SATISFACTION SURVEY ON AU UNIQUENESS AND IDENTITY IMPLEMENTATION
Academic Year 2017

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Preface

The Institute for Research and Academic Services(IRAS) has conducted the Satisfaction Survey on AU Uniqueness and Identity Implementation in order to check the notion and perception toward the AU's policy implementation from AU community and market employers. Moreover, the purpose of this research study is aimed to do accordingly to meet the standard criteria and indicators which determined by the Office for National Education Standards and Quality Assessment (ONESQA) and also for the AU community future benefits.

IRAS would like to thank the AU's personnel both lecturers and staff members 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 on AU Uniqueness and Identities Implementation were classified into 3 dimension as follows:

- AU Uniqueness
- AU Identity Development
- AU Integrity and Social Consciousness & Discipline

The survey was separated into 2 parts

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

Part I : AU Community Satisfaction

The majority of AU Community had a high level satisfaction with all dimensions. As the overall result indicated that all three dimensions; AU Uniqueness, AU Identity Development and AU Integrity, Social Consciousness & Discipline; had the same mean scores of 3.95.

Students were also highly satisfied with AU Uniqueness and AU Identity Development at 3.90 and AU Integrity, Social Consciousness & Discipline were 3.91 respectively.

Lecturers were highly satisfied with AU Uniqueness at 4.25, AU Identity Development was 4.19, and AU Integrity, Social Consciousness & Discipline was 4.08 respectively.

Staff members were highly satisfied with AU Uniqueness at 4.39, AU Identity Development and AU Integrity, Social Consciousness & Discipline had the same mean scores of 4.35.

The Satisfaction Level of each indicator within the three dimensions.

The result indicated that Students were highly satisfied all indicators; International University, English Competency, Entrepreneurial Spirit and Integrity, Social Consciousness & Discipline got the same mean scores of 3.91 as well as Catholic University and Ethics were 3.90.

Lecturers were highly satisfied Catholic University with the mean scores of 4.35, English Competency was 4.23 and Entrepreneurial Spirit was 4.21 respectively.

Staff members were highly satisfied with Catholic University with the mean scores of 4.43, International University was 4.36 and Integrity, Social Consciousness & Discipline was 4.35 respectively.

Part II: Market Employers Satisfaction

IRAS collected data from AU's Market Employers from August 2017 to March 2018 by our respondents are 1,176 units and then holding 13 faculties of Assumption University. Assumption University's Identity score were 4.17. Market Employer is the most satisfaction with English Proficiency's overall score were 4.34 for the major satisfaction of English Proficiency is on Listening proficiency (score: 4.38). Ethics score were 4.10, and Entrepreneurial Spirit score were 4.06. This result reflects from Market Employer that Assumption University could be produce graduate with good language skills into the Labor Market.

Conclusion

The overall of stakehoders' (students, faculty members, staff memers, and market employers) satisfaction toward AU Uniqueness and Identity score as the following table:

Dimension	Mean	S.D.	Percentage
AU Uniqueness			
Catholic University	3.95	0.69	79.00
International University	3.95	0.68	79.00
Total	**3.95**	**0.64**	**79.00**
AU Identity Development			
English Competency	4.15	0.28	83.00
Ethics	4.03	0.11	80.60
Entrepreneurial Spirit	4.01	0.08	80.20
Total	**4.06**	**0.15**	**81.20**
Integrity,Social Consciousness & Discipline	3.95	0.70	79.00

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AU Community

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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 namedthe 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 omniavincit*

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 chaism. 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 the Satisfaction Survey towards AU Uniqueness and 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

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 the internal self-administration of each faculty and staff members, and took 3 months period to complete in collecting the data. Overall respondents participated in this survey were 6,418 people which comprise of 5,627 students, 524 lecturers and 267 staff members.

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	2,300	40.87	128	24.43	14	5.24
Theodore Maria School of Arts	1,485	26.39	72	13.74	2	0.75
Bernadette de Lourdes School of Nursing Science	122	2.17	16	3.05	2	0.75
Vincent Mary School of Science and Technology	125	2.22	14	2.67	2	0.75
Vincent Mary School of Engineering	136	2.42	15	2.86	7	2.62
School of Law	227	4.03	12	2.29	-	-
School of Biotechnology	58	1.03	17	3.24	4	1.50
Albert Laurence School of Communication Arts	740	13.15	31	5.92	12	4.49
School of Music	21	0.37	10	1.91	1	0.37
Montfort Del Rosario School of Architecture and Design	284	5.05	27	5.15	6	2.25
Graduate School of Business	95	1.69	10	1.91	11	4.12
Graduate School of English	4	0.07	4	0.76	2	0.75
Graduate School of Human Sciences	30	0.53	14	2.67	2	0.75
Institute for English Language Education (IELE)	-	-	89	16.98	4	1.50
Graduate School of eLearning	-	-	14	2.67	11	4.12
Not Specified Dept.	-	-	51	9.73	187	70.04
Total	**5,627**	**100**	**524**	**100**	**267**	**100**

Data analysis

Researcher used the program for analyzing statistic data, SPSS for Windows, to analyze the data that presented in descriptive statistics form 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	2,188	38.88
		Female	3,439	61.12
		Total	**5,627**	**100**
	Academic Year	Freshman	785	13.95
		Sophomore	1,497	26.60
		Junior	1,277	22.69
		Senior	1,611	28.63
		Super Senior	325	5.78
		Master	132	2.35
		Total	**5,627**	**100**

Table 2: The Demographic information demonstarated that the total respondents were 5,627 people, 61.12% were Female and 38.88% were Male. For the year of study, it found out that Senior Students were participated in giving the feedback the most (1,611 people or equivalent to 28.63%); followed by Sophomore Students(1,497 people or equivalent to 26.60%), and the third was Junior Students (1,277 people or equivalent to 22.69%) respectively.

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

Dimention	Students (n=5,627)		Lecturers (n=524)		Staff (n=267)		Overall (n=6,418)	
	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.
AU Uniqueness								
Catholic University	3.90	0.67	4.35	0.69	4.43	0.61	3.95	0.69
International University	3.91	0.68	4.17	0.69	4.36	0.60	3.95	0.68
Total	**3.90**	**0.63**	**4.25**	**0.65**	**4.39**	**0.58**	**3.95**	**0.64**
AU Identity Development								
English Competency	3.91	0.72	4.23	0.78	4.38	0.62	3.95	0.73
Ethics	3.90	0.69	4.14	0.75	4.32	0.64	3.94	0.70
Entrepreneurial Spirit	3.91	0.70	4.21	0.70	4.34	0.63	3.95	0.71
Total	**3.90**	**0.64**	**4.19**	**0.67**	**4.35**	**0.60**	**3.95**	**0.65**
Integrity,Social Consciousness & Discipline	3.91	0.69	4.08	0.76	4.35	0.61	3.95	0.70
Total	**3.91**	**0.69**	**4.08**	**0.76**	**4.35**	**0.61**	**3.95**	**0.70**
Total All	**3.91**	**0.60**	**4.20**	**0.63**	**4.37**	**0.57**	**3.95**	**0.61**

Table 3: it shows the Overall AU Uniqueness and AU Identity Implementation. It appeared that there were 3 dimentions get the same mean scores of 3.95 (High); AU Uniqueness, AU Identity Development, and AU Integrity, Social Consciousness & Discipline.

Students felt high satisfaction with AU Uniqueness and AU Identity Developmentat 3.90 as well as the AU Integrity Social Consciousness & Discipline was 3.91 (High).

Lecturers gave a high satisfaction feedback in AU Uniqueness with the mean scores of 4.25, AU Identity Development was 4.19 (High), and AU Integrity, Social Consciousness & Discipline was 4.08 (High) respectively.

Staff members were also give a high satisfaction with AU Uniqueness at 4.39 and give the equavalent mean scores of 4.35 (High) in AU Identity Development and AU Integrity and Social Consciousness & Discipline.

Table 4 Mean and Standard Deviation by Indicators and Items

AU Uniqueness	Students (n=5,627)		Lecturers (n=524)		Staff (n=267)		Overall (n=6,418)	
	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.	3.90	0.80	4.28	0.85	4.45	0.65	3.96	0.81
2. AU follows the values of a Catholic University and appropriately displays Catholic symbols.	3.91	0.80	4.40	0.78	4.45	0.67	3.98	0.81
3. AU is effectively managed by Catholic Leader.	3.91	0.82	4.34	0.81	4.45	0.67	3.97	0.83
4. AU arranges Catholic rites and functions for the AU community and the public.	3.86	0.78	4.37	0.72	4.36	0.69	3.92	0.79
Total	3.90	0.67	4.35	0.69	4.43	0.61	3.95	0.69
International University								
5. AU is an international educational institution with strong international programs.	3.99	0.85	4.23	0.81	4.41	0.70	4.02	0.85
6. AU has a diverse faculty of international scholars.	3.91	0.83	4.23	0.81	4.36	0.66	3.96	0.83
7. AU does not discriminate between Thai and international students.	3.84	0.92	4.22	0.93	4.32	0.73	3.89	0.93
8. AU is widely recognized by international organizations.	3.91	0.83	4.08	0.87	4.34	0.67	3.94	0.83
9. The overall learning environment is conducive for the students' learning.	3.91	0.80	4.10	0.80	4.38	0.65	3.94	0.80
Total	3.91	0.68	4.17	0.69	4.36	0.60	3.95	0.68
Total All	3.90	0.63	4.25	0.65	4.39	0.58	3.95	0.64
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	0.86	4.24	0.86	4.36	0.66	3.95	0.86
2. The promotion of these English language skills is based on AU educational plans and strategies.	3.89	0.79	4.23	0.82	4.39	0.66	3.93	0.80
3. AU actively encourages students to develop their English listening, speaking, reading and writing skills.	3.94	0.85	4.24	0.84	4.40	0.66	3.98	0.85
Total	3.91	0.72	4.23	0.78	4.38	0.62	3.95	0.73
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.	3.90	0.80	4.15	0.82	4.31	0.70	3.93	0.81
5. The development of these general and moral and professional ethical values of is based on AU educational plans and strategies.	3.88	0.79	4.16	0.78	4.32	0.68	3.92	0.79
6. AU actively encourages students to develop these moral and professional ethical values.	3.91	0.81	4.12	0.83	4.33	0.67	3.95	0.82
Total	3.90	0.69	4.14	0.75	4.32	0.64	3.94	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.	3.91	0.80	4.20	0.77	4.33	0.66	3.95	0.80
8. The development of entrepreneurial spirit is based on AU educational plans and strategies.	3.89	0.80	4.20	0.73	4.33	0.69	3.93	0.80
9. AU actively encourages students to develop their entrepreneurial spirit.	3.92	0.81	4.22	0.79	4.37	0.67	3.96	0.81
Total	3.91	0.70	4.21	0.70	4.34	0.63	3.95	0.71
Total All	3.90	0.64	4.19	0.67	4.35	0.60	3.95	0.65

Integrity,Social Consciousness & Discipline	Students (n=5,627)		Lecturers (n=524)		Staff (n=267)		Overall (n=6,418)	
	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.	3.90	0.82	4.11	0.84	4.37	0.65	3.93	0.82
2. AU fosters a social consciousness of caring, sharing and sacrifice.	3.86	0.81	4.00	0.87	4.36	0.65	3.89	0.82
3. AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	3.94	0.81	4.13	0.87	4.32	0.67	3.97	0.81
4. AU promotes social discipline e.g. punctuality, social norms, and respect for the rights of others.	3.96	0.80	4.09	0.85	4.34	0.67	3.99	0.81
Total All	3.91	0.69	4.08	0.76	4.35	0.61	3.95	0.70
Total Over All	3.91	0.60	4.20	0.63	4.37	0.57	3.95	0.61

Table 4: AU Uniquenessand AU Identity Development were presented by indicators and items. In each indicator demonstrated that overall respondents were given the same mean scores of 3.95 (High) in Catholic University, International University, English Competency, Entrepreneurial Spirit and Integrity, Social Consciousness & Discipline with and a bit difference of mean scores of 3.94 (High) in Ethics.

When considering by classification of respondents, the result shew that Students were highly satisfied with the International University, English Competency, Entrepreneurial Spirit and Integrity, Social Consciousness & Discipline with the same score of 3.91, followed by the Catholic University and Ethics at 3.90 (High).

Lecturers were also highly satisfied in each indicator; Catholic University with the mean scores of 4.35, English Competency was 4.23 and Entrepreneurial Spirit was 4.21 respectively.

Staff members were highly satisfied with Catholic University with the mean scores of 4.43, International University was 4.36 and Integrity, Social Consciousness & Discipline with was 4.35 respectively.

Table 5 Mean and Standard Deviation by Academic Year

AU Uniqueness	Freshman (n=785)		Sophomore (n=1,497)		Junior (n=1,277)		Senior (n=1,611)		Super Senior (n=325)		Master (n=132)	
	Mean	S.D.	Mean	S.D.	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.	3.95	0.84	3.86	0.81	3.92	0.78	3.93	0.77	3.80	0.77	3.94	0.88
2. AU follows the values of a Catholic University and appropriately displays Catholic symbols.	3.90	0.85	3.87	0.80	3.95	0.78	3.94	0.78	3.86	0.80	3.88	0.85
3. AU is effectively managed by Catholic Leader.	3.94	0.86	3.92	0.82	3.91	0.80	3.92	0.81	3.75	0.83	3.89	0.85
4. AU arranges Catholic rites and functions for the AU community and the public.	3.89	0.83	3.85	0.78	3.87	0.75	3.86	0.77	3.76	0.84	3.80	0.89
Total	3.92	0.71	3.87	0.68	3.91	0.66	3.91	0.66	3.79	0.69	3.88	0.74
International University												
5. AU is an international educational institution with strong international programs.	4.06	0.89	3.97	0.86	3.96	0.84	3.99	0.84	3.96	0.85	4.08	0.80
6. AU has a diverse faculty of international scholars.	3.94	0.88	3.88	0.84	3.90	0.80	3.94	0.81	3.85	0.83	4.00	0.81
7. AU does not discriminate between Thai and international students.	3.84	0.95	3.81	0.93	3.82	0.92	3.89	0.91	3.81	0.91	4.00	0.97
8. AU is widely recognized by international organizations.	3.91	0.84	3.89	0.82	3.92	0.81	3.93	0.82	3.87	0.87	3.91	0.86
9. The overall learning environment is conducive for the students' learning.	3.94	0.82	3.89	0.80	3.92	0.79	3.91	0.79	3.86	0.82	3.92	0.90
Total	3.94	0.71	3.89	0.68	3.90	0.67	3.93	0.66	3.87	0.67	3.98	0.70
Total All	3.93	0.67	3.88	0.64	3.91	0.62	3.92	0.61	3.83	0.63	3.94	0.67
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	0.90	3.89	0.87	3.86	0.85	3.92	0.83	3.93	0.82	3.99	0.94
2. The promotion of these English language skills is based on AU educational plans and strategies.	3.90	0.82	3.85	0.80	3.87	0.80	3.91	0.76	3.93	0.78	3.95	0.81
3. AU actively encourages students to develop their English listening, speaking, reading and writing skills.	3.98	0.88	3.92	0.85	3.90	0.86	3.95	0.83	3.94	0.79	4.05	0.84
Total	3.93	0.75	3.89	0.73	3.88	0.72	3.93	0.70	3.93	0.68	4.00	0.77
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.	3.90	0.84	3.87	0.80	3.89	0.79	3.93	0.78	3.85	0.82	4.00	0.81
5. The development of these general and moral and professional ethical values of is based on AU educational plans and strategies.	3.85	0.80	3.87	0.77	3.87	0.80	3.92	0.76	3.81	0.84	3.98	0.80
6. AU actively encourages students to develop these moral and professional ethical values.	3.91	0.86	3.90	0.82	3.91	0.81	3.94	0.79	3.82	0.84	3.98	0.81
Total	3.88	0.72	3.88	0.69	3.89	0.68	3.93	0.67	3.82	0.71	3.98	0.72
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	0.82	3.89	0.82	3.91	0.78	3.93	0.78	3.88	0.87	3.91	0.87
8. The development of entrepreneurial spirit is based on AU educational plans and strategies.	3.89	0.82	3.85	0.80	3.89	0.79	3.93	0.77	3.83	0.85	3.93	0.84
9. AU actively encourages students to develop their entrepreneurial spirit.	3.90	0.85	3.89	0.83	3.93	0.79	3.95	0.80	3.88	0.79	3.97	0.87
Total	3.90	0.73	3.87	0.71	3.91	0.68	3.94	0.68	3.86	0.73	3.94	0.78
Total All	3.91	0.67	3.88	0.64	3.90	0.63	3.93	0.61	3.87	0.64	3.97	0.69

Integrity, Social Consciousness & Discipline	Freshman (n=785)		Sophomore (n=1,497)		Junior (n=1,277)		Senior (n=1,611)		Super Senior (n=325)		Master (n=132)	
	Mean	S.D.	Mean	S.D.	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.	3.88	0.87	3.89	0.82	3.90	0.81	3.90	0.79	3.85	0.80	4.08	0.84
2. AU fosters a social consciousness of caring, sharing and sacrifice.	3.87	0.84	3.83	0.82	3.88	0.81	3.88	0.79	3.77	0.84	3.92	0.88
3. AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	3.94	0.81	3.90	0.83	3.97	0.81	3.97	0.79	3.90	0.82	4.07	0.83
4. AU promotes social discipline e.g. punctuality, social norms, and respect for the rights of others.	3.97	0.82	3.90	0.83	3.98	0.78	3.99	0.78	3.89	0.82	4.13	0.78
Total All	3.92	0.70	3.88	0.70	3.93	0.68	3.94	0.67	3.85	0.69	4.05	0.69
Total Over All	3.92	0.63	3.88	0.60	3.91	0.59	3.93	0.58	3.85	0.60	3.97	0.63

Table 5: AU Uniqueness and AU Identity Developmentby presented by classifing into each year of study. When considering by classification of respondents, Freshman were highly satisfied with the following indicators; International University and English Competency got same mean scores of 3.93, and Catholic University and Integrity, Social Consciousness & Discipline also got the resemblance score at 3.92 respectively.

The Sophomore were highly satisfied with the following indicators; International University and English Competency got the same mean scores of 3.89, Ethics and Integrity, Social Consciousness & Discipline also got same mean scores of 3.88, Catholic University and Entrepreneurial Spirit were 3.87 respectively.

The Junior were highly satisfied with Integrity, Social Consciousness & Discipline at 3.93, Catholic University and Entrepreneurial Spirit were 3.91, and International University was 3.90 respectively.

The Senior were highly satisfied with Entrepreneurial Spirit and Integrity, Social Consciousness & Discipline at same mean scores of 3.94, English Competency and Ethics were 3.93 respectively.

The Super Senior were highly satisfied with English Competency at the mean scores of 3.93, International University was 3.87 and Entrepreneurial Spirit was 3.86 respectively.

The Graduate Students were highly satisfied with Integrity, Social Consciousness & Discipline at 4.05, English Competency was 4.00, and International University and Ethics were 3.98 respectively.

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Appendix

Martin de Tours School of Management and Economics

AU Community Satisfaction
Martin de Tours School of Management and Economics

AU Uniqueness	Students (n=2,300)		Lecturers (n=128)		Staff (n=14)	
	Mean	S.D.	Mean	S.D.	Mean	S.D.
Catholic University						
. AU is an International Catholic University that dedicates itself to the pursuit of Truth and knowledge.	3.94	0.81	4.30	0.81	4.43	0.76
. AU follows the values of a Catholic University and appropriately displays Catholic symbols.	3.94	0.80	4.40	0.77	4.50	0.65
. AU is effectively managed by Catholic Leader.	3.94·	0.83	4.32	0.76	4.43	0.65
. AU arranges Catholic rites and functions for the AU community and the public.	3.88	0.79	4.41	0.69	4.50	0.65
Total	**3.93**	**0.68**	**4.36**	**0.66**	**4.46**	**0.64**
International University						
. AU is an international educational institution with strong international programs.	4.01	0.86	4.17	0.82	4.43	0.51
. AU has a diverse faculty of international scholars.	3.96	0.82	4.33	0.86	4.43	0.76
. AU does not discriminate between Thai and international students.	3.85	0.93	4.20	1.03	4.57	0.65
. AU is widely recognized by international organizations.	3.93	0.84	4.04	0.93	4.43	0.65
. The overall learning environment is conducive for the students' learning.	3.95	0.82	4.12	0.84	4.50	0.65
Total	**3.94**	**0.68**	**4.17**	**0.72**	**4.47**	**0.55**
Total All	**3.93**	**0.64**	**4.25**	**0.65**	**4.47**	**0.57**
AU Identity Development						
English Competency						
. AU has clear English language development policy to enhance the listening, speaking, reading and writing skills of students.	3.92	0.86	4.18	0.94	4.57	0.51
. The promotion of these English language skills is based on AU educational plans and strategies.	3.91	0.80	4.15	0.84	4.57	0.51
. AU actively encourages students to develop their English listening, speaking, reading and writing skills.	3.97	0.86	4.19	0.89	4.50	0.52
Total	**3.93**	**0.72**	**4.17**	**0.82**	**4.55**	**0.50**
Ethics						
. 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	0.80	4.09	0.92	4.43	0.51
. The development of these general and moral and professional ethical values of is based on AU educational plans and strategies.	3.91	0.78	4.09	0.88	4.50	0.52
. AU actively encourages students to develop these moral and professional ethical values.	3.96	0.82	4.02	0.94	4.36	0.74
Total	**3.94**	**0.69**	**4.07**	**0.86**	**4.43**	**0.56**
Entrepreneurial Spirit						
. 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.	3.96	0.81	4.20	0.76	4.29	0.61
. The development of entrepreneurial spirit is based on AU educational plans and strategies.	3.92	0.80	4.26	0.69	4.36	0.74
. AU actively encourages students to develop their entrepreneurial spirit.	3.97	0.82	4.25	0.77	4.29	0.83
Total	**3.95**	**0.71**	**4.23**	**0.69**	**4.31**	**0.63**
Total All	**3.94**	**0.64**	**4.16**	**0.71**	**4.43**	**0.54**
Integrity,Social Consciousness and Discipline						
.AU encourages students to develop their integrity: honesty, reliability, credibility, and accountability.	3.94	0.82	4.07	0.90	4.21	0.80
. AU fosters a social consciousness of caring, sharing and sacrifice.	3.91	0.81	3.97	0.90	4.43	0.65
. AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	3.99	0.82	4.19	0.91	4.43	0.65
. AU promotes social discipline e.g. punctuality, social norms, and respect for the rights of others.	4.00	0.80	4.16	0.89	4.43	0.65
Total All	**3.96**	**0.69**	**4.10**	**0.78**	**4.38**	**0.65**
Total Overall	**3.94**	**0.60**	**4.19**	**0.65**	**4.44**	**0.56**

Theodore Maria School of Arts

AU Community Satisfaction
Theodore Maria School of Arts

AU Uniqueness	Students (n=1,485)		Lecturers (n=72)		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.	3.91	0.79	4.13	1.10	5.00	0.00
2. AU follows the values of a Catholic University and appropriately displays Catholic symbols.	3.95	0.79	4.36	0.88	5.00	0.00
3. AU is effectively managed by Catholic Leader.	3.94	0.80	4.36	0.89	5.00	0.00
4. AU arranges Catholic rites and functions for the AU community and the public.	3.88	0.78	4.43	0.82	4.50	0.71
Total	**3.92**	**0.68**	**4.32**	**0.80**	**4.88**	**0.18**
International University						
5. AU is an international educational institution with strong international programs.	4.05	0.83	4.17	0.86	4.50	0.71
6. AU has a diverse faculty of international scholars.	3.93	0.81	4.28	0.74	4.50	0.71
7. AU does not discriminate between Thai and international students.	3.91	0.90	4.31	0.88	4.50	0.71
8. AU is widely recognized by international organizations.	3.96	0.82	4.14	0.88	4.50	0.71
9. The overall learning environment is conducive for the students' learning.	3.94	0.77	4.10	0.82	4.50	0.71
Total	**3.96**	**0.67**	**4.20**	**0.70**	**4.50**	**0.71**
Total All	**3.94**	**0.63**	**4.25**	**0.71**	**4.67**	**0.47**
AU Identity Development						
English Competency						
1. AU has clear English language development policy to enhance the listening, speaking, reading and writing skills of students.	3.97	0.83	4.18	0.94	5.00	0.00
2. The promotion of these English language skills is based on AU educational plans and strategies.	3.94	0.78	4.21	0.89	5.00	0.00
3. AU actively encourages students to develop their English listening, speaking, reading and writing skills.	3.99	0.83	4.25	0.88	5.00	0.00
Total	**3.97**	**0.70**	**4.21**	**0.85**	**5.00**	**0.00**
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.	3.89	0.80	4.15	0.73	5.00	0.00
5. The development of these general and moral and professional ethical values of is based on AU educational plans and strategies.	3.92	0.79	4.25	0.75	5.00	0.00
6. AU actively encourages students to develop these moral and professional ethical values.	3.91	0.81	4.26	0.77	5.00	0.00
Total	**3.91**	**0.69**	**4.22**	**0.69**	**5.00**	**0.00**
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.	3.91	0.79	4.22	0.83	5.00	0.00
8. The development of entrepreneurial spirit is based on AU educational plans and strategies.	3.88	0.80	4.28	0.84	4.50	0.71
9. AU actively encourages students to develop their entrepreneurial spirit.	3.92	0.81	4.26	0.92	4.50	0.71
Total	**3.91**	**0.71**	**4.25**	**0.81**	**4.67**	**0.47**
Total All	**3.93**	**0.63**	**4.23**	**0.72**	**4.89**	**0.16**
Integrity,Social Consciousness and Discipline						
1.AU encourages students to develop their integrity: honesty, reliability, credibility, and accountability.	3.91	0.81	4.08	0.88	4.50	0.71
2. AU fosters a social consciousness of caring, sharing and sacrifice.	3.88	0.81	4.00	0.96	4.50	0.71
3. AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	3.92	0.80	4.03	0.89	4.50	0.71
4. AU promotes social discipline e.g. punctuality, social norms, and respect for the rights of others.	3.95	0.79	4.10	0.84	4.50	0.71
Total All	**3.92**	**0.69**	**4.05**	**0.83**	**4.50**	**0.71**
Total Overall	**3.93**	**0.59**	**4.21**	**0.69**	**4.73**	**0.39**

Bernadette de Lourdes School of Nursing Science

AU Community Satisfaction
Bernadette de Lourdes School of Nursing Science

AU Uniqueness	Students (n=122)		Lecturers (n=16)		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.	4.07	0.78	4.56	0.51	5.00	0.00
2. AU follows the values of a Catholic University and appropriately displays Catholic symbols.	4.11	0.74	4.56	0.51	5.00	0.00
3. AU is effectively managed by Catholic Leader.	4.03	0.76	4.38	0.62	5.00	0.00
4. AU arranges Catholic rites and functions for the AU community and the public.	3.98	0.78	4.44	0.51	5.00	0.00
Total	4.05	0.67	4.48	0.49	5.00	0.00
International University						
5. AU is an international educational institution with strong international programs.	3.92	0.97	4.56	0.51	5.00	0.00
6. AU has a diverse faculty of international scholars.	3.90	0.86	4.38	0.50	5.00	0.00
7. AU does not discriminate between Thai and international students.	3.69	1.06	4.44	0.63	4.50	0.71
8. AU is widely recognized by international organizations.	3.92	0.89	4.56	0.51	4.50	0.71
9. The overall learning environment is conducive for the students' learning.	3.97	0.90	4.56	0.51	4.50	0.71
Total	3.88	0.82	4.50	0.39	4.70	0.42
Total All	3.96	0.70	4.49	0.38	4.83	0.24
AU Identity Development						
English Competency						
1. AU has clear English language development policy to enhance the listening, speaking, reading and writing skills of students.	3.99	0.89	4.56	0.51	5.00	0.00
2. The promotion of these English language skills is based on AU educational plans and strategies.	3.91	0.86	4.63	0.50	5.00	0.00
3. AU actively encourages students to develop their English listening, speaking, reading and writing skills.	3.95	0.85	4.63	0.50	4.50	0.71
Total	3.95	0.81	4.60	0.47	4.83	0.24
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.	4.05	0.84	4.63	0.50	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.	4.06	0.79	4.63	0.50	4.50	0.71
6. AU actively encourages students to develop these moral and professional ethical values.	4.02	0.89	4.63	0.50	5.00	0.00
Total	4.04	0.77	4.63	0.47	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.	4.12	0.80	4.56	0.51	4.50	0.71
8. The development of entrepreneurial spirit is based on AU educational plans and strategies.	4.11	0.79	4.44	0.51	4.50	0.71
9. AU actively encourages students to develop their entrepreneurial spirit.	4.09	0.78	4.50	0.52	4.50	0.71
Total	4.11	0.71	4.50	0.49	4.50	0.71
Total All	4.03	0.71	4.58	0.44	4.67	0.47
Integrity,Social Consciousness and Discipline						
1.AU encourages students to develop their integrity: honesty, reliability, credibility, and accountability.	4.11	0.84	4.56	0.51	4.50	0.71
2. AU fosters a social consciousness of caring, sharing and sacrifice.	4.03	0.84	4.50	0.52	4.50	0.71
3. AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	4.18	0.72	4.19	0.75	4.50	0.71
4. AU promotes social discipline e.g. punctuality, social norms, and respect for the rights of others.	4.15	0.82	4.38	0.72	4.50	0.71
Total All	4.12	0.71	4.41	0.56	4.50	0.71
Total Overall	4.02	0.67	4.51	0.39	4.70	0.42

Vincent Mary School of Science and Technology

AU Community Satisfaction
Vincent Mary School of Science and Technology

AU Uniqueness	Students (n=125)		Lecturers (n=14)		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.	3.90	0.83	4.50	0.76	4.50	0.71
2. AU follows the values of a Catholic University and appropriately displays Catholic symbols.	3.82	0.86	4.71	0.61	4.50	0.71
3. AU is effectively managed by Catholic Leader.	3.88	0.91	4.21	0.70	4.50	0.71
4. AU arranges Catholic rites and functions for the AU community and the public.	3.92	0.78	4.43	0.76	4.50	0.71
Total	3.88	0.75	4.46	0.58	4.50	0.71
International University						
5. AU is an international educational institution with strong international programs.	3.87	0.90	4.64	0.50	4.50	0.71
6. AU has a diverse faculty of international scholars.	3.95	0.82	4.07	0.92	4.00	0.00
7. AU does not discriminate between Thai and international students.	3.86	1.02	4.71	0.61	4.00	0.00
8. AU is widely recognized by international organizations.	3.94	0.87	4.14	0.86	4.50	0.71
9. The overall learning environment is conducive for the students' learning.	3.85	0.83	4.14	0.77	4.00	0.00
Total	3.90	0.74	4.34	0.53	4.20	0.28
Total All	3.89	0.71	4.40	0.51	4.33	0.47
AU Identity Development						
English Competency						
1. AU has clear English language development policy to enhance the listening, speaking, reading and writing skills of students.	3.81	0.90	4.50	0.65	4.50	0.71
2. The promotion of these English language skills is based on AU educational plans and strategies.	3.86	0.84	4.43	0.76	4.50	0.71
3. AU actively encourages students to develop their English listening, speaking, reading and writing skills.	3.94	0.89	4.29	0.83	4.50	0.71
Total	3.87	0.77	4.40	0.67	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.	3.96	0.77	4.14	0.86	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.	3.86	0.81	4.29	0.73	4.50	0.71
6. AU actively encourages students to develop these moral and professional ethical values.	4.01	0.82	4.21	0.80	4.50	0.71
Total	3.94	0.70	4.21	0.75	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.	3.94	0.91	4.36	0.84	4.50	0.71
8. The development of entrepreneurial spirit is based on AU educational plans and strategies.	3.90	0.78	4.36	0.84	4.50	0.71
9. AU actively encourages students to develop their entrepreneurial spirit.	3.92	0.89	4.21	0.80	4.50	0.71
Total	3.92	0.77	4.31	0.72	4.50	0.71
Total All	3.91	0.68	4.31	0.66	4.50	0.71
Integrity,Social Consciousness and Discipline						
1.AU encourages students to develop their integrity: honesty, reliability, credibility, and accountability.	3.90	0.77	4.43	0.51	4.50	0.71
2. AU fosters a social consciousness of caring, sharing and sacrifice.	3.77	0.90	4.00	0.78	4.50	0.71
3. AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	3.93	0.76	4.21	0.97	4.50	0.71
4. AU promotes social discipline e.g. punctuality, social norms, and respect for the rights of others.	3.98	0.86	4.29	0.91	4.50	0.71
Total All	3.89	0.71	4.23	0.71	4.50	0.71
Total Overall	3.90	0.66	4.33	0.58	4.43	0.61

Vincent Mary School of Engineering

AU Community Satisfaction
Vincent Mary School of Engineering

AU Uniqueness	Students (n=136)		Lecturers (n=15)		Staff (n=7)	
	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.	3.86	0.79	4.53	0.64	4.71	0.49
2. AU follows the values of a Catholic University and appropriately displays Catholic symbols.	3.90	0.85	4.67	0.49	4.71	0.49
3. AU is effectively managed by Catholic Leader.	3.88	0.82	4.47	0.83	4.86	0.38
4. AU arranges Catholic rites and functions for the AU community and the public.	3.82	0.78	4.60	0.51	4.43	0.53
Total	**3.86**	**0.68**	**4.57**	**0.55**	**4.68**	**0.35**
International University						
5. AU is an international educational institution with strong international programs.	3.91	0.94	4.20	0.77	4.86	0.38
6. AU has a diverse faculty of international scholars.	3.79	0.89	4.13	0.83	4.86	0.38
7. AU does not discriminate between Thai and international students.	3.54	1.13	4.27	0.88	4.57	0.53
8. AU is widely recognized by international organizations.	3.74	0.91	4.20	0.86	4.71	0.49
9. The overall learning environment is conducive for the students' learning.	3.74	0.79	4.47	0.74	4.57	0.53
Total	**3.75**	**0.75**	**4.25**	**0.70**	**4.71**	**0.36**
Total All	**3.80**	**0.66**	**4.39**	**0.61**	**4.70**	**0.25**
AU Identity Development						
English Competency						
1. AU has clear English language development policy to enhance the listening, speaking, reading and writing skills of students.	3.73	0.95	4.53	0.64	4.71	0.49
2. The promotion of these English language skills is based on AU educational plans and strategies.	3.76	0.87	4.40	0.74	4.71	0.49
3. AU actively encourages students to develop their English listening, speaking, reading and writing skills.	3.92	0.92	4.47	0.64	4.86	0.38
Total	**3.80**	**0.81**	**4.47**	**0.64**	**4.76**	**0.32**
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	0.86	4.33	0.62	4.86	0.38
5. The development of these general and moral and professional ethical values of is based on AU educational plans and strategies.	3.82	0.85	4.20	0.68	4.57	0.53
6. AU actively encourages students to develop these moral and professional ethical values.	3.81	0.87	4.27	0.59	4.86	0.38
Total	**3.82**	**0.76**	**4.27**	**0.55**	**4.76**	**0.25**
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.	3.89	0.85	4.13	0.83	4.71	0.49
8. The development of entrepreneurial spirit is based on AU educational plans and strategies.	3.91	0.86	4.07	0.80	4.57	0.53
9. AU actively encourages students to develop their entrepreneurial spirit.	3.88	0.83	4.47	0.74	4.86	0.38
Total	**3.89**	**0.74**	**4.22**	**0.70**	**4.71**	**0.40**
Total All	**3.84**	**0.71**	**4.32**	**0.57**	**4.75**	**0.24**
Integrity,Social Consciousness and Discipline						
1.AU encourages students to develop their integrity: honesty, reliability, credibility, and accountability.	3.76	0.84	4.40	0.63	4.71	0.49
2. AU fosters a social consciousness of caring, sharing and sacrifice.	3.76	0.85	4.47	0.64	4.71	0.49
3. AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	3.96	0.83	4.27	0.80	4.86	0.38
4. AU promotes social discipline e.g. punctuality, social norms, and respect for the rights of others.	3.96	0.83	4.20	0.77	4.71	0.49
Total All	**3.86**	**0.70**	**4.33**	**0.63**	**4.75**	**0.38**
Total Overall	**3.83**	**0.64**	**4.35**	**0.56**	**4.73**	**0.23**

School of Law

AU Community Satisfaction
School of Law

AU Uniqueness	Students (n=227)		Lecturers (n=12)		Staff (n=0)	
	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.	3.82	0.77	4.33	0.65	-	-
2. AU follows the values of a Catholic University and appropriately displays Catholic symbols.	3.83	0.79	4.58	0.51	-	-
3. AU is effectively managed by Catholic Leader.	3.83	0.78	4.50	0.52	-	-
4. AU arranges Catholic rites and functions for the AU community and the public.	3.76	0.76	4.42	0.51	-	-
Total	3.81	0.63	4.46	0.41	-	-
International University						
5. AU is an international educational institution with strong international programs.	3.98	0.88	4.33	0.65	-	-
6. AU has a diverse faculty of international scholars.	3.85	0.81	4.33	0.49	-	-
7. AU does not discriminate between Thai and international students.	3.91	0.85	4.42	0.51	-	-
8. AU is widely recognized by international organizations.	3.88	0.77	3.92	0.67	-	-
9. The overall learning environment is conducive for the students' learning.	3.85	0.75	4.00	0.74	-	-
Total	3.90	0.62	4.20	0.45	-	-
Total All	3.86	0.59	4.31	0.38	-	-
AU Identity Development						
English Competency						
1. AU has clear English language development policy to enhance the listening, speaking, reading and writing skills of students.	3.96	0.85	4.33	0.65	-	-
2. The promotion of these English language skills is based on AU educational plans and strategies.	3.90	0.79	4.50	0.52	-	-
3. AU actively encourages students to develop their English listening, speaking, reading and writing skills.	3.98	0.83	4.33	0.49	-	-
Total	3.95	0.71	4.39	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.	3.85	0.85	4.42	0.67	-	-
5. The development of these general and moral and professional ethical values of is based on AU educational plans and strategies.	3.82	0.79	4.33	0.49	-	-
6. AU actively encourages students to develop these moral and professional ethical values.	3.86	0.81	4.42	0.67	-	-
Total	3.84	0.71	4.39	0.51	-	-
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	0.79	4.50	0.52	-	-
8. The development of entrepreneurial spirit is based on AU educational plans and strategies.	3.81	0.85	4.33	0.49	-	-
9. AU actively encourages students to develop their entrepreneurial spirit.	3.82	0.85	4.25	0.62	-	-
Total	3.82	0.74	4.36	0.50	-	-
Total All	3.87	0.65	4.38	0.42	-	-
Integrity, Social Consciousness and Discipline						
1. AU encourages students to develop their integrity: honesty, reliability, credibility, and accountability.	3.78	0.84	4.00	0.85	-	-
2. AU fosters a social consciousness of caring, sharing and sacrifice.	3.79	0.84	4.00	0.74	-	-
3. AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	3.89	0.78	4.08	0.90	-	-
4. AU promotes social discipline e.g. punctuality, social norms, and respect for the rights of others.	3.89	0.87	3.92	0.90	-	-
Total All	3.84	0.70	4.00	0.75	-	-
Total Overall	3.86	0.58	4.28	0.41	-	-

School of Biotechnology

AU Community Satisfaction
School of Biotechnology

AU Uniqueness	Students (n=58)		Lecturers (n=17)		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.	3.78	0.77	4.12	0.60	4.25	0.50
2. AU follows the values of a Catholic University and appropriately displays Catholic symbols.	3.81	0.74	4.06	0.66	4.25	0.50
3. AU is effectively managed by Catholic Leader.	3.74	0.78	4.12	0.86	4.50	0.58
4. AU arranges Catholic rites and functions for the AU community and the public.	3.95	0.76	3.94	0.66	4.50	0.58
Total	**3.82**	**0.64**	**4.06**	**0.62**	**4.38**	**0.43**
International University						
5. AU is an international educational institution with strong international programs.	3.95	0.80	4.29	0.69	4.50	0.58
6. AU has a diverse faculty of international scholars.	3.84	0.74	4.06	0.66	4.25	0.50
7. AU does not discriminate between Thai and international students.	3.67	0.76	4.18	0.53	4.50	0.58
8. AU is widely recognized by international organizations.	3.86	0.71	3.88	0.86	4.50	0.58
9. The overall learning environment is conducive for the students' learning.	3.93	0.77	4.00	0.61	4.50	0.58
Total	**3.85**	**0.56**	**4.08**	**0.44**	**4.45**	**0.53**
Total All	**3.84**	**0.51**	**4.07**	**0.49**	**4.42**	**0.48**
AU Identity Development						
English Competency						
1. AU has clear English language development policy to enhance the listening, speaking, reading and writing skills of students.	3.72	0.93	4.41	0.62	4.25	0.50
2. The promotion of these English language skills is based on AU educational plans and strategies.	3.76	0.76	4.00	0.71	4.50	0.58
3. AU actively encourages students to develop their English listening, speaking, reading and writing skills.	3.83	0.88	4.24	0.56	4.25	0.50
Total	**3.77**	**0.75**	**4.22**	**0.55**	**4.33**	**0.38**
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.	3.83	0.70	4.06	0.43	4.50	0.58
5. The development of these general and moral and professional ethical values of is based on AU educational plans and strategies.	3.90	0.69	4.18	0.64	4.25	0.50
6. AU actively encourages students to develop these moral and professional ethical values.	3.95	0.74	3.94	1.03	4.50	0.58
Total	**3.89**	**0.53**	**4.06**	**0.57**	**4.42**	**0.50**
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.	3.69	0.63	4.12	0.70	4.25	0.50
8. The development of entrepreneurial spirit is based on AU educational plans and strategies.	3.79	0.69	4.12	0.49	4.50	0.58
9. AU actively encourages students to develop their entrepreneurial spirit.	3.88	0.70	4.06	0.56	4.50	0.58
Total	**3.79**	**0.54**	**4.10**	**0.54**	**4.42**	**0.50**
Total All	**3.82**	**0.49**	**4.12**	**0.45**	**4.39**	**0.46**
Integrity,Social Consciousness and Discipline						
1.AU encourages students to develop their integrity: honesty, reliability, credibility, and accountability.	3.84	0.67	3.94	0.75	4.50	0.58
2. AU fosters a social consciousness of caring, sharing and sacrifice.	3.72	0.70	3.76	0.75	4.25	0.50
3. AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	3.90	0.74	3.94	0.90	4.50	0.58
4. AU promotes social discipline e.g. punctuality, social norms, and respect for the rights of others.	3.98	0.78	3.76	0.83	4.50	0.58
Total All	**3.86**	**0.57**	**3.85**	**0.72**	**4.44**	**0.52**
Total Overall	**3.83**	**0.46**	**4.05**	**0.44**	**4.41**	**0.47**

Albert Laurence School of
Communication Arts

AU Community Satisfaction
Albert Laurence School of Communication Arts

AU Uniqueness	Students (n=740)		Lecturers (n=31)		Staff (n=12)	
	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.	3.81	0.75	4.23	0.72	4.17	0.58
2. AU follows the values of a Catholic University and appropriately displays Catholic symbols.	3.81	0.78	4.32	0.70	4.42	0.51
3. AU is effectively managed by Catholic Leader.	3.80	0.83	4.29	0.78	4.25	0.45
4. AU arranges Catholic rites and functions for the AU community and the public.	3.78	0.78	4.26	0.73	3.92	0.51
Total	**3.80**	**0.65**	**4.27**	**0.60**	**4.19**	**0.40**
International University						
5. AU is an international educational institution with strong international programs.	3.89	0.84	4.23	0.62	4.17	0.58
6. AU has a diverse faculty of international scholars.	3.80	0.85	4.23	0.72	4.17	0.58
7. AU does not discriminate between Thai and international students.	3.78	0.87	4.23	0.72	4.25	0.62
8. AU is widely recognized by international organizations.	3.87	0.79	3.94	0.63	4.33	0.49
9. The overall learning environment is conducive for the students' learning.	3.84	0.79	3.90	0.91	4.25	0.45
Total	**3.84**	**0.64**	**4.10**	**0.54**	**4.23**	**0.48**
Total All	**3.82**	**0.60**	**4.18**	**0.53**	**4.21**	**0.44**
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	0.85	4.26	0.58	4.25	0.62
2. The promotion of these English language skills is based on AU educational plans and strategies.	3.77	0.75	4.35	0.55	4.42	0.51
3. AU actively encourages students to develop their English listening, speaking, reading and writing skills.	3.79	0.83	4.32	0.65	4.42	0.51
Total	**3.78**	**0.69**	**4.31**	**0.50**	**4.36**	**0.52**
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.	3.78	0.78	4.16	0.58	4.08	0.67
5. The development of these general and moral and professional ethical values of is based on AU educational plans and strategies.	3.77	0.78	4.19	0.60	4.25	0.45
6. AU actively encourages students to develop these moral and professional ethical values.	3.79	0.82	4.10	0.70	4.25	0.45
Total	**3.78**	**0.67**	**4.15**	**0.55**	**4.19**	**0.46**
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	0.77	4.23	0.67	4.08	0.51
8. The development of entrepreneurial spirit is based on AU educational plans and strategies.	3.81	0.75	4.23	0.62	4.33	0.49
9. AU actively encourages students to develop their entrepreneurial spirit.	3.80	0.78	4.16	0.73	4.25	0.62
Total	**3.81**	**0.65**	**4.20**	**0.59**	**4.22**	**0.50**
Total All	**3.79**	**0.60**	**4.22**	**0.49**	**4.26**	**0.47**
Integrity,Social Consciousness and Discipline						
1.AU encourages students to develop their integrity: honesty, reliability, credibility, and accountability.	3.77	0.80	3.87	0.76	4.33	0.65
2. AU fosters a social consciousness of caring, sharing and sacrifice.	3.76	0.78	3.71	0.78	4.17	0.39
3. AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	3.84	0.80	4.10	0.75	4.17	0.58
4. AU promotes social discipline e.g. punctuality, social norms, and respect for the rights of others.	3.84	0.79	3.81	0.65	4.17	0.58
Total All	**3.80**	**0.66**	**3.87**	**0.67**	**4.21**	**0.47**
Total Overall	**3.80**	**0.57**	**4.14**	**0.49**	**4.23**	**0.43**

School of Music

AU Community Satisfaction
School of Music

AU Uniqueness	Students (n=21)		Lecturers (n=10)		Staff (n=1)	
	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.	4.38	0.67	4.10	0.88	5.00	0.00
2. AU follows the values of a Catholic University and appropriately displays Catholic symbols.	4.38	0.80	4.20	0.79	5.00	0.00
3. AU is effectively managed by Catholic Leader.	4.48	0.60	4.40	0.70	5.00	0.00
4. AU arranges Catholic rites and functions for the AU community and the public.	4.05	1.02	4.50	0.71	5.00	0.00
Total	4.32	0.63	4.30	0.71	5.00	0.00
International University						
5. AU is an international educational institution with strong international programs.	4.33	0.58	4.30	0.67	5.00	0.00
6. AU has a diverse faculty of international scholars.	4.33	0.66	3.80	0.79	5.00	0.00
7. AU does not discriminate between Thai and international students.	4.33	0.86	4.10	1.29	5.00	0.00
8. AU is widely recognized by international organizations.	4.19	0.68	4.00	0.82	4.00	0.00
9. The overall learning environment is conducive for the students' learning.	3.95	0.74	3.90	0.74	5.00	0.00
Total	4.23	0.50	4.02	0.75	4.80	0.00
Total All	4.27	0.49	4.14	0.68	4.89	0.00
AU Identity Development						
English Competency						
1. AU has clear English language development policy to enhance the listening, speaking, reading and writing skills of students.	4.10	0.89	4.40	0.70	5.00	0.00
2. The promotion of these English language skills is based on AU educational plans and strategies.	4.19	0.75	4.40	0.70	4.00	0.00
3. AU actively encourages students to develop their English listening, speaking, reading and writing skills.	3.95	0.86	4.30	0.82	5.00	0.00
Total	4.08	0.69	4.37	0.73	4.67	0.00
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.	4.19	0.75	4.10	0.74	4.00	0.00
5. The development of these general and moral and professional ethical values of is based on AU educational plans and strategies.	4.14	0.65	4.20	0.63	4.00	0.00
6. AU actively encourages students to develop these moral and professional ethical values.	4.29	0.85	4.10	0.74	5.00	0.00
Total	4.21	0.58	4.13	0.67	4.33	0.00
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.	4.19	0.81	4.20	0.79	5.00	0.00
8. The development of entrepreneurial spirit is based on AU educational plans and strategies.	4.29	0.72	4.00	0.82	5.00	0.00
9. AU actively encourages students to develop their entrepreneurial spirit.	3.86	0.65	4.20	0.79	5.00	0.00
Total	4.11	0.64	4.13	0.67	5.00	0.00
Total All	4.13	0.53	4.21	0.61	4.67	0.00
Integrity,Social Consciousness and Discipline						
1.AU encourages students to develop their integrity: honesty, reliability, credibility, and accountability.	4.05	0.50	4.20	0.92	5.00	0.00
2. AU fosters a social consciousness of caring, sharing and sacrifice.	3.95	0.59	3.90	0.74	5.00	0.00
3. AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	4.24	0.70	4.20	0.42	5.00	0.00
4. AU promotes social discipline e.g. punctuality, social norms, and respect for the rights of others.	4.14	0.73	4.10	0.74	5.00	0.00
Total All	4.10	0.44	4.10	0.60	5.00	0.00
Total Overall	4.18	0.43	4.16	0.61	4.82	0.00

Montfort del Rosario School of Architecture and Design

AU Community Satisfaction
Montfort del Rosario School of Architecture and Design

AU Uniqueness	Students (n=284)		Lecturers (n=27)		Staff (n=6)	
	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.	3.78	0.74	3.85	1.06	4.50	0.55
2. AU follows the values of a Catholic University and appropriately displays Catholic symbols.	3.78	0.76	3.96	1.09	4.50	0.55
3. AU is effectively managed by Catholic Leader.	3.79	0.76	3.96	0.98	4.67	0.52
4. AU arranges Catholic rites and functions for the AU community and the public.	3.72	0.73	4.15	0.82	4.67	0.52
Total	3.77	0.60	3.98	0.88	4.58	0.41
International University						
5. AU is an international educational institution with strong international programs.	3.82	0.82	4.00	0.92	4.50	0.55
6. AU has a diverse faculty of international scholars.	3.73	0.83	3.89	0.97	4.50	0.55
7. AU does not discriminate between Thai and international students.	3.66	0.92	4.41	0.80	4.67	0.52
8. AU is widely recognized by international organizations.	3.69	0.79	4.11	0.70	4.67	0.52
9. The overall learning environment is conducive for the students' learning.	3.73	0.78	3.78	0.85	4.50	0.55
Total	3.73	0.64	4.04	0.69	4.57	0.43
Total All	3.74	0.57	4.01	0.76	4.57	0.38
AU Identity Development						
English Competency						
1. AU has clear English language development policy to enhance the listening, speaking, reading and writing skills of students.	3.68	0.82	3.89	1.25	4.67	0.52
2. The promotion of these English language skills is based on AU educational plans and strategies.	3.70	0.73	3.89	1.12	4.67	0.52
3. AU actively encourages students to develop their English listening, speaking, reading and writing skills.	3.78	0.79	4.04	1.09	4.67	0.52
Total	3.72	0.66	3.94	1.09	4.67	0.42
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	0.75	3.78	0.89	4.50	0.55
5. The development of these general and moral and professional ethical values of is based on AU educational plans and strategies.	3.73	0.77	3.93	0.78	4.67	0.52
6. AU actively encourages students to develop these moral and professional ethical values.	3.82	0.76	3.81	0.79	4.67	0.52
Total	3.78	0.63	3.84	0.74	4.61	0.44
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.	3.75	0.78	4.00	0.88	4.67	0.52
8. The development of entrepreneurial spirit is based on AU educational plans and strategies.	3.77	0.78	3.93	0.87	4.83	0.41
9. AU actively encourages students to develop their entrepreneurial spirit.	3.82	0.75	4.11	0.85	4.83	0.41
Total	3.78	0.65	4.01	0.80	4.78	0.40
Total All	3.76	0.58	3.93	0.80	4.69	0.40
Integrity,Social Consciousness and Discipline						
1.AU encourages students to develop their integrity: honesty, reliability, credibility, and accountability.	3.75	0.83	3.93	1.00	4.50	0.55
2. AU fosters a social consciousness of caring, sharing and sacrifice.	3.69	0.83	3.59	1.08	4.50	0.55
3. AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	3.79	0.83	3.85	0.99	4.33	0.52
4. AU promotes social discipline e.g. punctuality, social norms, and respect for the rights of others.	3.80	0.75	3.85	0.86	4.67	0.52
Total All	3.76	0.65	3.81	0.89	4.50	0.47
Total Overall	3.75	0.56	3.94	0.69	4.61	0.38

Graduate School of Business

AU Community Satisfaction
Graduate School of Business

AU Uniqueness	Students (n=95)		Lecturers (n=10)		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	0.87	4.30	1.06	4.00	1.10
2. AU follows the values of a Catholic University and appropriately displays Catholic symbols.	3.86	0.82	4.30	1.06	4.18	1.17
3. AU is effectively managed by Catholic Leader.	3.83	0.86	4.50	1.08	4.09	1.14
4. AU arranges Catholic rites and functions for the AU community and the public.	3.75	0.93	4.60	0.97	3.91	1.04
Total	3.83	0.72	4.43	0.97	4.05	1.07
International University						
5. AU is an international educational institution with strong international programs.	4.06	0.80	4.50	0.97	4.09	1.14
6. AU has a diverse faculty of international scholars.	3.95	0.82	4.20	0.63	4.09	1.14
7. AU does not discriminate between Thai and international students.	4.01	0.97	4.40	0.97	4.00	1.10
8. AU is widely recognized by international organizations.	3.84	0.87	4.10	0.88	4.09	1.22
9. The overall learning environment is conducive for the students' learning.	3.89	0.93	4.20	0.79	4.09	1.22
Total	3.95	0.71	4.28	0.71	4.07	1.11
Total All	3.90	0.67	4.34	0.76	4.06	1.08
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	0.93	3.80	1.03	3.64	1.03
2. The promotion of these English language skills is based on AU educational plans and strategies.	3.89	0.82	4.00	1.15	3.91	1.22
3. AU actively encourages students to develop their English listening, speaking, reading and writing skills.	3.95	0.83	3.60	1.26	3.82	1.08
Total	3.92	0.76	3.80	1.09	3.79	1.07
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.	4.02	0.79	4.00	1.05	4.00	1.10
5. The development of these general and moral and professional ethical values of is based on AU educational plans and strategies.	3.96	0.81	4.10	0.74	4.09	1.14
6. AU actively encourages students to develop these moral and professional ethical values.	3.93	0.82	4.10	0.88	4.00	1.18
Total	3.97	0.71	4.07	0.86	4.03	1.12
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	0.90	4.00	0.82	3.91	1.14
8. The development of entrepreneurial spirit is based on AU educational plans and strategies.	3.93	0.85	4.10	0.74	4.00	1.18
9. AU actively encourages students to develop their entrepreneurial spirit.	3.95	0.92	4.00	1.05	4.00	1.10
Total	3.93	0.81	4.03	0.79	3.97	1.09
Total All	3.94	0.71	3.97	0.78	3.93	1.07
Integrity,Social Consciousness and Discipline						
1.AU encourages students to develop their integrity: honesty, reliability, credibility, and accountability.	4.03	0.88	4.00	0.67	4.00	1.10
2. AU fosters a social consciousness of caring, sharing and sacrifice.	3.93	0.85	3.90	0.74	3.91	1.04
3. AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	4.05	0.86	3.70	0.82	4.09	1.14
4. AU promotes social discipline e.g. punctuality, social norms, and respect for the rights of others.	4.05	0.79	4.00	0.82	4.09	1.14
Total All	4.02	0.71	3.90	0.68	4.02	1.07
Total Overall	3.94	0.63	4.11	0.68	4.00	1.06

Graduate School of English

AU Community Satisfaction
Graduate School of English

AU Uniqueness	Students (n=4)		Lecturers (n=4)		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.	4.00	0.82	4.75	0.50	5.00	0.00
2. AU follows the values of a Catholic University and appropriately displays Catholic symbols.	3.25	1.50	4.75	0.50	5.00	0.00
3. AU is effectively managed by Catholic Leader.	4.25	0.50	4.75	0.50	5.00	0.00
4. AU arranges Catholic rites and functions for the AU community and the public.	4.00	0.82	4.75	0.50	5.00	0.00
Total	**3.88**	**0.78**	**4.75**	**0.50**	**5.00**	**0.00**
International University						
5. AU is an international educational institution with strong international programs.	3.25	0.96	4.75	0.50	5.00	0.00
6. AU has a diverse faculty of international scholars.	4.25	0.96	4.75	0.50	5.00	0.00
7. AU does not discriminate between Thai and international students.	3.50	1.00	4.50	0.58	5.00	0.00
8. AU is widely recognized by international organizations.	3.75	0.50	4.50	0.58	5.00	0.00
9. The overall learning environment is conducive for the students' learning.	3.50	0.58	4.75	0.50	5.00	0.00
Total	**3.65**	**0.72**	**4.65**	**0.47**	**5.00**	**0.00**
Total All	**3.75**	**0.74**	**4.69**	**0.47**	**5.00**	**0.00**
AU Identity Development						
English Competency						
1. AU has clear English language development policy to enhance the listening, speaking, reading and writing skills of students.	3.50	0.58	4.50	0.58	5.00	0.00
2. The promotion of these English language skills is based on AU educational plans and strategies.	4.00	0.82	4.50	0.58	5.00	0.00
3. AU actively encourages students to develop their English listening, speaking, reading and writing skills.	4.00	0.82	4.50	0.58	5.00	0.00
Total	**3.83**	**0.58**	**4.50**	**0.58**	**5.00**	**0.00**
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.	3.50	1.00	4.50	0.58	5.00	0.00
5. The development of these general and moral and professional ethical values of is based on AU educational plans and strategies.	3.75	0.50	4.50	0.58	5.00	0.00
6. AU actively encourages students to develop these moral and professional ethical values.	3.75	1.26	4.50	0.58	5.00	0.00
Total	**3.67**	**0.90**	**4.50**	**0.58**	**5.00**	**0.00**
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.	3.50	1.00	4.25	0.50	5.00	0.00
8. The development of entrepreneurial spirit is based on AU educational plans and strategies.	3.50	1.29	4.25	0.50	5.00	0.00
9. AU actively encourages students to develop their entrepreneurial spirit.	4.00	0.82	4.00	0.82	5.00	0.00
Total	**3.67**	**0.86**	**4.17**	**0.58**	**5.00**	**0.00**
Total All	**3.72**	**0.73**	**4.39**	**0.53**	**5.00**	**0.00**
Integrity,Social Consciousness and Discipline						
1.AU encourages students to develop their integrity: honesty, reliability, credibility, and accountability.	4.00	0.00	4.75	0.50	5.00	0.00
2. AU fosters a social consciousness of caring, sharing and sacrifice.	3.50	1.00	4.50	0.58	5.00	0.00
3. AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	4.25	0.50	4.50	0.58	5.00	0.00
4. AU promotes social discipline e.g. punctuality, social norms, and respect for the rights of others.	3.75	0.50	4.50	0.58	5.00	0.00
Total All	**3.88**	**0.43**	**4.56**	**0.52**	**5.00**	**0.00**
Total Overall	**3.76**	**0.66**	**4.55**	**0.47**	**5.00**	**0.00**

Graduate School of Human Sciences

AU Community Satisfaction
Graduate School of Human Sciences

AU Uniqueness	Students (n=30)		Lecturers (n=14)		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.	4.23	0.86	4.43	0.85	4.50	0.71
2. AU follows the values of a Catholic University and appropriately displays Catholic symbols.	4.23	0.77	4.43	0.76	4.50	0.71
3. AU is effectively managed by Catholic Leader.	4.27	0.78	4.36	0.93	4.50	0.71
4. AU arranges Catholic rites and functions for the AU community and the public.	4.10	0.71	4.29	0.61	4.50	0.71
Total	4.21	0.71	4.38	0.68	4.50	0.71
International University						
5. AU is an international educational institution with strong international programs.	4.33	0.76	3.93	0.92	4.50	0.71
6. AU has a diverse faculty of international scholars.	4.23	0.86	4.29	0.99	4.50	0.71
7. AU does not discriminate between Thai and international students.	4.20	0.85	4.14	0.86	4.50	0.71
8. AU is widely recognized by international organizations.	4.33	0.71	3.64	1.22	4.50	0.71
9. The overall learning environment is conducive for the students' learning.	4.27	0.78	4.14	0.77	4.50	0.71
Total	4.27	0.55	4.03	0.80	4.50	0.71
Total All	4.24	0.54	4.18	0.71	4.50	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.	4.20	1.00	4.21	0.89	4.00	1.41
2. The promotion of these English language skills is based on AU educational plans and strategies.	4.30	0.70	4.14	0.95	4.00	1.41
3. AU actively encourages students to develop their English listening, speaking, reading and writing skills.	4.30	0.84	4.36	0.63	4.50	0.71
Total	4.27	0.78	4.24	0.77	4.17	1.18
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	0.75	4.21	1.05	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.	4.13	0.73	4.00	0.96	4.50	0.71
6. AU actively encourages students to develop these moral and professional ethical values.	4.30	0.65	4.07	0.92	4.50	0.71
Total	4.20	0.66	4.10	0.91	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.	4.20	0.66	3.79	1.12	4.50	0.71
8. The development of entrepreneurial spirit is based on AU educational plans and strategies.	4.17	0.65	3.93	0.83	4.50	0.71
9. AU actively encourages students to develop their entrepreneurial spirit.	4.13	0.73	3.86	0.86	4.50	0.71
Total	4.17	0.62	3.86	0.90	4.50	0.71
Total All	4.21	0.57	4.06	0.78	4.39	0.86
Integrity, Social Consciousness and Discipline						
1. AU encourages students to develop their integrity: honesty, reliability, credibility, and accountability.	4.40	0.72	3.93	0.92	4.50	0.71
2. AU fosters a social consciousness of caring, sharing and sacrifice.	4.37	0.76	3.64	0.84	4.50	0.71
3. AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	4.17	0.75	4.00	0.88	4.50	0.71
4. AU promotes social discipline e.g. punctuality, social norms, and respect for the rights of others.	4.57	0.63	3.71	0.91	4.50	0.71
Total All	4.38	0.58	3.82	0.84	4.50	0.71
Total Overall	4.25	0.52	4.07	0.73	4.45	0.77

Institute for English Language Education (IELE)

AU Community Satisfaction
Institute for English Language Education (IELE)

AU Uniqueness	Students (n=89)		Lecturers (n=4)	
	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.	4.33	0.84	4.00	0.82
2. AU follows the values of a Catholic University and appropriately displays Catholic symbols.	4.43	0.81	4.25	0.50
3. AU is effectively managed by Catholic Leader.	4.33	0.89	4.00	0.82
4. AU arranges Catholic rites and functions for the AU community and the public.	4.31	0.75	4.50	0.58
Total	**4.35**	**0.71**	**4.19**	**0.63**
International University				
5. AU is an international educational institution with strong international programs.	4.25	0.96	4.25	0.96
6. AU has a diverse faculty of international scholars.	4.29	0.83	4.25	0.50
7. AU does not discriminate between Thai and international students.	3.96	1.07	4.75	0.50
8. AU is widely recognized by international organizations.	4.06	1.02	4.75	0.50
9. The overall learning environment is conducive for the students' learning.	4.04	0.84	4.50	0.58
Total	**4.12**	**0.82**	**4.50**	**0.48**
Total All	**4.22**	**0.74**	**4.36**	**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.	4.34	0.81	4.00	0.82
2. The promotion of these English language skills is based on AU educational plans and strategies.	4.29	0.81	4.00	0.82
3. AU actively encourages students to develop their English listening, speaking, reading and writing skills.	4.30	0.87	4.25	0.96
Total	**4.31**	**0.77**	**4.08**	**0.83**
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.	4.13	0.92	4.50	0.58
5. The development of these general and moral and professional ethical values of is based on AU educational plans and strategies.	4.12	0.84	4.50	0.58
6. AU actively encourages students to develop these moral and professional ethical values.	4.07	0.86	4.50	0.58
Total	**4.11**	**0.82**	**4.50**	**0.58**
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.	4.25	0.73	4.25	0.96
8. The development of entrepreneurial spirit is based on AU educational plans and strategies.	4.21	0.70	4.25	0.96
9. AU actively encourages students to develop their entrepreneurial spirit.	4.25	0.77	4.25	0.96
Total	**4.24**	**0.66**	**4.25**	**0.96**
Total All	**4.22**	**0.69**	**4.28**	**0.76**
Integrity, Social Consciousness and Discipline				
1. AU encourages students to develop their integrity: honesty, reliability, credibility, and accountability.	4.17	0.89	4.25	0.96
2. AU fosters a social consciousness of caring, sharing and sacrifice.	4.13	0.91	4.50	0.58
3. AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	4.18	0.98	4.50	0.58
4. AU promotes social discipline e.g. punctuality, social norms, and respect for the rights of others.	4.16	0.94	4.75	0.50
Total All	**4.16**	**0.83**	**4.50**	**0.35**
Total Overall	**4.21**	**0.70**	**4.35**	**0.56**

Graduate School of e-Learning

AU Community Satisfaction
Graduate School of e-Learning

AU Uniqueness	Lecturers (n=14)		Staff (n=11)	
	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.	4.50	0.65	4.55	0.52
2. AU follows the values of a Catholic University and appropriately displays Catholic symbols.	4.43	0.65	4.27	0.79
3. AU is effectively managed by Catholic Leader.	4.50	0.65	4.18	0.75
4. AU arranges Catholic rites and functions for the AU community and the public.	4.50	0.65	4.09	0.83
Total	**4.48**	**0.60**	**4.27**	**0.64**
International University				
5. AU is an international educational institution with strong international programs.	4.21	0.70	4.27	0.79
6. AU has a diverse faculty of international scholars.	4.00	0.78	4.09	0.94
7. AU does not discriminate between Thai and international students.	4.43	0.51	4.27	0.90
8. AU is widely recognized by international organizations.	4.07	0.62	4.18	0.75
9. The overall learning environment is conducive for the students' learning.	4.29	0.61	4.00	0.77
Total	**4.20**	**0.54**	**4.16**	**0.75**
Total All	**4.33**	**0.50**	**4.21**	**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.	4.14	0.66	4.18	0.60
2. The promotion of these English language skills is based on AU educational plans and strategies.	4.14	0.77	4.27	0.65
3. AU actively encourages students to develop their English listening, speaking, reading and writing skills.	4.07	0.73	4.27	0.65
Total	**4.12**	**0.69**	**4.24**	**0.62**
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.	4.14	0.77	3.91	0.94
5. The development of these general and moral and professional ethical values of is based on AU educational plans and strategies.	4.07	0.73	4.18	0.75
6. AU actively encourages students to develop these moral and professional ethical values.	4.00	0.78	4.09	0.83
Total	**4.07**	**0.74**	**4.06**	**0.76**
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.	4.21	0.70	4.09	0.94
8. The development of entrepreneurial spirit is based on AU educational plans and strategies.	4.29	0.73	3.91	0.94
9. AU actively encourages students to develop their entrepreneurial spirit.	4.21	0.89	4.18	0.87
Total	**4.24**	**0.76**	**4.06**	**0.87**
Total All	**4.14**	**0.66**	**4.12**	**0.71**
Integrity,Social Consciousness and Discipline				
1.AU encourages students to develop their integrity: honesty, reliability, credibility, and accountability.	4.21	0.70	4.27	0.65
2. AU fosters a social consciousness of caring, sharing and sacrifice.	4.29	0.73	4.09	0.70
3. AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	4.21	0.58	4.09	0.83
4. AU promotes social discipline e.g. punctuality, social norms, and respect for the rights of others.	4.21	0.58	4.18	0.75
Total All	**4.23**	**0.58**	**4.16**	**0.62**
Total Overall	**4.23**	**0.55**	**4.17**	**0.67**

Offices
Not Specified Dept.

AU Community Satisfaction
Offices Not Specified Dept.

AU Uniqueness	Staff (n=187)	
	Mean	S.D.
Catholic University		
1. AU is an International Catholic University that dedicates itself to the pursuit of Truth and knowledge.	4.47	0.62
2. AU follows the values of a Catholic University and appropriately displays Catholic symbols.	4.45	0.66
3. AU is effectively managed by Catholic Leader.	4.47	0.65
4. AU arranges Catholic rites and functions for the AU community and the public.	4.37	0.67
Total	**4.44**	**0.60**
International University		
5. AU is an international educational institution with strong international programs.	4.41	0.70
6. AU has a diverse faculty of international scholars.	4.36	0.62
7. AU does not discriminate between Thai and international students.	4.28	0.73
8. AU is widely recognized by international organizations.	4.31	0.65
9. The overall learning environment is conducive for the students' learning.	4.39	0.62
Total	**4.35**	**0.58**
Total All	**4.39**	**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.	4.37	0.63
2. The promotion of these English language skills is based on AU educational plans and strategies.	4.38	0.64
3. AU actively encourages students to develop their English listening, speaking, reading and writing skills.	4.40	0.65
Total	**4.38**	**0.59**
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.	4.31	0.68
5. The development of these general and moral and professional ethical values of is based on AU educational plans and strategies.	4.29	0.68
6. AU actively encourages students to develop these moral and professional ethical values.	4.30	0.64
Total	**4.30**	**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.	4.34	0.62
8. The development of entrepreneurial spirit is based on AU educational plans and strategies.	4.33	0.65
9. AU actively encourages students to develop their entrepreneurial spirit.	4.37	0.62
Total	**4.34**	**0.60**
Total All	**4.34**	**0.58**
Integrity,Social Consciousness and Discipline		
1.AU encourages students to develop their integrity: honesty, reliability, credibility, and accountability.	4.38	0.61
2. AU fosters a social consciousness of caring, sharing and sacrifice.	4.37	0.64
3. AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	4.30	0.64
4. AU promotes social discipline e.g. punctuality, social norms, and respect for the rights of others.	4.32	0.66
Total All	**4.34**	**0.60**
Total Overall	**4.36**	**0.55**

Lecturers
Not Specified Dept.

AU Community Satisfaction
Lecturers Not Specified Dept.

AU Uniqueness	Lecturers (n=51)	
	Mean	S.D.
Catholic University		
1. AU is an International Catholic University that dedicates itself to the pursuit of Truth and knowledge.	4.39	0.78
2. AU follows the values of a Catholic University and appropriately displays Catholic symbols.	4.55	0.67
3. AU is effectively managed by Catholic Leader.	4.47	0.67
4. AU arranges Catholic rites and functions for the AU community and the public.	4.32	0.62
Total	**4.43**	**0.57**
International University		
5. AU is an international educational institution with strong international programs.	4.29	0.70
6. AU has a diverse faculty of international scholars.	4.20	0.87
7. AU does not discriminate between Thai and international students.	4.14	0.98
8. AU is widely recognized by international organizations.	4.20	0.75
9. The overall learning environment is conducive for the students' learning.	4.16	0.73
Total	**4.20**	**0.66**
Total All	**4.30**	**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.	4.18	0.77
2. The promotion of these English language skills is based on AU educational plans and strategies.	4.25	0.69
3. AU actively encourages students to develop their English listening, speaking, reading and writing skills.	4.20	0.80
Total	**4.21**	**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.	4.29	0.73
5. The development of these general and moral and professional ethical values of is based on AU educational plans and strategies.	4.18	0.79
6. AU actively encourages students to develop these moral and professional ethical values.	4.24	0.71
Total	**4.24**	**0.69**
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.	4.14	0.78
8. The development of entrepreneurial spirit is based on AU educational plans and strategies.	4.08	0.82
9. AU actively encourages students to develop their entrepreneurial spirit.	4.16	0.76
Total	**4.12**	**0.75**
Total All	**4.19**	**0.65**
Integrity,Social Consciousness and Discipline		
1.AU encourages students to develop their integrity: honesty, reliability, credibility, and accountability.	4.10	0.70
2. AU fosters a social consciousness of caring, sharing and sacrifice.	4.02	0.71
3. AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	4.22	0.64
4. AU promotes social discipline e.g. punctuality, social norms, and respect for the rights of others.	4.10	0.81
Total All	**4.11**	**0.65**
Total Overall	**4.22**	**0.58**

Questionnaire

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 ⟵.........⟶ Strongly Disagree 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 *Labor omnia vincit*.	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 ←·········→ Strongly Disagree 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 *Labor omnia vincit*.	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

AU's Identity: Performance by Items
Market Employer: University Level

Respondents' Profile

Category	Sub-Category	Frequency	Percent
Sex	Male	481	40.90%
	Female	695	59.10%
	Total	1176	100.00%
Age	Lower than 30 years old	484	41.16%
	30 - 39 years old	336	28.57%
	40 - 49 years old	236	20.07%
	50 - 59 years old	96	8.16%
	60 years old or over	24	2.04%
	Total	1176	100.00%

   1176 market employers answered to the questionnaires. They were 481 males (40.90%) and 695 females (59.10%). 484 market employers (25.87%) were younger than 30 years old, 336 market employers (28.55%) were 30 – 39 years old, 236 market employers (26.68%)were 40 – 49 years old, 96 market employers (18.10%) was 50 - 59 years old and 24 market employer (0.80%) were elder than 60 years old.

AU's Identity Score

	English Proficiency	Number of Respondents	Mean	S.D.
1	Speaking & communication proficiency	1176	4.35	0.73
2	Reading proficiency	1176	4.37	0.73
3	Listening proficiency	1176	**4.38**	**0.70**
4	Writing proficiency	1176	4.25	0.78
5	Working proficiency	1176	4.37	0.72

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

Ethics		Number of Respondents	Mean	S.D.
1	Compassionate, help others	1176	4.06	0.73
2	Honesty in work, Ethics in work	1176	**4.32**	**0.69**
3	Speak truthfully	1176	4.20	0.72
4	Just and right attitude	1176	4.17	0.72
5	Self-control	1176	4.02	0.76
6	Honest to self and others	1176	4.29	0.69
7	Discipline in work	1176	4.13	0.79
8	Responsibility to work	1176	4.27	0.72
9	Control over body, speech and mind	1176	4.07	0.79
10	Patience and temperance	1176	3.96	0.80
11	Practice frugality or thriftiness	1176	3.80	0.81
12	Sacrifice	1176	3.98	0.78
13	Industriousness	1176	4.14	0.75
14	Thoroughness	1176	4.00	0.72
15	Social & environmental awareness	1176	4.03	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	1176	4.01	0.69
2	Decisiveness	1176	4.07	0.71
3	Coaching & authorization	1176	4.14	0.69
4	Inspiration	1176	3.96	0.77
5	Devotion to one's work	1176	**4.18**	**0.71**
6	Analytical thinking	1176	4.10	0.72
7	Cost benefit analysis	1176	4.00	0.78
8	Managerial skills – planning, executing, controlling, assembling	1176	4.08	0.73
9	Communication and motivation	1176	4.05	0.75
10	Budgeting	1176	3.93	0.76
11	Evaluation & presentation skills	1176	4.15	0.70

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	1176	**4.34**	**0.64**
Ethics	1176	4.10	0.52
Entrepreneurship	1176	4.06	0.52

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

Table 8 Overall AU's Identity Scoring

AU's Identity: market employers Satisfaction overall	Number of Respondents	Mean	S.D.
AU's Market Employers Satisfaction overall	1176	4.17	0.47

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	4.37	0.71
Reading proficiency	4.38	0.71
Listening proficiency	4.39	0.71
Writing proficiency	4.28	0.76
Working proficiency	4.37	0.71
Total	4.36	0.63
Ethics		
Compassionate, help others	4.10	0.71
Honesty in work, Ethics in work	4.32	0.68
Speak truthfully	4.22	0.71
Just and right attitude	4.16	0.71
Self-control	4.03	0.74
Honest to self and others	4.30	0.65
Discipline in work	4.10	0.76
Responsibility to work	4.28	0.71
Control over body, speech and mind	4.06	0.79
Patience and temperance	3.97	0.77
Practice frugality or thriftiness	3.83	0.78
Sacrifice	4.01	0.76
Industriousness	4.15	0.74
Thoroughness	4.03	0.73
Social & environmental awareness	4.06	0.78
Total	4.11	0.50
Entrepreneurship		
Initiative	4.03	0.68
Decisiveness	4.07	0.72
Coaching & authorization	4.16	0.71
Inspiration	3.94	0.75
Devotion to one's work	4.20	0.68
Analytical thinking	4.12	0.71
Cost benefit analysis	4.02	0.78
Managerial skills - planning, executing, controlling, assembling	4.11	0.72
Communication and motivation	4.09	0.71
Budgeting	3.97	0.77
Evaluation & presentation skills	4.17	0.69
Total	4.08	0.51
Total Overall	4.18	0.46

Theodore Maria School of Arts

Market Employers Satisfaction
School of Arts

AU Uniqueness	Market Employer	
	Mean	S.D.
English Competency		
Speaking & communication proficiency	4.28	0.77
Reading proficiency	4.34	0.71
Listening proficiency	4.36	0.72
Writing proficiency	4.25	0.71
Working proficiency	4.41	0.72
Total	**4.33**	**0.61**
Ethics		
Compassionate, help others	4.04	0.75
Honesty in work, Ethics in work	4.26	0.69
Speak truthfully	4.15	0.70
Just and right attitude	4.12	0.80
Self-control	3.97	0.81
Honest to self and others	4.22	0.76
Discipline in work	4.06	0.83
Responsibility to work	4.21	0.73
Control over body, speech and mind	4.04	0.80
Patience and temperance	3.97	0.85
Practice frugality or thriftiness	3.76	0.84
Sacrifice	3.95	0.81
Industriousness	4.20	0.77
Thoroughness	3.97	0.79
Social & environmental awareness	3.94	0.81
Total	**4.06**	**0.55**
Entrepreneurship		
Initiative	3.93	0.75
Decisiveness	4.06	0.66
Coaching & authorization	4.09	0.70
Inspiration	3.93	0.80
Devotion to one's work	4.07	0.79
Analytical thinking	4.00	0.75
Cost benefit analysis	3.83	0.75
Managerial skills – planning, executing, controlling, assembling	4.01	0.78
Communication and motivation	4.03	0.73
Budgeting	3.86	0.77
Evaluation & presentation skills	4.05	0.74
Total	**3.99**	**0.53**
Total Overall	**4.12**	**0.47**

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	3.95	0.88
Reading proficiency	4.18	1.34
Listening proficiency	4.00	0.80
Writing proficiency	4.14	1.32
Working proficiency	4.00	1.35
Total	4.05	1.04
Ethics		
Compassionate, help others	3.64	0.48
Honesty in work, Ethics in work	4.32	0.47
Speak truthfully	4.32	0.47
Just and right attitude	4.32	0.47
Self-control	4.36	0.48
Honest to self and others	4.68	0.47
Discipline in work	5.00	0.00
Responsibility to work	4.68	0.47
Control over body, speech and mind	4.68	0.47
Patience and temperance	4.68	0.47
Practice frugality or thriftiness	3.95	0.82
Sacrifice	3.32	0.47
Industriousness	3.68	0.47
Thoroughness	3.68	0.47
Social & environmental awareness	4.36	0.48
Total	4.25	0.08
Entrepreneurship		
Initiative	4.36	0.48
Decisiveness	4.36	0.48
Coaching & authorization	4.36	0.48
Inspiration	4.36	0.93
Devotion to one's work	4.05	0.82
Analytical thinking	4.68	0.47
Cost benefit analysis	4.68	0.47
Managerial skills - planning, executing, controlling, assembling	4.05	0.82
Communication and motivation	3.73	0.96
Budgeting	3.68	0.47
Evaluation & presentation skills	4.36	0.48
Total	4.24	0.56
Total Overall	4.18	0.48

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	4.36	0.73
Reading proficiency	4.39	0.74
Listening proficiency	4.42	0.65
Writing proficiency	4.12	0.81
Working proficiency	4.33	0.68
Total	**4.33**	**0.66**
Ethics		
Compassionate, help others	4.15	0.78
Honesty in work, Ethics in work	4.48	0.56
Speak truthfully	4.30	0.67
Just and right attitude	4.24	0.65
Self-control	4.21	0.77
Honest to self and others	4.45	0.56
Discipline in work	4.33	0.72
Responsibility to work	4.39	0.65
Control over body, speech and mind	4.27	0.75
Patience and temperance	4.09	0.75
Practice frugality or thriftiness	4.09	0.90
Sacrifice	4.21	0.77
Industriousness	4.39	0.74
Thoroughness	4.21	0.69
Social & environmental awareness	4.21	0.84
Total	**4.27**	**0.57**
Entrepreneurship		
Initiative	3.94	0.69
Decisiveness	4.12	0.73
Coaching & authorization	4.06	0.60
Inspiration	4.09	0.75
Devotion to one's work	4.27	0.71
Analytical thinking	4.06	0.69
Cost benefit analysis	4.00	0.78
Managerial skills – planning, executing, controlling, assembling	4.18	0.72
Communication and motivation	4.09	0.75
Budgeting	4.21	0.77
Evaluation & presentation skills	4.30	0.63
Total	**4.12**	**0.54**
Total Overall	**4.24**	**0.46**

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	4.35	0.85
Reading proficiency	4.35	0.65
Listening proficiency	4.40	0.66
Writing proficiency	4.10	0.94
Working proficiency	4.35	0.79
Total	**4.31**	**0.65**
Ethics		
Compassionate, help others	4.30	0.46
Honesty in work, Ethics in work	4.35	0.65
Speak truthfully	4.45	0.59
Just and right attitude	4.40	0.80
Self-control	4.20	0.60
Honest to self and others	4.35	0.79
Discipline in work	4.20	0.81
Responsibility to work	4.25	0.70
Control over body, speech and mind	4.20	0.75
Patience and temperance	4.00	0.84
Practice frugality or thriftiness	4.15	0.73
Sacrifice	4.35	0.73
Industriousness	3.95	0.86
Thoroughness	4.40	0.49
Social & environmental awareness	4.35	0.57
Total	**4.26**	**0.32**
Entrepreneurship		
Initiative	4.25	0.43
Decisiveness	4.20	0.68
Coaching & authorization	4.05	0.59
Inspiration	4.15	0.73
Devotion to one's work	4.25	0.70
Analytical thinking	4.15	0.79
Cost benefit analysis	4.15	0.85
Managerial skills – planning, executing, controlling, assembling	4.25	0.77
Communication and motivation	4.20	0.60
Budgeting	4.05	0.59
Evaluation & presentation skills	4.10	0.77
Total	**4.16**	**0.33**
Total Overall	**4.24**	**0.29**

School of Law

Market Employers Satisfaction
School of Law

AU Uniqueness	Market Employer	
	Mean	S.D.
English Competency		
Speaking & communication proficiency	4.49	0.59
Reading proficiency	4.51	0.59
Listening proficiency	4.51	0.54
Writing proficiency	4.28	0.76
Working proficiency	4.51	0.66
Total	**4.46**	**0.56**
Ethics		
Compassionate, help others	3.70	1.07
Honesty in work, Ethics in work	4.09	1.07
Speak truthfully	4.19	1.13
Just and right attitude	4.02	1.02
Self-control	3.81	1.02
Honest to self and others	4.02	1.09
Discipline in work	4.05	0.99
Responsibility to work	4.12	0.92
Control over body, speech and mind	3.70	0.79
Patience and temperance	3.60	0.84
Practice frugality or thriftiness	3.53	0.95
Sacrifice	3.72	0.92
Industriousness	4.07	0.79
Thoroughness	3.84	0.57
Social & environmental awareness	3.51	0.66
Total	**3.87**	**0.67**
Entrepreneurship		
Initiative	4.02	0.85
Decisiveness	3.91	0.64
Coaching & authorization	4.14	0.63
Inspiration	3.95	0.91
Devotion to one's work	4.14	0.67
Analytical thinking	3.95	0.61
Cost benefit analysis	3.88	0.75
Managerial skills – planning, executing, controlling, assembling	4.05	0.68
Communication and motivation	4.16	0.78
Budgeting	3.88	0.78
Evaluation & presentation skills	4.07	0.76
Total	**4.01**	**0.53**
Total Overall	**4.11**	**0.48**

School of Biotechnology

Market Employers Satisfaction
School of Biotechnology

AU Uniqueness	Market Employer	
	Mean	S.D.
English Competency		
Speaking & communication proficiency	4.00	0.76
Reading proficiency	4.29	0.70
Listening proficiency	4.14	0.64
Writing proficiency	3.86	0.83
Working proficiency	4.14	0.64
Total	**4.09**	**0.63**
Ethics		
Compassionate, help others	4.29	0.70
Honesty in work, Ethics in work	4.14	0.64
Speak truthfully	4.14	0.64
Just and right attitude	3.71	0.70
Self-control	3.71	0.70
Honest to self and others	4.29	0.45
Discipline in work	3.29	0.70
Responsibility to work	3.71	0.70
Control over body, speech and mind	4.14	0.83
Patience and temperance	4.00	0.76
Practice frugality or thriftiness	3.43	0.49
Sacrifice	3.86	0.64
Industriousness	3.57	0.73
Thoroughness	3.43	0.90
Social & environmental awareness	4.14	0.64
Total	**3.86**	**0.37**
Entrepreneurship		
Initiative	3.86	0.64
Decisiveness	3.57	0.49
Coaching & authorization	3.71	0.45
Inspiration	3.71	0.70
Devotion to one's work	4.00	0.76
Analytical thinking	3.57	0.49
Cost benefit analysis	4.00	0.76
Managerial skills - planning, executing, controlling, assembling	4.14	0.64
Communication and motivation	3.86	0.83
Budgeting	3.29	0.88
Evaluation & presentation skills	3.71	0.45
Total	**3.77**	**0.48**
Total Overall	**3.90**	**0.42**

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	4.53	0.65
Reading proficiency	4.37	0.72
Listening proficiency	4.47	0.65
Writing proficiency	4.19	0.78
Working proficiency	4.40	0.64
Total	**4.39**	**0.59**
Ethics		
Compassionate, help others	4.14	0.60
Honesty in work, Ethics in work	4.57	0.58
Speak truthfully	4.29	0.78
Just and right attitude	4.33	0.66
Self-control	3.98	0.86
Honest to self and others	4.49	0.61
Discipline in work	4.31	0.74
Responsibility to work	4.40	0.68
Control over body, speech and mind	4.20	0.90
Patience and temperance	3.93	0.86
Practice frugality or thriftiness	3.60	0.92
Sacrifice	3.94	0.91
Industriousness	4.25	0.67
Thoroughness	4.01	0.74
Social & environmental awareness	4.02	0.82
Total	**4.16**	**0.49**
Entrepreneurship		
Initiative	4.17	0.71
Decisiveness	4.05	0.67
Coaching & authorization	4.18	0.71
Inspiration	4.04	0.72
Devotion to one's work	4.28	0.70
Analytical thinking	4.07	0.77
Cost benefit analysis	3.98	0.82
Managerial skills – planning, executing, controlling, assembling	4.10	0.72
Communication and motivation	4.07	0.79
Budgeting	3.81	0.80
Evaluation & presentation skills	4.24	0.69
Total	**4.09**	**0.54**
Total Overall	**4.22**	**0.45**

School of Music

Market Employers Satisfaction
School of Music

AU Uniqueness	Market Employer	
	Mean	S.D.
English Competency		
Speaking & communication proficiency	4.25	0.43
Reading proficiency	4.50	0.50
Listening proficiency	4.25	0.43
Writing proficiency	4.50	0.50
Working proficiency	4.50	0.50
Total	**4.40**	**0.42**
Ethics		
Compassionate, help others	4.50	0.50
Honesty in work, Ethics in work	4.75	0.43
Speak truthfully	4.25	0.83
Just and right attitude	4.25	0.43
Self-control	4.25	0.83
Honest to self and others	4.75	0.43
Discipline in work	4.50	0.50
Responsibility to work	4.75	0.43
Control over body, speech and mind	4.50	0.87
Patience and temperance	4.25	0.83
Practice frugality or thriftiness	4.75	0.43
Sacrifice	4.00	0.00
Industriousness	4.25	0.43
Thoroughness	4.50	0.50
Social & environmental awareness	4.00	0.00
Total	**4.42**	**0.41**
Entrepreneurship		
Initiative	4.25	0.43
Decisiveness	4.50	0.50
Coaching & authorization	5.00	0.00
Inspiration	4.25	0.43
Devotion to one's work	4.25	0.43
Analytical thinking	4.50	0.50
Cost benefit analysis	4.25	0.43
Managerial skills - planning, executing, controlling, assembling	5.00	0.00
Communication and motivation	4.25	0.43
Budgeting	4.50	0.50
Evaluation & presentation skills	4.50	0.50
Total	**4.48**	**0.30**
Total Overall	**4.43**	**0.32**

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	3.62	0.95
Reading proficiency	4.14	0.83
Listening proficiency	4.10	0.92
Writing proficiency	3.90	0.68
Working proficiency	4.10	0.92
Total	**3.97**	**0.77**
Ethics		
Compassionate, help others	3.90	0.68
Honesty in work, Ethics in work	4.33	0.47
Speak truthfully	3.81	0.59
Just and right attitude	4.33	0.47
Self-control	4.00	0.53
Honest to self and others	3.76	0.68
Discipline in work	4.24	0.61
Responsibility to work	4.14	0.35
Control over body, speech and mind	4.05	0.79
Patience and temperance	3.95	0.79
Practice frugality or thriftiness	3.19	0.85
Sacrifice	3.67	0.64
Industriousness	4.19	0.73
Thoroughness	3.67	0.71
Social & environmental awareness	3.67	1.13
Total	**3.93**	**0.50**
Entrepreneurship		
Initiative	3.52	0.66
Decisiveness	3.57	0.85
Coaching & authorization	3.71	0.63
Inspiration	3.52	0.79
Devotion to one's work	3.71	0.88
Analytical thinking	3.76	0.68
Cost benefit analysis	4.14	0.83
Managerial skills – planning, executing, controlling, assembling	3.76	0.61
Communication and motivation	3.43	0.79
Budgeting	3.81	0.73
Evaluation & presentation skills	3.86	0.64
Total	**3.71**	**0.64**
Total Overall	**3.87**	**0.60**

Graduate School of Business

Market Employers Satisfaction
Graduate School of Business

AU Uniqueness	Market Employer	
	Mean	S.D.
English Competency		
Speaking & communication proficiency	4.37	0.71
Reading proficiency	4.36	0.71
Listening proficiency	4.37	0.68
Writing proficiency	4.27	0.74
Working proficiency	4.38	0.66
Total	**4.35**	**0.63**
Ethics		
Compassionate, help others	4.04	0.76
Honesty in work, Ethics in work	4.24	0.69
Speak truthfully	4.14	0.71
Just and right attitude	4.12	0.73
Self-control	3.97	0.74
Honest to self and others	4.22	0.63
Discipline in work	4.06	0.78
Responsibility to work	4.22	0.75
Control over body, speech and mind	4.04	0.72
Patience and temperance	3.90	0.78
Practice frugality or thriftiness	3.85	0.72
Sacrifice	4.02	0.71
Industriousness	4.08	0.78
Thoroughness	3.95	0.72
Social & environmental awareness	4.08	0.77
Total	**4.06**	**0.53**
Entrepreneurship		
Initiative	3.96	0.64
Decisiveness	4.15	0.76
Coaching & authorization	4.20	0.72
Inspiration	3.99	0.77
Devotion to one's work	4.18	0.67
Analytical thinking	4.14	0.74
Cost benefit analysis	3.99	0.77
Managerial skills – planning, executing, controlling, assembling	4.06	0.75
Communication and motivation	3.99	0.75
Budgeting	3.95	0.75
Evaluation & presentation skills	4.12	0.69
Total	**4.07**	**0.55**
Total Overall	**4.16**	**0.49**

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	4.25	0.43
Reading proficiency	4.54	0.50
Listening proficiency	4.50	0.58
Writing proficiency	4.50	0.58
Working proficiency	4.50	0.58
Total	**4.46**	**0.45**
Ethics		
Compassionate, help others	3.88	0.60
Honesty in work, Ethics in work	4.38	0.63
Speak truthfully	4.21	0.50
Just and right attitude	4.17	0.47
Self-control	4.04	0.73
Honest to self and others	4.42	0.49
Discipline in work	4.25	0.72
Responsibility to work	4.17	0.55
Control over body, speech and mind	4.04	0.68
Patience and temperance	3.92	0.81
Practice frugality or thriftiness	3.83	0.80
Sacrifice	4.08	0.57
Industriousness	4.25	0.66
Thoroughness	4.00	0.58
Social & environmental awareness	4.00	0.71
Total	**4.11**	**0.45**
Entrepreneurship		
Initiative	4.21	0.41
Decisiveness	4.29	0.45
Coaching & authorization	4.25	0.43
Inspiration	4.04	0.73
Devotion to one's work	4.58	0.49
Analytical thinking	4.21	0.50
Cost benefit analysis	4.17	0.69
Managerial skills – planning, executing, controlling, assembling	4.17	0.55
Communication and motivation	4.29	0.73
Budgeting	4.08	0.70
Evaluation & presentation skills	4.29	0.45
Total	**4.23**	**0.39**
Total Overall	**4.27**	**0.37**

Graduate School of e-Learning

Market Employers Satisfaction
Graduate School of English

AU Uniqueness	Market Employer	
	Mean	S.D.
English Competency		
Speaking & communication proficiency	4.00	0.82
Reading proficiency	4.22	0.63
Listening proficiency	4.00	0.67
Writing proficiency	3.78	0.79
Working proficiency	3.89	0.74
Total	**3.98**	**0.68**
Ethics		
Compassionate, help others	4.11	0.57
Honesty in work, Ethics in work	4.33	0.47
Speak truthfully	4.33	0.47
Just and right attitude	4.22	0.42
Self-control	4.00	0.47
Honest to self and others	4.11	0.31
Discipline in work	3.89	0.74
Responsibility to work	4.11	0.74
Control over body, speech and mind	3.78	0.42
Patience and temperance	3.89	0.57
Practice frugality or thriftiness	3.67	0.67
Sacrifice	3.78	0.63
Industriousness	4.00	0.67
Thoroughness	3.78	0.42
Social & environmental awareness	3.89	0.31
Total	**3.99**	**0.38**
Entrepreneurship		
Initiative	3.67	0.47
Decisiveness	3.89	0.57
Coaching & authorization	3.67	0.47
Inspiration	3.67	0.47
Devotion to one's work	3.78	0.63
Analytical thinking	3.78	0.63
Cost benefit analysis	3.78	0.63
Managerial skills – planning, executing, controlling, assembling	3.89	0.57
Communication and motivation	3.78	0.79
Budgeting	3.44	0.50
Evaluation & presentation skills	3.89	0.74
Total	**3.75**	**0.49**
Total Overall	**3.91**	**0.45**

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 level ....Faculty................Major.........................

[   ] Number of Ph.D. level ....Faculty............................Major................................

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

Ethics	Satisfaction level				
	Least Most	$\longleftarrow\cdots\cdots\cdots\longrightarrow$			
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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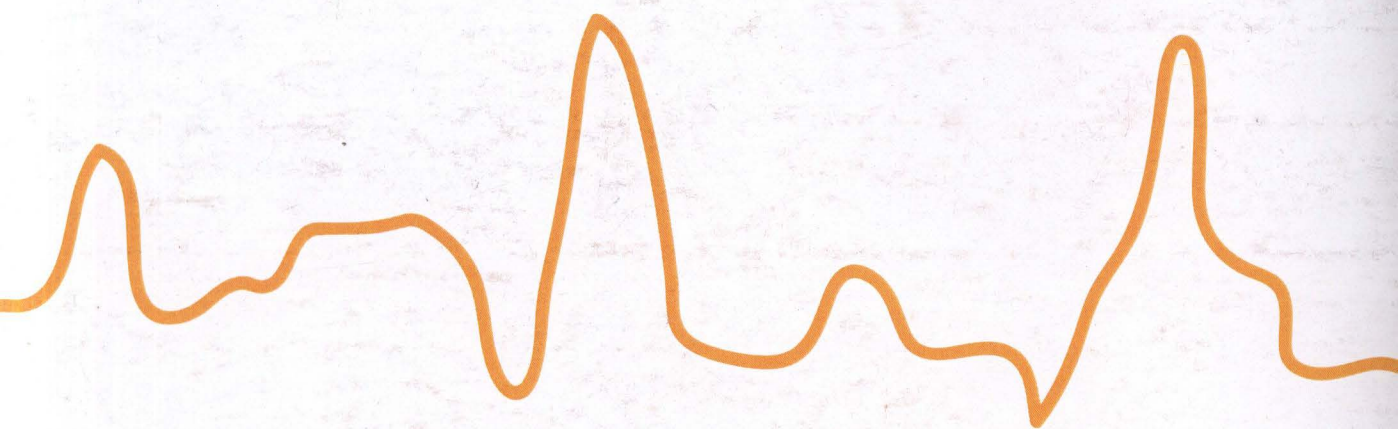......

☺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 Stakehoder Satisfaction Index - Alumni ITS Online Questionnaire

Institute for Research and Academic Services