

SATISFACTION SURVEY ON AU UNIQUENESS AND IDENTITY DEVELOPMENT

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Institute for Research and Academic Services

Preface

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

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

Institute for Research and Academic Services

Executive Summary

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

- AU Uniqueness
- AU Identity Development

The survey was separated 2 parts

Part I : AU Community Satisfaction

Part II : Market Employers Satisfaction

Part I : AU Community Satisfaction

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

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

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

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

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

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

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

Table of Contents Part I

Preface

Executive Summary I

Introduction

Uniqueness and Identities 1

Uniqueness as an Institution Image 2

Scoring and Interpretation of Scores 4

Part I AU Community Satisfaction

Data collection 6

Data analysis 7

Appendix

Martin de Tours School of Management and Economics 15

Theodore Maria School of Arts 17

Bernadette de Lourdes School of Nursing Science 19

Vincent Mary School of Science and Technology 21

Vincent Mary School of Engineering 23

School of Law 25

School of Biotechnology 27

Albert Laurence School of Communication Arts 29

School of Music 31

Montfort Del Rosario School of Architecture and Design 33

Institute for English Language Education (IELE) 35

Graduate Schools of Business 37

Graduate Schools of English 39

Graduate Schools of e-Learning 41

Graduate Schools of Human Sciences 43

Offices 45

Lecturers Not Specified Dept. 47

References

Table of Contents Part I

Questionnaire

| | |
|--|----|
| Questionnaire: AU Uniqueness, AU Identity Development and AU Career Satisfaction/Engagement (Lecturers/Staff) | 49 |
| Questionnaire: AU Uniqueness and AU Identity Development (Students) | 50 |

Table of Contents Part II

| | |
|--|----|
| Data collection | 52 |
| Data analysis | 52 |
| AU's Identity Score | 52 |
| Satisfaction Scoring by Aspect | 54 |
| Overall AU's Identity Scoring | 55 |
| Appendix : Market Employers | |
| Martin de Tours School of Management and Economics | 57 |
| Theodore of School of Arts | 59 |
| Bernadette de Lourdes School of Nursing Science | 61 |
| Vincent Mary School of Science and Technology | 63 |
| Vincent Mary School of Engineering | 65 |
| School of Law | 67 |
| School of Biotechnology | 69 |
| Albert Laurence School of Communication Arts | 71 |
| School of Music | 73 |
| Montfort Del Rosario School of Architecture and Design | 75 |
| Graduate School of Business | 77 |
| Graduate School of Human Sciences | 79 |
| Graduate School of English | 81 |
| Graduate School of e-Learning | 83 |
| Questionnaire | |

List of Tables Part I

AU Community

| | | |
|----------|---|----|
| Table 1: | Number and Percentage of Faculty | 6 |
| Table 2: | Number and Percentage of Students Respondent by General Data | 7 |
| Table 3: | Mean and Standard Deviation AU Uniqueness and AU Identity Development by Dimention | 8 |
| Table 4 | Mean and Standard Deviation by Indicators and Items | 9 |
| Table 5 | Mean and Standard Deviation by Academic Year | 11 |

Satisfaction Survey on AU Uniqueness and Identity Development

Introduction

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

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

AU Uniqueness

An International Catholic University (ICU)

1. Catholic University
 - Catholic values
 - Catholic symbols
 - Catholic leader
 - Liturgical services
2. International University
 - International programs
 - International scholars
 - International students
 - International recognition
 - Learning environment

AU Identity 3Es

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

Uniqueness as an Institution Image

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

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

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

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

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

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

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

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

Identity of its Graduates

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

Ethics

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

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

English Proficiency

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

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

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

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

Entrepreneurial Spirit

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

Scoring and Interpretation of Scores

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

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

Score Interpretation

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

Part I

AU Community

Data collection

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

Table 1 Number and Percentage of Faculty

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

Data analysis

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

Table 2 Number and Percentage of Students Respondent by General Data

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

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

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

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

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

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

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

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

Table 4 Mean and Standard Deviation by Indicators and Items

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

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

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

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

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

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

Table 5 Mean and Standard Deviation by Academic Year

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

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

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

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

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

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

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

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

Appendix

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

AU Community Satisfaction

Martin de Tours School of Management and Economics

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

Theodore Maria School of Arts

AU Community Satisfaction

Theodore Maria School of Arts

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

**Bernadette de Lourdes School
of Nursing Science**

AU Community Satisfaction

Bernadette de Lourdes School of Nursing Science

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

**Vincent Mary School of Science
and Technology**

AU Community Satisfaction

Vincent Mary School of Science and Technology

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

Vincent Mary School of Engineering

AU Community Satisfaction

Vincent Mary School of Engineering

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

School of Law

AU Community Satisfaction

School of Law

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

School of Biotechnology

AU Community Satisfaction

School of Biotechnology

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

**Albert Laurence School of
Communication Arts**

AU Community Satisfaction

Albert Laurence School of Communication Arts

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

School of Music

AU Community Satisfaction

School of Music

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

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

AU Community Satisfaction

Montfort del Rosario School of Architecture and Design

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

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

AU Community Satisfaction

Institute for English Language Education (IELE)

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

Graduate School of Business

AU Community Satisfaction

Graduate School of Business

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

Graduate School of English

AU Community Satisfaction

Graduate School of English

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

Graduate School of e-Learning

AU Community Satisfaction

Graduate School of e-Learning

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

Graduate School of Human Sciences

AU Community Satisfaction

Graduate School of Human Sciences

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

Offices

AU Community Satisfaction Offices

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

Lecturers
Not Specified Dept.

AU Community Satisfaction
Not Specified Dept.

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

Questionnaire



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

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

☐ Lecturers ☐ Staff

☐ Management

☐ Arts

☐ Nursing Science

☐ Science and Technology

☐ Engineering

☐ Law

☐ Biotechnology

☐ Communication Arts

☐ Music

☐ Architecture and Design

☐ Other.....

☐ Staff ID.....

Office Name.....

Sex

☐ Male

☐ Female

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



Questionnaire :AU Uniqueness and AU Identity Development (Students)

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

Faculty

- ☐ Management ☐ Arts ☐ Nursing Science ☐ Science and Technology
☐ Engineering ☐ Law ☐ Biotechnology ☐ Communication Arts
☐ Music ☐ Architecture ☐ Graduate

Year

- ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ Master Degree

Sex

- ☐ Male ☐ Female

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

☺Thank you for your cooperation ☺

Part II

Market Employer

Part II : Market Employers Satisfaction

Data collection

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

Data analysis

Respondents' Profile

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

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

AU's Identity Score

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

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

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

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

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

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

Satisfaction Scoring by Aspect

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

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

Overall AU's Identity Scoring

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

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

Appendix

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

Market Employers Satisfaction

Martin de Tours School of Management and Economics

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

Theodore of School of Arts

Market Employers Satisfaction School of Arts

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

**Bernadette de Lourdes School
of Nursing Science**

Market Employers Satisfaction

Bernadett de Lourdes School of Nursing Science

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

Vincent Mary School of Science and Technology

Market Employers Satisfaction

Vincent Mary School of Science and Technology

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

Vincent Mary School of Engineering

Market Employers Satisfaction

Vincent Mary School of Engineering

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

School of Law

Market Employers Satisfaction School of Law

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

School of Biotechnology

Market Employers Satisfaction School of Biotechnology

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

**Albert Laurence School of
Communication Arts**

Market Employers Satisfaction

Albert Laurence School of Communication Arts

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

School of Music

Market Employers Satisfaction School of Music

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

Montfort Del Rosario School of Architecture and Design

Market Employers Satisfaction

Montfort del Rosario School of Architecture and Design

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

Graduate School of Business

Market Employers Satisfaction

Graduate School of Business

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

Graduate School of Human Sciences

Market Employers Satisfaction

Graduate School of Human Sciences

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

Graduate School of English

Market Employers Satisfaction Graduate School of English

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

Graduate School of e-Learning

Market Employers Satisfaction

Graduate School of eLearning

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

Questionnaire



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

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

☐ Lecturers ☐ Staff

☐ Management

☐ Arts

☐ Nursing Science

☐ Science and Technology

☐ Engineering

☐ Law

☐ Biotechnology

☐ Communication Arts

☐ Music

☐ Architecture and Design

☐ Other.....

☐ Staff ID.....

Office Name.....

Sex

☐ Male

☐ Female

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



Questionnaire :AU Uniqueness and AU Identity Development (Students)

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

Faculty

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

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

☺Thank you for your cooperation ☺

Questionnaire

Questionnaire

Questionnaire :AU Stakeholder Satisfaction Index (MARKET EMPLOYERS)

Part1 : Personal Data

Gender 1Male 2Female

Ages

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

Your current position in the company

Your employment duration in the company year(s)

Type of company where you work.....

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

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

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

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

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

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

| English Proficiency | Satisfaction level | | | | |
|---|--------------------|---------|---|---|------|
| | Least | ←.....→ | | | Most |
| 1. Speaking & communication proficiency | 1 | 2 | 3 | 4 | 5 |
| 2. Reading proficiency | 1 | 2 | 3 | 4 | 5 |
| 3. Listening proficiency | 1 | 2 | 3 | 4 | 5 |
| 4. Writing proficiency | 1 | 2 | 3 | 4 | 5 |
| 5. Working proficiency | 1 | 2 | 3 | 4 | 5 |

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

Recommendation(s)

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☺ Thank you for your participation ☺

References

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