



UBT

Media and Communicatio FACULTY

**ANNUAL QUALITY REPORT
2024-2025**

September, 2024

According to the objectives of the 5-year Strategic Plan for the Faculty of Media and Communication, which stipulates that the student satisfaction threshold for teaching and pedagogy elements should be above 4.0 or 80%, this quality report analyzes the satisfaction averages for each semester, each professor, and each element of the questionnaire sent by the Central Quality Office at UBT.

Additionally, in line with the goals set by each professor within their Individual Development Plans, where the satisfaction threshold is also set at 4.0, this report examines the satisfaction levels for each element and provides recommendations if satisfaction is below 4.0. The development plans defined by each professor will be analyzed to identify areas requiring improvement.

An indicator of quality performance according to the Strategic Plan of the Faculty of Media and Communication is the satisfaction of students with each aspect of the course and the professor which is set at 4.0 out 5.0. Any aspect that falls below 4.0 (80%) or grade 9 is subject to recommendations for improvement.

General Conclusions

- The professor is regular and respects the schedule
- The explanation and method of the lecturer is clear and understandable
- The professor encourages interactivity during lectures/exercises
- The professor collaborates with students
- The behavior of the lecturer towards students is correct
- My obligations towards the subject were clear from the beginning, according to the presented syllabus
- The subject had adequate study materials and they were accessible at UBT
- The professor uses appropriate assessment methods and applies the continuous assessment method
- This teacher is recommended to lecture us in other subjects in the following semesters

Findings of quantitative and qualitative survey with Alumni of Faculty of Media and Communication

Descriptive Statistics of Alumni Survey

Question (Translated)	Average Score
The Faculty of Media and Communication at UBT has provided me with a solid foundation in legal principles and practice	4.80
The courses offered were modern and in line with contemporary media trends	4.33
The professors had the right knowledge and approach	4.22
The Faculty of Media and Communication has enhanced my critical thinking and analytical skills	4.51
The practical part of the curriculum at the Faculty of Media and Communication has been beneficial for my career	4.44
I feel well-prepared for my media and communication career after graduating from the Faculty of Media and Communication at UBT	3.56

The improvement actions:

Improving the practical part of the curriculum at the Faculty of Media and Communication, especially when it has an average score of 4.30, is crucial for ensuring students are well-prepared for their media careers. Here are some actionable steps and recommendations to enhance this area:

Qualitative Comments Analysis:

Several alumni emphasized the need for more practical training. This suggests that while the theoretical foundation is strong, there's a perceived gap in the practical application of the knowledge. This indicates a potential area for improvement in student support and inclusivity.

Findings from industry surveys of Faculty of Media and Communication

Table 1: Descriptive statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Variance
Quality of UBT Media and Communication Faculty graduates	13	3	5	3.92	.641	.410
Overall employability of UBT Media and Communication Faculty graduates after internship	13	2	4	3.38	.650	.423

Contribution of UBT Media and Communication Faculty to the research valuable for private sector and community	13	2	5	3.38	.870	.756
Community outreach and promotion of the mission of the Faculty of Media and Communication	13	3	4	3.62	.506	.256
Transformation of practical skills of UBT Media and Communication Faculty graduates to real initiatives in your organization	13	2	5	4.00	.816	.667
Boosting of organizational performance of your organization by UBT Media and Communication Faculty graduates	13	3	5	3.69	.751	.564
Overall quality of the bachelor study program	13	3	5	4.15	.801	.641
Valid N (listwise)	13					

Quality Coordinator of Faculty of Media and Communication
25.09.2024