

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

2020–2021 y.

TIME:

16 March – 16 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 494 first-year students of the Faculty of Business.

SURVEY FINDINGS (N=198):

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.)	41	20.71
I searched for information on the websites of higher education institutions	163	82.32
I searched for information on news portals (www.15min.lt; www.delfi.lt, etc.)	10	5.05
I searched for information in the publication "Kur stoti"/ portal www.kurstoti.lt	71	35.86
I contacted the HEIs on the issues of concern to me personally (by messenger, emails, calls)	14	7.07
I participated in HEI Open Days (online)	21	10.61
I participated in study exhibitions, fairs	69	34.85
I searched for information on www.lamabpo.lt	110	55.56
I searched for information on the website of the Ministry of Education, Science and Sport	11	5.56
I talked to current and former students	83	41.92
I participated in (online) meetings with HEI representatives organised by my school	8	4.04

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

Statement	Number of respondents	Percentage
I was interested in a specific study programme implemented at KUAS	122	61.62
I wanted to gain not only theoretical but also practical knowledge	131	66.16
I was offered the mode of study that suited me (full-time studies, part-time studies)	53	26.77
They were recommended by friends, acquaintances who are studying (have studied) at KUAS	39	19.70
KUAS is one of the leading higher education institutions in Lithuania	31	15.66
I wanted to study in Kaunas	124	62.63
I failed to enrol in another HEI chosen	43	21.72

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

Statement	Number of respondents	Percentage
The drive to self-actualisation	70	35.35
The study programme relates to the subjects that I did well at school	63	31.82
The study programme is promising	105	53.03
Clear professional career opportunities	83	41.92
I will study practical courses that are relevant to my career	71	35.86
I hope to find a job quickly after completing the chosen study programme	97	48.99
My job is related to the speciality being studied	23	11.62
I failed to enrol in another study programme desired	21	10.61
I have been offered a state-funded place in this programme only	11	5.56
The tuition fee was reasonable	12	6.06
I was advised by people around me	13	6.57
I chose it randomly, without thinking too much	26	13.13

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	77	38.89
Partly useful	74	37.37
Not useful	16	8.08
I did not participate	31	15.66

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

Statement	Number of respondents	Percentage
Yes, sufficient	106	53.54
Partly sufficient	87	43.94
No, insufficient	5	2.53

6. Opinion about studies having started them at KUAS:

Statement	Number of respondents	Percentage
You have found what you hoped for	74	37.37
Studying is easier than you expected	42	21.21
Studying is more challenging than you expected	46	23.23
You have not formed an opinion about your studies yet	23	11.62
You are already disappointed with your choice of studies	4	2.02
Other	9	4.55

7. Determination to continue studies at KUAS?

Statement	Number of respondents	Percentage
Yes, I am firmly determined to continue my studies at KUAS	136	63.26
I had some doubts, but now I have decided to continue my studies	58	26.98
I am not sure; I might move to another higher education institution	17	7.91
I am not sure; I might switch to another study programme at KUAS	4	1.86
I intend to terminate my studies	0	0.00

8. Personal assessment of lecture attendance (percentage):

Statement	Number of respondents	Percentage
100 per cent	76	38.38
99 - 76 per cent	110	55.56
75 - 51 per cent	11	5.56
50 - 26 per cent	1	0.51
25 - 0 per cent	0	0.00

9. Funding of studies:

Statement	Number of respondents	Percentage
State-funded	147	74.24
Non-state-funded	51	25.6

10. Occupation:

Statement	Number of respondents	Percentage
Employed	58	29.29
Unemployed	140	70.71

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 enrol) and study fairs. First-year students choose KUAS as a higher education institution because of the specific study programme 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 programme, 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. 37.37 per cent of respondents say that they have found what they hoped for; 23.23 per cent of them note that the studies are more challenging than expected; 21.21 per cent find the studies easier than they expected; 11.62 per cent have not yet formed an opinion about their studies, and 2.02 per cent of first-year students are disappointed with the choice.

The majority of students are satisfied with the chosen study programme and the quality of studies, and 90 per cent 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 the study programme. The survey data revealed that first-year students, when studying remotely, attend lectures well enough. 38.38 per cent of the respondents rated their attendance at lectures as 100 per cent, 55.56 per cent of them rated it as 99 - 76 per cent.

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 academic, administrative staff and students; providing feedback on specific observations and suggestions received from students. For more information on the measures that have been implemented in response to students’ feedback, see the section *You said we did*.