity: honesty, reliability, credibility, and accountability.	4.14	0.74	3.89	0.79
2. AU fosters a social consciousness of caring, sharing and sacrifice.	3.97	0.91	3.83	0.80
3. AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	4.14	0.74	3.85	0.82
4. AU promotes social discipline e.g. punctuality, social norms, and respect for the rights of others.	4.00	0.76	3.82	0.78
Total All	4.06	0.70	3.85	0.74
Total Overall	4.21	0.50	3.97	0.65

**Lecturers
Not Specified Dept.**

**AU Community Satisfaction
Not Specified Dept.**

AU Uniqueness	Lecturers (n=28)	
	Mean	S.D.
Catholic University		
1. AU is an International Catholic University that dedicates itself to the pursuit of Truth and knowledge.	3.96	1.04
2. AU follows the values of a Catholic University and appropriately displays Catholic symbols.	4.14	1.04
3. AU is effectively managed by Catholic Leader.	3.79	1.26
4. AU arranges Catholic rites and functions for the AU community and the public.	4.11	1.07
Total	4.00	1.01
International University		
5. AU is an international educational institution with strong international programs.	4.00	1.19
6. AU has a diverse faculty of international scholars.	3.93	1.25
7. AU does not discriminate between Thai and international students.	3.96	1.17
8. AU is widely recognized by international organizations.	3.75	1.08
9. The overall learning environment is conducive for the students' learning.	3.82	1.02
Total	3.89	1.08
Total All	3.94	0.98
AU Identity Development		
English Competency		
1. AU has clear English language development policy to enhance the listening, speaking, reading and writing skills of students.	3.89	1.07
2. The promotion of these English language skills is based on AU educational plans and strategies.	3.86	1.11
3. AU actively encourages students to develop their English listening, speaking, reading and writing skills.	4.04	1.00
Total	3.93	1.00
Ethics		
4. AU has clear policy on the development of both general moral values and professional ethical values, consisting of: integrity, prudence, fortitude, temperance and justice.	3.68	1.25
5. The development of these general and moral and professional ethical values of is based on AU educational plans and strategies.	3.79	1.10
6. AU actively encourages students to develop these moral and professional ethical values.	3.71	1.05
Total	3.73	1.08
Entrepreneurial Spirit		
7. AU has clear policy on the development of entrepreneurial spirit involving the cultivation of a creative and innovative mind, leadership skills, management knowledge, and Labor omnia vincit.	3.86	1.04
8. The development of entrepreneurial spirit is based on AU educational plans and strategies.	3.71	1.24
9. AU actively encourages students to develop their entrepreneurial spirit.	3.82	1.12
Total	3.80	1.08
Total All	3.82	0.99
Integrity,Social Consciousness and Discipline		
1. AU encourages students to develop their integrity: honesty, reliability, credibility, and accountability.	3.32	1.31
2. AU fosters a social consciousness of caring, sharing and sacrifice.	3.46	1.20
3. AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	3.54	1.10
4. AU promotes social discipline e.g. punctuality, social norms, and respect for the rights of others.	3.50	1.17
Total All	3.46	1.16
Total Overall	3.80	0.95

Questionnaire



**Questionnaire :AU Uniqueness, AU Identity Development and
AU Career Satisfaction/Engagement (Lecturers/Staff)**

Instruction: Please indicate your level of agreement / satisfaction with Uniqueness, AU Identity Development, and Career Satisfaction/Engagement offered by Assumption University. Your realistic and frank input as well as identity will be kept confidential.

- Lecturers Staff
 Management Arts Nursing Science Science and Technology
 Engineering Law Biotechnology Communication Arts
 Music Architecture and Design Other.....

Staff ID..... Office Name.....

Sex Male Female

AU Uniqueness	Level of Agreement				
	Strongly Disagree	←.....→	Strongly Agree		
1. AU is an International Catholic University that dedicates itself to the pursuit of Truth and knowledge.	①	②	③	④	⑤
2. AU follows the values of a Catholic University and appropriately displays Catholic symbols.	①	②	③	④	⑤
3. AU is effectively managed by Catholic Leader.	①	②	③	④	⑤
4. AU arranges Catholic rites and functions for the AU community and the public.	①	②	③	④	⑤
5. AU is an international educational institution with strong international programs.	①	②	③	④	⑤
6. AU has a diverse faculty of international scholars.	①	②	③	④	⑤
7. AU does not discriminate between Thai and international students.	①	②	③	④	⑤
8. AU is widely recognized by international organizations.	①	②	③	④	⑤
9. The overall learning environment is conducive for the students' learning.	①	②	③	④	⑤
AU Identity Development					
1. AU has clear English language development policy to enhance the listening, speaking, reading and writing skills of students.	①	②	③	④	⑤
2. The promotion of these English language skills is based on AU educational plans and strategies.	①	②	③	④	⑤
3. AU actively encourages students to develop their English listening, speaking, reading and writing skills.	①	②	③	④	⑤
4. AU has clear policy on the development of both general moral values and professional ethical values, consisting of: integrity, prudence, fortitude, temperance and justice.	①	②	③	④	⑤
5. The development of these general and moral and professional ethical values of is based on AU educational plans and strategies.	①	②	③	④	⑤
6. AU actively encourages students to develop these moral and professional ethical values.	①	②	③	④	⑤
7. AU has clear policy on the development of entrepreneurial spirit involving the cultivation of a creative and innovative mind, leadership skills, management knowledge, and <i>Labor omnia vincit</i> .	①	②	③	④	⑤
8. The development of entrepreneurial spirit is based on AU educational plans and strategies.	①	②	③	④	⑤
9. AU actively encourages students to develop their entrepreneurial spirit.	①	②	③	④	⑤
Integrity, Social Consciousness, and Discipline					
1. AU encourages students to develop their integrity: honesty, reliability, credibility, and accountability.	①	②	③	④	⑤
2. AU fosters a social consciousness of caring, sharing and sacrifice.	①	②	③	④	⑤
3. AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	①	②	③	④	⑤
4. AU promotes social discipline e.g. punctuality, social norms, and respect for the rights of others.	①	②	③	④	⑤



Questionnaire :AU Uniqueness and AU Identity Development (Students)

Instruction: Please indicate your level of agreement with AU Uniqueness, and AU Identity Development of Assumption University. Your realistic and frank input as well as identity will be kept confidential.

Faculty

- | | | | |
|--------------------------------------|---------------------------------------|--|---|
| <input type="checkbox"/> Management | <input type="checkbox"/> Arts | <input type="checkbox"/> Nursing Science | <input type="checkbox"/> Science and Technology |
| <input type="checkbox"/> Engineering | <input type="checkbox"/> Law | <input type="checkbox"/> Biotechnology | <input type="checkbox"/> Communication Arts |
| <input type="checkbox"/> Music | <input type="checkbox"/> Architecture | <input type="checkbox"/> Graduate | |

Year

- 1 2 3 4 Master Degree

Sex

- Male Female

AU Uniqueness	Level of Agreement				
	Strongly Disagree	←.....→	Strongly Agree		
1. AU is an International Catholic University that dedicates itself to the pursuit of Truth and knowledge.	1	2	3	4	5
2. AU follows the values of a Catholic University and appropriately displays Catholic symbols.	1	2	3	4	5
3. AU is effectively managed by Catholic Leader.	1	2	3	4	5
4. AU arranges Catholic rites and functions for the AU community and the public.	1	2	3	4	5
5. AU is an international educational institution with strong international programs.	1	2	3	4	5
6. AU has a diverse faculty of international scholars.	1	2	3	4	5
7. AU does not discriminate between Thai and international students.	1	2	3	4	5
8. AU is widely recognized by international organizations.	1	2	3	4	5
9. The overall learning environment is conducive for the students' learning.	1	2	3	4	5
AU Identity Development					
1. AU has clear English language development policy to enhance the listening, speaking, reading and writing skills of students.	1	2	3	4	5
2. The promotion of these English language skills is based on AU educational plans and strategies.	1	2	3	4	5
3. AU actively encourages students to develop their English listening, speaking, reading and writing skills.	1	2	3	4	5
4. AU has clear policy on the development of both general moral values and professional ethical values, consisting of: integrity, prudence, fortitude, temperance and justice.	1	2	3	4	5
5. The development of these general and moral and professional ethical values of is based on AU educational plans and strategies.	1	2	3	4	5
6. AU actively encourages students to develop these moral and professional ethical values.	1	2	3	4	5
7. AU has clear policy on the development of entrepreneurial spirit involving the cultivation of a creative and innovative mind, leadership skills, management knowledge, and <i>Labor omnia vincit</i> .	1	2	3	4	5
8. The development of entrepreneurial spirit is based on AU educational plans and strategies.	1	2	3	4	5
9. AU actively encourages students to develop their entrepreneurial spirit.	1	2	3	4	5
Integrity, Social Consciousness, and Discipline					
1. AU encourages students to develop their integrity: honesty, reliability, credibility, and accountability.	1	2	3	4	5
2. AU fosters a social consciousness of caring, sharing and sacrifice.	1	2	3	4	5
3. AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	1	2	3	4	5
4. AU promotes social discipline e.g. punctuality, social norms, and respect for the rights of others.	1	2	3	4	5

☺Thank you for your cooperation ☺

Part II

Market Employer

Part II : Market Employers Satisfaction

Data collection

AU Identity: market employers generally had *high* satisfaction on English *Proficiency* (4.35), *Ethics* (4.11) and *Entrepreneurship* (4.03). The major satisfaction was on *English Proficiency* which has score 4.35.

Data analysis

Respondents' Profile

Category	Sub-Category	Frequency	Percent
Sex	Male	449	41.19%
	Female	641	58.81%
	Total	1090	100.00%
Age	Lower than 30 years old	446	40.92%
	30 - 39 years old	325	29.82%
	40 - 49 years old	211	19.36%
	50 - 59 years old	90	8.26%
	60 years old or over	18	1.65%
	Total	1090	100.00%

1090 market employers answered to the questionnaires. They were 449 males (41.19%) and 641 females (58.81%). 446 market employers (40.92%) were younger than 30 years old, 325 market employers (29.82%) were 30 – 39 years old, 211 market employers (19.36%) were 40 – 49 years old, 90 market employers (8.26%) was 50 - 59 years old and 18 market employer (1.65%) were elder than 60 years old.

AU's Identity Score

English Proficiency		Number of Respondents	Mean	S.D.
1	Speaking & communication proficiency	901	4.34	0.70
2	Reading proficiency	901	4.40	0.64
3	Listening proficiency	901	4.36	0.69
4	Writing proficiency	901	4.28	0.72
5	Working proficiency	901	4.36	0.68

AU's Identity: market employers generally had high satisfaction on all aspects of English Proficiency. The major satisfaction was on Reading proficiency

Ethics		Number of Respondents	Mean	S.D.
1	Compassionate, help others	901	4.10	0.72
2	Honesty in work, Ethics in work	901	4.35	0.69
3	Speak truthfully	901	4.23	0.70
4	Just and right attitude	901	4.16	0.69
5	Self-control	901	4.02	0.78
6	Honest to self and others	901	4.28	0.67
7	Discipline in work	901	4.09	0.78
8	Responsibility to work	901	4.29	0.71
9	Control over body, speech and mind	901	4.08	0.76
10	Patience and temperance	901	3.96	0.80
11	Practice frugality or thriftiness	901	3.86	0.84
12	Sacrifice	901	4.02	0.75
13	Industriousness	901	4.18	0.74
14	Thoroughness	901	4.08	0.74
15	Social & environmental awareness	901	4.05	0.79

AU's Identity: market employers generally had high satisfaction on all aspects of Ethics. The major satisfaction was on Honesty in work, Ethics in work.

Entrepreneurship		Number of Respondents	Mean	S.D.
1	Initiative	901	3.95	0.70
2	Decisiveness	901	4.02	0.72
3	Coaching & authorization	901	4.08	0.70
4	Inspiration	901	3.90	0.79
5	Devotion to one's work	901	4.22	0.70
6	Analytical thinking	901	4.09	0.69
7	Cost benefit analysis	901	3.96	0.80
8	Managerial skills – planning, executing, controlling, assembling	901	4.04	0.73
9	Communication and motivation	901	4.05	0.72
10	Budgeting	901	3.90	0.79
11	Evaluation & presentation skills	901	4.09	0.72

AU's Identity: market employers generally had high satisfaction on all aspects of Entrepreneurship. The major satisfaction was on Devotion to one's work.

Satisfaction Scoring by Aspect

Aspect	Number of Respondents	Mean	S.D.
English Proficiency	901	4.35	0.59
Ethics	901	4.11	0.52
Entrepreneurship	901	4.03	0.51

AU's Identity: market employers generally had high satisfaction on all aspects. The major satisfaction was on English Proficiency.

Overall AU's Identity Scoring

AU's Identity: market employers Satisfaction overall	Number of Respondents	Mean	S.D.
AU's Market Employers Satisfaction overall	901	4.16	0.45

AU's Identity: market employers generally had high satisfaction on AU's Identity: Market Employers overall.

Appendix

**Martin de Tours School of
Management and Economics**

Market Employers Satisfaction Martin de Tours School of Management and Economics

AU Uniqueness	Market Employer	
	Mean	S.D.
English Competency		
Speaking & communication proficiency	4.34	0.70
Reading proficiency	4.35	0.66
Listening proficiency	4.36	0.66
Writing proficiency	4.26	0.72
Working proficiency	4.36	0.69
Total	4.33	0.58
Ethics		
Compassionate, help others	4.06	0.72
Honesty in work, Ethics in work	4.30	0.70
Speak truthfully	4.18	0.70
Just and right attitude	4.11	0.69
Self-control	3.97	0.78
Honest to self and others	4.24	0.68
Discipline in work	4.03	0.78
Responsibility to work	4.28	0.71
Control over body, speech and mind	4.04	0.75
Patience and temperance	3.88	0.80
Practice frugality or thriftiness	3.81	0.83
Sacrifice	3.95	0.76
Industriousness	4.14	0.74
Thoroughness	4.05	0.73
Social & environmental awareness	4.01	0.78
Total	4.07	0.52
Entrepreneurship		
Initiative	3.94	0.68
Decisiveness	3.99	0.70
Coaching & authorization	4.04	0.71
Inspiration	3.86	0.78
Devotion to one's work	4.16	0.71
Analytical thinking	4.05	0.71
Cost benefit analysis	3.93	0.78
Managerial skills – planning, executing, controlling, assembling	4.00	0.70
Communication and motivation	4.01	0.71
Budgeting	3.87	0.76
Evaluation & presentation skills	4.04	0.68
Total	3.99	0.50
Total Overall	4.13	0.44

Theodore of School of Arts

Market Employers Satisfaction School of Arts

AU Uniqueness	Market Employer	
	Mean	S.D.
English Competency		
Speaking & communication proficiency	4.40	0.71
Reading proficiency	4.50	0.61
Listening proficiency	4.48	0.67
Writing proficiency	4.45	0.65
Working proficiency	4.50	0.61
Total	4.47	0.56
Ethics		
Compassionate, help others	4.13	0.72
Honesty in work, Ethics in work	4.41	0.62
Speak truthfully	4.27	0.72
Just and right attitude	4.26	0.70
Self-control	4.08	0.80
Honest to self and others	4.30	0.62
Discipline in work	4.25	0.77
Responsibility to work	4.34	0.69
Control over body, speech and mind	4.16	0.73
Patience and temperance	4.11	0.76
Practice frugality or thriftiness	3.93	0.83
Sacrifice	4.09	0.68
Industriousness	4.23	0.73
Thoroughness	4.15	0.75
Social & environmental awareness	3.99	0.78
Total	4.18	0.48
Entrepreneurship		
Initiative	3.86	0.70
Decisiveness	4.00	0.78
Coaching & authorization	4.11	0.61
Inspiration	3.91	0.81
Devotion to one's work	4.25	0.71
Analytical thinking	4.16	0.62
Cost benefit analysis	3.91	0.89
Managerial skills – planning, executing, controlling, assembling	4.07	0.80
Communication and motivation	4.08	0.76
Budgeting	3.87	0.88
Evaluation & presentation skills	4.13	0.75
Total	4.03	0.51
Total Overall	4.23	0.42

**Bernadette de Lourdes School
of Nursing Science**

Market Employers Satisfaction Bernadett de Lourdes School of Nursing Science

AU Uniqueness	Market Employer	
	Mean	S.D.
English Competency		
Speaking & communication proficiency	4.67	0.47
Reading proficiency	4.78	0.42
Listening proficiency	4.78	0.42
Writing proficiency	4.44	0.50
Working proficiency	4.56	0.50
Total	4.64	0.34
Ethics		
Compassionate, help others	4.89	0.31
Honesty in work, Ethics in work	4.56	0.50
Speak truthfully	4.44	0.50
Just and right attitude	4.67	0.47
Self-control	4.56	0.50
Honest to self and others	4.67	0.47
Discipline in work	4.44	0.50
Responsibility to work	4.56	0.83
Control over body, speech and mind	4.67	0.67
Patience and temperance	4.67	0.47
Practice frugality or thriftiness	4.56	0.68
Sacrifice	4.44	0.68
Industriousness	4.56	0.68
Thoroughness	4.22	0.63
Social & environmental awareness	4.56	0.68
Total	4.56	0.38
Entrepreneurship		
Initiative	4.33	0.82
Decisiveness	4.22	0.79
Coaching & authorization	4.33	0.67
Inspiration	4.33	0.82
Devotion to one's work	4.67	0.47
Analytical thinking	4.56	0.68
Cost benefit analysis	4.44	0.83
Managerial skills – planning, executing, controlling, assembling	4.22	0.79
Communication and motivation	4.11	0.99
Budgeting	4.44	0.83
Evaluation & presentation skills	4.44	0.83
Total	4.37	0.67
Total Overall	4.53	0.44

**Vincent Mary School of Science
and Technology**

Market Employers Satisfaction Vincent Mary School of Science and Technology

AU Uniqueness	Market Employer	
	Mean	S.D.
English Competency		
Speaking & communication proficiency	3.76	0.88
Reading proficiency	4.00	0.49
Listening proficiency	4.12	0.47
Writing proficiency	3.88	0.58
Working proficiency	3.94	0.54
Total	3.94	0.48
Ethics		
Compassionate, help others	4.00	0.69
Honesty in work, Ethics in work	4.47	0.61
Speak truthfully	4.18	0.78
Just and right attitude	4.18	0.51
Self-control	4.00	0.69
Honest to self and others	4.24	0.64
Discipline in work	4.06	0.87
Responsibility to work	4.41	0.77
Control over body, speech and mind	4.00	0.84
Patience and temperance	3.76	0.81
Practice frugality or thriftiness	3.82	0.98
Sacrifice	4.06	0.64
Industriousness	4.29	0.75
Thoroughness	4.00	0.59
Social & environmental awareness	3.94	0.87
Total	4.09	0.51
Entrepreneurship		
Initiative	3.94	0.73
Decisiveness	3.94	0.54
Coaching & authorization	3.76	0.73
Inspiration	3.47	0.98
Devotion to one's work	4.47	0.70
Analytical thinking	4.18	0.62
Cost benefit analysis	3.65	0.76
Managerial skills – planning, executing, controlling, assembling	3.76	0.81
Communication and motivation	3.88	0.58
Budgeting	3.65	0.68
Evaluation & presentation skills	3.94	0.73
Total	3.88	0.37
Total Overall	3.97	0.35

Vincent Mary School of Engineering

Market Employers Satisfaction Vincent Mary School of Engineering

AU Uniqueness	Market Employer	
	Mean	S.D.
English Competency		
Speaking & communication proficiency	4.38	0.79
Reading proficiency	4.46	0.57
Listening proficiency	4.38	0.79
Writing proficiency	4.27	0.76
Working proficiency	4.35	0.83
Total	4.37	0.69
Ethics		
Compassionate, help others	4.23	0.75
Honesty in work, Ethics in work	4.54	0.57
Speak truthfully	4.27	0.59
Just and right attitude	4.27	0.59
Self-control	4.46	0.63
Honest to self and others	4.35	0.62
Discipline in work	4.19	0.83
Responsibility to work	4.31	0.82
Control over body, speech and mind	4.19	0.68
Patience and temperance	4.27	0.65
Practice frugality or thriftiness	4.00	0.83
Sacrifice	4.23	0.75
Industriousness	4.15	0.82
Thoroughness	4.23	0.85
Social & environmental awareness	4.31	0.72
Total	4.27	0.53
Entrepreneurship		
Initiative	3.88	0.51
Decisiveness	4.12	0.64
Coaching & authorization	4.12	0.58
Inspiration	4.04	0.85
Devotion to one's work	4.42	0.69
Analytical thinking	3.96	0.65
Cost benefit analysis	4.00	0.73
Managerial skills – planning, executing, controlling, assembling	4.04	0.71
Communication and motivation	3.96	0.71
Budgeting	3.92	0.78
Evaluation & presentation skills	4.23	0.75
Total	4.06	0.54
Total Overall	4.23	0.54

School of Law

Market Employers Satisfaction School of Law

AU Uniqueness	Market Employer	
	Mean	S.D.
English Competency		
Speaking & communication proficiency	4.32	0.78
Reading proficiency	4.56	0.59
Listening proficiency	4.39	0.76
Writing proficiency	4.22	0.72
Working proficiency	4.46	0.70
Total	4.39	0.63
Ethics		
Compassionate, help others	4.12	0.83
Honesty in work, Ethics in work	4.20	0.77
Speak truthfully	4.20	0.80
Just and right attitude	4.02	0.72
Self-control	3.93	0.75
Honest to self and others	4.20	0.77
Discipline in work	3.93	0.81
Responsibility to work	4.05	0.79
Control over body, speech and mind	3.88	0.92
Patience and temperance	3.78	0.75
Practice frugality or thriftiness	3.78	0.84
Sacrifice	3.90	0.76
Industriousness	3.90	0.73
Thoroughness	4.05	0.76
Social & environmental awareness	4.10	0.82
Total	4.00	0.59
Entrepreneurship		
Initiative	3.80	0.74
Decisiveness	3.90	0.73
Coaching & authorization	4.05	0.76
Inspiration	3.78	0.81
Devotion to one's work	3.90	0.79
Analytical thinking	3.85	0.78
Cost benefit analysis	4.00	0.73
Managerial skills – planning, executing, controlling, assembling	3.88	0.71
Communication and motivation	3.85	0.72
Budgeting	3.76	0.76
Evaluation & presentation skills	4.00	0.70
Total	3.89	0.54
Total Overall	4.09	0.52

School of Biotechnology

Market Employers Satisfaction School of Biotechnology

AU Uniqueness	Market Employer	
	Mean	S.D.
English Competency		
Speaking & communication proficiency	4.71	0.45
Reading proficiency	4.71	0.45
Listening proficiency	4.64	0.48
Writing proficiency	4.64	0.48
Working proficiency	4.57	0.62
Total	4.66	0.47
Ethics		
Compassionate, help others	4.00	0.76
Honesty in work, Ethics in work	4.00	0.65
Speak truthfully	4.00	0.76
Just and right attitude	3.79	0.94
Self-control	3.79	1.08
Honest to self and others	4.07	0.70
Discipline in work	4.14	0.91
Responsibility to work	4.36	0.72
Control over body, speech and mind	3.93	0.80
Patience and temperance	3.79	0.86
Practice frugality or thriftiness	3.64	0.97
Sacrifice	3.93	0.80
Industriousness	4.00	0.85
Thoroughness	4.00	0.76
Social & environmental awareness	3.86	0.91
Total	3.95	0.73
Entrepreneurship		
Initiative	3.86	0.83
Decisiveness	4.00	0.76
Coaching & authorization	4.14	0.74
Inspiration	3.57	0.98
Devotion to one's work	4.14	0.83
Analytical thinking	4.07	0.70
Cost benefit analysis	3.71	1.03
Managerial skills – planning, executing, controlling, assembling	4.00	0.85
Communication and motivation	4.00	0.85
Budgeting	3.79	0.77
Evaluation & presentation skills	4.00	0.85
Total	3.94	0.72
Total Overall	4.18	0.58

**Albert Laurence School of
Communication Arts**

Market Employers Satisfaction Albert Laurence School of Communication Arts

AU Uniqueness	Market Employer	
	Mean	S.D.
English Competency		
Speaking & communication proficiency	4.47	0.55
Reading proficiency	4.49	0.64
Listening proficiency	4.53	0.68
Writing proficiency	4.39	0.67
Working proficiency	4.30	0.56
Total	4.44	0.48
Ethics		
Compassionate, help others	4.26	0.70
Honesty in work, Ethics in work	4.70	0.54
Speak truthfully	4.65	0.56
Just and right attitude	4.38	0.63
Self-control	4.24	0.84
Honest to self and others	4.58	0.68
Discipline in work	4.41	0.72
Responsibility to work	4.53	0.62
Control over body, speech and mind	4.23	0.81
Patience and temperance	4.18	0.83
Practice frugality or thriftiness	3.97	0.88
Sacrifice	4.23	0.76
Industriousness	4.45	0.76
Thoroughness	4.27	0.78
Social & environmental awareness	4.35	0.78
Total	4.36	0.49
Entrepreneurship		
Initiative	4.19	0.80
Decisiveness	4.16	0.81
Coaching & authorization	4.20	0.72
Inspiration	4.24	0.71
Devotion to one's work	4.35	0.56
Analytical thinking	4.15	0.59
Cost benefit analysis	4.16	0.84
Managerial skills – planning, executing, controlling, assembling	4.07	0.81
Communication and motivation	4.23	0.78
Budgeting	4.15	0.83
Evaluation & presentation skills	4.23	0.85
Total	4.19	0.52
Total Overall	4.33	0.41

School of Music

Market Employers Satisfaction School of Music

AU Uniqueness	Market Employer	
	Mean	S.D.
English Competency		
Speaking & communication proficiency	4.00	0.82
Reading proficiency	4.17	0.69
Listening proficiency	3.83	0.69
Writing proficiency	3.67	0.75
Working proficiency	3.83	0.69
Total	3.90	0.62
Ethics		
Compassionate, help others	4.33	0.47
Honesty in work, Ethics in work	4.50	0.50
Speak truthfully	4.17	0.69
Just and right attitude	4.00	0.58
Self-control	4.17	0.69
Honest to self and others	4.17	0.69
Discipline in work	4.17	0.69
Responsibility to work	4.00	0.58
Control over body, speech and mind	4.17	0.69
Patience and temperance	3.67	0.47
Practice frugality or thriftiness	4.00	0.58
Sacrifice	4.00	0.58
Industriousness	3.83	0.69
Thoroughness	3.83	0.37
Social & environmental awareness	4.17	0.69
Total	4.08	0.37
Entrepreneurship		
Initiative	4.00	0.58
Decisiveness	4.00	0.82
Coaching & authorization	3.83	0.90
Inspiration	3.83	0.37
Devotion to one's work	4.00	0.58
Analytical thinking	3.83	0.69
Cost benefit analysis	4.17	0.69
Managerial skills – planning, executing, controlling, assembling	4.50	0.50
Communication and motivation	4.00	0.58
Budgeting	4.00	0.58
Evaluation & presentation skills	3.50	0.76
Total	3.97	0.43
Total Overall	3.98	0.44

**Montfort Del Rosario School of
Architecture and Design**

Market Employers Satisfaction Montfort del Rosario School of Architecture and Design

AU Uniqueness	Market Employer	
	Mean	S.D.
English Competency		
Speaking & communication proficiency	4.29	0.70
Reading proficiency	4.24	0.61
Listening proficiency	4.19	0.73
Writing proficiency	4.24	0.68
Working proficiency	4.19	0.79
Total	4.23	0.63
Ethics		
Compassionate, help others	4.24	0.75
Honesty in work, Ethics in work	4.43	0.66
Speak truthfully	4.48	0.79
Just and right attitude	4.24	0.61
Self-control	4.10	0.75
Honest to self and others	4.43	0.73
Discipline in work	4.00	0.62
Responsibility to work	4.19	0.66
Control over body, speech and mind	4.14	0.71
Patience and temperance	4.05	0.79
Practice frugality or thriftiness	4.24	0.61
Sacrifice	3.95	0.79
Industriousness	4.14	0.71
Thoroughness	3.90	0.68
Social & environmental awareness	4.43	0.73
Total	4.20	0.50
Entrepreneurship		
Initiative	4.05	0.72
Decisiveness	4.10	0.68
Coaching & authorization	4.05	0.84
Inspiration	3.95	0.79
Devotion to one's work	4.29	0.70
Analytical thinking	4.00	0.76
Cost benefit analysis	4.14	0.71
Managerial skills – planning, executing, controlling, assembling	4.29	0.70
Communication and motivation	4.10	0.53
Budgeting	4.10	0.68
Evaluation & presentation skills	4.10	0.68
Total	4.10	0.53
Total Overall	4.18	0.46

Graduate School of Business

Market Employers Satisfaction Graduate School of Business

AU Uniqueness	Market Employer	
	Mean	S.D.
English Competency		
Speaking & communication proficiency	4.27	0.71
Reading proficiency	4.37	0.65
Listening proficiency	4.20	0.74
Writing proficiency	4.18	0.78
Working proficiency	4.31	0.67
Total	4.26	0.60
Ethics		
Compassionate, help others	4.15	0.65
Honesty in work, Ethics in work	4.25	0.71
Speak truthfully	4.17	0.63
Just and right attitude	4.10	0.67
Self-control	3.93	0.70
Honest to self and others	4.20	0.58
Discipline in work	3.99	0.77
Responsibility to work	4.18	0.72
Control over body, speech and mind	4.03	0.74
Patience and temperance	3.93	0.78
Practice frugality or thriftiness	3.77	0.80
Sacrifice	4.05	0.69
Industriousness	4.14	0.68
Thoroughness	4.06	0.76
Social & environmental awareness	4.02	0.73
Total	4.07	0.47
Entrepreneurship		
Initiative	4.00	0.68
Decisiveness	4.08	0.64
Coaching & authorization	4.14	0.68
Inspiration	3.90	0.74
Devotion to one's work	4.34	0.63
Analytical thinking	4.13	0.64
Cost benefit analysis	3.91	0.79
Managerial skills – planning, executing, controlling, assembling	4.10	0.72
Communication and motivation	4.08	0.63
Budgeting	3.81	0.77
Evaluation & presentation skills	4.12	0.71
Total	4.06	0.47
Total Overall	4.13	0.41

**Graduate School of
Human Sciences**

Market Employers Satisfaction Graduate School of Human Sciences

AU Uniqueness	Market Employer	
	Mean	S.D.
English Competency		
Speaking & communication proficiency	4.35	0.48
Reading proficiency	4.59	0.60
Listening proficiency	4.47	0.70
Writing proficiency	4.41	0.69
Working proficiency	4.41	0.69
Total	4.45	0.55
Ethics		
Compassionate, help others	3.82	0.71
Honesty in work, Ethics in work	4.47	0.70
Speak truthfully	4.29	0.67
Just and right attitude	4.00	0.49
Self-control	3.88	0.68
Honest to self and others	4.35	0.59
Discipline in work	4.24	0.73
Responsibility to work	4.29	0.67
Control over body, speech and mind	4.24	0.73
Patience and temperance	4.24	0.88
Practice frugality or thriftiness	3.94	0.94
Sacrifice	4.12	0.68
Industriousness	4.35	0.68
Thoroughness	3.94	0.64
Social & environmental awareness	4.00	0.84
Total	4.15	0.55
Entrepreneurship		
Initiative	4.12	0.47
Decisiveness	4.18	0.51
Coaching & authorization	4.18	0.51
Inspiration	4.00	0.69
Devotion to one's work	4.59	0.60
Analytical thinking	4.18	0.62
Cost benefit analysis	4.18	0.62
Managerial skills – planning, executing, controlling, assembling	4.24	0.64
Communication and motivation	4.35	0.76
Budgeting	4.24	0.64
Evaluation & presentation skills	4.29	0.57
Total	4.23	0.43
Total Overall	4.27	0.47

Graduate School of English

Market Employers Satisfaction Graduate School of English

AU Uniqueness	Market Employer	
	Mean	S.D.
English Competency		
Speaking & communication proficiency	4.00	0.00
Reading proficiency	4.83	0.37
Listening proficiency	4.67	0.47
Writing proficiency	4.67	0.47
Working proficiency	4.50	0.50
Total	4.53	0.32
Ethics		
Compassionate, help others	3.00	0.00
Honesty in work, Ethics in work	4.50	0.50
Speak truthfully	4.33	0.47
Just and right attitude	4.33	0.47
Self-control	4.00	0.82
Honest to self and others	4.33	0.47
Discipline in work	3.83	0.69
Responsibility to work	4.17	0.37
Control over body, speech and mind	4.00	0.58
Patience and temperance	3.83	0.69
Practice frugality or thriftiness	3.83	0.90
Sacrifice	4.33	0.75
Industriousness	4.33	0.47
Thoroughness	4.00	0.00
Social & environmental awareness	3.83	0.69
Total	4.04	0.35
Entrepreneurship		
Initiative	4.00	0.00
Decisiveness	4.33	0.47
Coaching & authorization	4.50	0.50
Inspiration	4.50	0.50
Devotion to one's work	4.50	0.50
Analytical thinking	4.33	0.47
Cost benefit analysis	4.00	0.82
Managerial skills – planning, executing, controlling, assembling	4.00	0.58
Communication and motivation	4.33	0.75
Budgeting	4.00	0.82
Evaluation & presentation skills	4.50	0.50
Total	4.27	0.34
Total Overall	4.28	0.24

Graduate School of e-Learning

Market Employers Satisfaction Graduate School of eLearning

AU Uniqueness	Market Employer	
	Mean	S.D.
English Competency		
Speaking & communication proficiency	3.75	0.43
Reading proficiency	3.75	0.43
Listening proficiency	3.63	0.48
Writing proficiency	3.63	0.48
Working proficiency	3.75	0.43
Total	3.70	0.41
Ethics		
Compassionate, help others	4.25	0.83
Honesty in work, Ethics in work	4.25	0.83
Speak truthfully	4.38	0.86
Just and right attitude	4.38	0.86
Self-control	4.13	0.78
Honest to self and others	4.50	0.71
Discipline in work	4.25	0.83
Responsibility to work	4.38	0.70
Control over body, speech and mind	4.38	0.70
Patience and temperance	4.13	0.78
Practice frugality or thriftiness	4.13	0.93
Sacrifice	4.25	0.83
Industriousness	4.38	0.70
Thoroughness	4.25	0.83
Social & environmental awareness	4.25	0.83
Total	4.28	0.70
Entrepreneurship		
Initiative	4.00	0.87
Decisiveness	4.13	0.93
Coaching & authorization	4.00	1.00
Inspiration	4.00	0.87
Devotion to one's work	4.13	0.78
Analytical thinking	4.75	0.66
Cost benefit analysis	4.63	0.70
Managerial skills – planning, executing, controlling, assembling	4.75	0.66
Communication and motivation	4.75	0.66
Budgeting	4.63	0.70
Evaluation & presentation skills	4.75	0.66
Total	4.41	0.63
Total Overall	4.13	0.55

Questionnaire



**Questionnaire :AU Uniqueness, AU Identity Development and
AU Career Satisfaction/Engagement (Lecturers/Staff)**

Instruction: Please indicate your level of agreement / satisfaction with Uniqueness, AU Identity Development, and Career Satisfaction/Engagement offered by Assumption University. Your realistic and frank input as well as identity will be kept confidential.

- Lecturers Staff
 Management Arts Nursing Science Science and Technology
 Engineering Law Biotechnology Communication Arts
 Music Architecture and Design Other.....

Staff ID..... Office Name.....

Sex Male Female

AU Uniqueness	Level of Agreement				
	Strongly Disagree	←.....→	Strongly Agree		
1. AU is an International Catholic University that dedicates itself to the pursuit of Truth and knowledge.	①	②	③	④	⑤
2. AU follows the values of a Catholic University and appropriately displays Catholic symbols.	①	②	③	④	⑤
3. AU is effectively managed by Catholic Leader.	①	②	③	④	⑤
4. AU arranges Catholic rites and functions for the AU community and the public.	①	②	③	④	⑤
5. AU is an international educational institution with strong international programs.	①	②	③	④	⑤
6. AU has a diverse faculty of international scholars.	①	②	③	④	⑤
7. AU does not discriminate between Thai and international students.	①	②	③	④	⑤
8. AU is widely recognized by international organizations.	①	②	③	④	⑤
9. The overall learning environment is conducive for the students' learning.	①	②	③	④	⑤
AU Identity Development					
1. AU has clear English language development policy to enhance the listening, speaking, reading and writing skills of students.	①	②	③	④	⑤
2. The promotion of these English language skills is based on AU educational plans and strategies.	①	②	③	④	⑤
3. AU actively encourages students to develop their English listening, speaking, reading and writing skills.	①	②	③	④	⑤
4. AU has clear policy on the development of both general moral values and professional ethical values, consisting of: integrity, prudence, fortitude, temperance and justice.	①	②	③	④	⑤
5. The development of these general and moral and professional ethical values of is based on AU educational plans and strategies.	①	②	③	④	⑤
6. AU actively encourages students to develop these moral and professional ethical values.	①	②	③	④	⑤
7. AU has clear policy on the development of entrepreneurial spirit involving the cultivation of a creative and innovative mind, leadership skills, management knowledge, and <i>Labor omnia vincit</i> .	①	②	③	④	⑤
8. The development of entrepreneurial spirit is based on AU educational plans and strategies.	①	②	③	④	⑤
9. AU actively encourages students to develop their entrepreneurial spirit.	①	②	③	④	⑤
Integrity, Social Consciousness, and Discipline					
1. AU encourages students to develop their integrity: honesty, reliability, credibility, and accountability.	①	②	③	④	⑤
2. AU fosters a social consciousness of caring, sharing and sacrifice.	①	②	③	④	⑤
3. AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	①	②	③	④	⑤
4. AU promotes social discipline e.g. punctuality, social norms, and respect for the rights of others.	①	②	③	④	⑤



Questionnaire :AU Uniqueness and AU Identity Development (Students)

Instruction: Please indicate your level of agreement with AU Uniqueness, and AU Identity Development of Assumption University. Your realistic and frank input as well as identity will be kept confidential.

Faculty

- Management Arts Nursing Science Science and Technology
 Engineering Law Biotechnology Communication Arts
 Music Architecture Graduate
Year 1 2 3 4 Master Degree
Sex Male Female

AU Uniqueness	Level of Agreement				
	Strongly Disagree	←.....→	Strongly Agree		
1. AU is an International Catholic University that dedicates itself to the pursuit of Truth and knowledge.	①	②	③	④	⑤
2. AU follows the values of a Catholic University and appropriately displays Catholic symbols.	①	②	③	④	⑤
3. AU is effectively managed by Catholic Leader.	①	②	③	④	⑤
4. AU arranges Catholic rites and functions for the AU community and the public.	①	②	③	④	⑤
5. AU is an international educational institution with strong international programs.	①	②	③	④	⑤
6. AU has a diverse faculty of international scholars.	①	②	③	④	⑤
7. AU does not discriminate between Thai and international students.	①	②	③	④	⑤
8. AU is widely recognized by international organizations.	①	②	③	④	⑤
9. The overall learning environment is conducive for the students' learning.	①	②	③	④	⑤
AU Identity Development					
1. AU has clear English language development policy to enhance the listening, speaking, reading and writing skills of students.	①	②	③	④	⑤
2. The promotion of these English language skills is based on AU educational plans and strategies.	①	②	③	④	⑤
3. AU actively encourages students to develop their English listening, speaking, reading and writing skills.	①	②	③	④	⑤
4. AU has clear policy on the development of both general moral values and professional ethical values, consisting of: integrity, prudence, fortitude, temperance and justice.	①	②	③	④	⑤
5. The development of these general and moral and professional ethical values of is based on AU educational plans and strategies.	①	②	③	④	⑤
6. AU actively encourages students to develop these moral and professional ethical values.	①	②	③	④	⑤
7. AU has clear policy on the development of entrepreneurial spirit involving the cultivation of a creative and innovative mind, leadership skills, management knowledge, and <i>Labor omnia vincit</i> .	①	②	③	④	⑤
8. The development of entrepreneurial spirit is based on AU educational plans and strategies.	①	②	③	④	⑤
9. AU actively encourages students to develop their entrepreneurial spirit.	①	②	③	④	⑤
Integrity, Social Consciousness, and Discipline					
1. AU encourages students to develop their integrity: honesty, reliability, credibility, and accountability.	①	②	③	④	⑤
2. AU fosters a social consciousness of caring, sharing and sacrifice.	①	②	③	④	⑤
3. AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	①	②	③	④	⑤
4. AU promotes social discipline e.g. punctuality, social norms, and respect for the rights of others.	①	②	③	④	⑤

☺Thank you for your cooperation ☺

Questionnaire

Questionnaire

Questionnaire :AU Stakeholder Satisfaction Index (MARKET EMPLOYERS)

Part1 : Personal Data

Gender 1Male 2Female

Ages

- 1. Below 30 years old 2. 30 - 39 years old 3. 40 - 49 years old
- 4. 50 - 59 years old 5. 60 years old or above

Your current position in the company

Your employment duration in the company year(s)

Type of company where you work.....

Number of Assumption University's graduate(s) in your organization

[] Number of Bachelor level..... Faculty.....Major.....

[] Number of Master levelFaculty.....Major.....

[] Number of Ph.D. levelFaculty.....Major.....

Part 2 Instructions: Please rate your level of satisfaction with AU graduates in terms of the following characteristics.

Ethics	Satisfaction level				
	Least	←.....→			Most
1. Compassionate, help others	1	2	3	4	5
2. Honesty in work, Ethics in work	1	2	3	4	5
3. Speak truthfully	1	2	3	4	5
4. Just and right attitude	1	2	3	4	5
5. Self-control	1	2	3	4	5
6. Honest to self and others	1	2	3	4	5
7. Discipline in work	1	2	3	4	5
8. Responsibility to work	1	2	3	4	5
9. Control over body, speech and mind	1	2	3	4	5
10. Patience and temperance	1	2	3	4	5
11. Practice frugality or thriftiness	1	2	3	4	5
12. Sacrifice	1	2	3	4	5
13. Industriousness	1	2	3	4	5
14. Thoroughness	1	2	3	4	5
15. Social & environmental awareness	1	2	3	4	5

English Proficiency	Satisfaction level				
	Least	←.....→			Most
1. Speaking & communication proficiency	1	2	3	4	5
2. Reading proficiency	1	2	3	4	5
3. Listening proficiency	1	2	3	4	5
4. Writing proficiency	1	2	3	4	5
5. Working proficiency	1	2	3	4	5
Entrepreneurship	Satisfaction level				
	Least	←.....→			Most
1. Initiative	1	2	3	4	5
2. Decisiveness	1	2	3	4	5
3. Coaching & authorization	1	2	3	4	5
4. Inspiration	1	2	3	4	5
5. Devotion to one's work	1	2	3	4	5
6. Analytical thinking	1	2	3	4	5
7. Cost benefit analysis	1	2	3	4	5
8. Managerial skills – planning, executing, controlling, assembling	1	2	3	4	5
9. Communication and motivation	1	2	3	4	5
10. Budgeting	1	2	3	4	5
11. Evaluation & presentation skills	1	2	3	4	5

Recommendation(s)

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© Thank you for your participation ©

References

- 1.) AU Student Competency and Effectiveness Index Academic Year 2015 ITS Online Questionnaire
- 2.) AU Teaching Competency and Effectiveness Index Academic Year 2015 ITS Online Questionnaire
- 3.) AU Stakeholder Satisfaction Index - Students ITS Online Questionnaire
- 4.) AU Stakeholder Satisfaction Index - New Graduates ITS Online Questionnaire
- 5.) AU Stakeholder Satisfaction Index - Parents ITS Online Questionnaire
- 6.) AU Stakeholder Satisfaction Index - Alumni ITS Online Questionnaire