

FINDINGS OF THE SURVEY OF THE FIRS-YEAR STUDENTS OF THE FACULTY OF BUSINESS

2021–2022 y.

TIME:

22 March – 20 April 2021

AIM:

To reveal students' attitudes towards studies and to find out their motives for choosing studies.

QUESTIONNAIRE SURVEY:

The survey was conducted electronically using the *LimeSurvey* System. The data were processed using *SPSS 20 for Windows*. The survey questionnaires were submitted to 493 first-year students of the Faculty of Business.

SURVEY FINDINGS (N=86):

1. Forms of the search for information while selecting studies:

| Statement | Number of respondents | Percentage |
|--|-----------------------|------------|
| I searched for information on social networks (Facebook, Instagram, LinkedIn, etc.) | 14 | 16,28 |
| I searched for information on the websites of higher education institutions | 65 | 75,58 |
| I searched for information on news portals (www.15min.lt; www.delfi.lt, etc.) | 4 | 4,65 |
| I searched for information in the publication „Kur stoti“/ portal www.kurstoti.lt | 29 | 33,72 |
| I contacted the HEIs on the issues of concern to me personally (by messenger, emails, and calls) | 4 | 4,65 |
| I participated in HEI Open Days (online) | 9 | 10,47 |
| I participated in study exhibitions, fairs | 19 | 22,09 |
| I searched for information on www.lamabpo.lt | 45 | 52,33 |
| I searched for information on the website of the Ministry of Education, Science and Sport | 4 | 4,65 |
| I talked to current and former students | 43 | 50,00 |
| I participated in (online) meetings with HEI representatives organized by my school | 7 | 8,14 |

2. The studies at Kaunas University of Applied Sciences were chosen because:

| Statement | Number of respondents | Percentage |
|---|-----------------------|------------|
| I was interested in a specific study program implemented at KUAS | 46 | 53,49 |
| I wanted to gain not only theoretical but also practical knowledge | 50 | 58,14 |
| I was offered the mode of study that suited me (full-time studies, part-time studies) | 20 | 23,26 |
| They were recommended by friends, acquaintances who are studying (have studied) at KUAS | 26 | 30,23 |
| KUAS is one of the leading higher education institutions in Lithuania | 15 | 17,44 |
| I wanted to study in Kaunas | 64 | 74,42 |
| I failed to enroll in another HEI chosen | 29 | 33,72 |

3. Motives of the choice of a specific study program:

| Statement | Number of respondents | Percentage |
|---|-----------------------|------------|
| The drive to self-actualization | 30 | 34,88 |
| The study program relates to the subjects that I did well at school | 18 | 20,93 |
| The study program is promising | 49 | 56,98 |
| Clear professional career opportunities | 40 | 46,51 |
| I will study practical courses that are relevant to my career | 28 | 32,56 |
| I hope to find a job quickly after completing my chosen study program | 45 | 52,33 |
| My job is related to the specialty being studied | 7 | 8,14 |
| I failed to enroll in another study program desired | 16 | 18,60 |
| I have been offered a state-funded place in this program only | 5 | 5,81 |
| The tuition fee was reasonable | 9 | 10,47 |
| I was advised by people around me | 9 | 10,47 |
| I chose it randomly, without thinking too much | 6 | 6,98 |

4. Benefits of the introductory week (introduction to studies; presentation of KUAS, the library, the Students Representative Council, etc.):

| Statement | Number of respondents | Percentage |
|-----------------------|-----------------------|------------|
| Useful | 30 | 34,88 |
| Partly useful | 33 | 38,37 |
| Not useful | 7 | 8,14 |
| I did not participate | 16 | 18,60 |

5. Sufficiency of the information about studies and services (including information about distance learning and its organization):

| Statement | Number of respondents | Percentage |
|-------------------|-----------------------|------------|
| Yes, sufficient | 39 | 45,35 |
| Partly sufficient | 43 | 50,00 |
| No, insufficient | 4 | 4,65 |

6. Opinion about studies having started them at KUAS:

| Statement | Number of respondents | Percentage |
|--|-----------------------|------------|
| You have found what you hoped for | 24 | 27,91 |
| Studying is easier than you expected | 29 | 33,72 |
| Studying is more challenging than you expected | 19 | 22,09 |
| You have not formed an opinion about your studies yet | 9 | 10,47 |
| You are already disappointed with your choice of studies | 4 | 4,65 |
| Other | 1 | 1,16 |

7. Determination to continue studies at KUAS?

| Statement | Number of respondents | Percentage |
|---|-----------------------|------------|
| Yes, I am firmly determined to continue my studies at KUAS | 56 | 65,12 |
| I had some doubts, but now I have decided to continue my studies | 17 | 19,77 |
| I am not sure; I might move to another higher education institution | 8 | 9,30 |
| I am not sure; I might switch to another study program at KUAS | 4 | 4,65 |
| I intend to terminate my studies | 1 | 1,16 |

8. Personal assessment of lecture attendance (percentage):

| Statement | Number of respondents | Percentage |
|-----------------|-----------------------|------------|
| 100 percent | 16 | 18,60% |
| 99 - 76 percent | 61 | 70,93% |
| 75 - 51 percent | 7 | 8,14% |
| 50 - 26 percent | 1 | 1,16% |
| 25 - 0 percent | 1 | 1,16% |

9. Funding of studies:

| Statement | Number of respondents | Percentage |
|------------------|-----------------------|------------|
| State-funded | 64 | 74,42 |
| Non-state-funded | 22 | 25,58 |

10. Occupation:

| Statement | Number of respondents | Percentage |
|------------|-----------------------|------------|
| Employed | 35 | 40,7 |
| Unemployed | 51 | 59,3 |

The survey findings revealed that the primary sources of information when selecting studies are the websites of higher education institutions, the LAMA BPO website, and feedback from current/former students of KUAS. The information is also sought in the publication and portal "Kur stoti" (Where to enroll) and study fairs. First-year students choose KUAS as a higher education institution because of the specific study program they are interested in and the desire to acquire not only theoretical but also practical knowledge. When choosing their studies, the most important criteria for applicants are the promising nature of the study program, the possibility of finding a job quickly after graduation, and clear professional career opportunities.

First-year students have positively evaluated the usefulness of the introduction to studies. They have sufficient information about the studies and services. There is a wide range of opinions about studies at KUAS. 33.72 percent of respondents find the studies easier than they expected; 27.91 percent of them say they have found what they hoped for; 22.09 percent of them note that the studies are more challenging than expected; 10.47 percent have not yet formed an opinion about their studies, and 4.65 percent of first-year students are disappointed with the choice.

The majority of students are satisfied with the chosen study program and the quality of studies, and 85 percent of first-year students are determined to continue their studies at KUAS. The rest are considering the possibility of transferring to another higher education institution or changing their study program. The survey data revealed that first-year students, when studying remotely, attend lectures well enough. 18.60 percent of the respondents rated their attendance at lectures as 100 percent, and 70.93 percent of them rated it as 99 - 76 percent.

First-year students suggest that more attention should be paid to improving communication effectiveness, i.e., encouraging communication among the academic staff; maintaining respectful, tolerant communication among the academics and students. For more information on the measures that have been implemented in response to students' feedback, see the section You said we did.