

SATISFACTION SURVEY ON AU UNIQUENESS AND IDENTITY DEVELOPMENT ACADEMIC YEAR 2018



INSTITUTE FOR RESEARCH AND ACADEMIC SERVICES

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**SATISFACTION SURVEY ON AU UNIQUENESS
AND IDENTITY IMPLEMENTATION**

Academic Year 2018

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Preface

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

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

Institute for Research and Academic Services

Executive Summary

The outcomes of the Satisfaction Survey on AU Uniqueness and Identities Implementation were classified into 3 dimension as follows:

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

The survey was separated into 2 parts

Part I : AU Community Satisfaction

Part II : Market Employers Satisfaction

Part I : AU Community Satisfaction

The majority of AU Community had a high level satisfaction with all dimensions as the following:

1. Au senior students all three dimensions were high satisfaction AU Uniqueness and AU Identity Development were presented by indicators and items. In each indicator demonstrated that overall respondents were given the mean scores of 3.83 (High). AU Uniqueness was 3.82, AU Identity Development was 3.83 and AU Integrity Social Consciousness & Discipline was 3.85 respectively.

When considering by classification of respondents, the result shew that Students were highly satisfied with the English Competency and Integrity, Social Consciousness & Discipline with the same score of 3.85, followed by the Catholic University and Entrepreneurial Spirit with the same score 3.83, Ethics was 3.82 and International University was 3.81 respectively

2. Au Faculty members gave a high satisfaction feedback in AU Integrity, Social Consciousness & Discipline was 4.40, AU Uniqueness with the mean scores of 4.42, and Au Core Values was 4.24 respectively.

When considering by classification of respondents, the result shew that Faculty members were also very high level satisfied in the Catholic University with the mean scores of 4.54, International University was 4.33, AU Core Values with the mean scores of 4.24 and Integrity, Social Consciousness, and Discipline was 4.40 respectively.

3. Au Staff members were also give a high satisfaction with AU Uniqueness with the mean scores of 4.41, Au Core Values was 4.31, and AU Integrity, Social Consciousness & Discipline was 4.34 respectively.

When considering by classification of respondents, the result show that Staff members were high satisfied with Catholic University with the mean scores of 4.46, International University was 4.36, AU Core Values was 4.31 and Integrity, Social Consciousness, and Discipline was 4.34 respectively.

Part II: Market Employers Satisfaction

IRAS collected data from AU's Market Employers from August 2017 to March 2018 by our respondents are 1,039 units and then holding 13 faculties of Assumption University. Assumption University's Identity score were 4.16. Market Employer is the most satisfaction with English Proficiency's overall score were 4.31 for the major satisfaction of English Proficiency is on Working proficiency (score: 4.35). Ethics score were 4.11, and Entrepreneurial Spirit score were 4.06. This result reflects from Market Employer that Assumption University could be produce graduate with good language skills into the Labor Market.

Conclusion

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

Dimension	Mean	S.D.	Percentage
AU Uniqueness			
Catholic University	4.28	0.30	85.53
International University	4.17	0.24	83.33
Total	4.22	0.26	84.33
AU Identity Development			
English Competency	4.08	0.23	81.60
Ethics	3.97	0.15	79.30
Entrepreneurial Spirit	3.95	0.12	78.90
Total	4.00	0.17	79.90
Au Core Values	4.28	0.35	85.50
Integrity, Social Consciousness & Discipline	4.20	0.23	83.93

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Assumption University's Uniqueness and Identity

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 organizations. 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 Suwannabhumi 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 knowledge concerning managerial functions in organization.

DEFINITIONS OF TERMS

Accountability refers to one of the four core values. An individual who is secure in their values and commitments will possess integrity and accountability. They will be able to take responsibility for their decisions, which is important to improving themselves and developing as good leaders. They will also be in a position to serve their society and excel in their careers.

Catholic leader refers to the President of the University who is a member of Montfort Brothers of St. Gabriel.

Catholic spirit refers to one of the four core values. The Catholic spirit is a spirit of service. This means that all AU members should always be ready to serve other people, beyond even the ordinary responsibilities of their professions and their roles in society.

Catholic symbols refer to the use of symbols invested with an inner meaning expressing Christian beliefs:

- Crucifix, statue of Christ (“*I am the Way, the Truth, and the Life*”), Our Lady (Sedes Sapientia – the Seat of Wisdom), St. Louis Marie Grignon de Montfort, 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, Queen of Sheba.
- “You are the salt of the earth...You are the light of the world...”(Matthew 5:13-14, on the Gate of Wisdom)

Catholic university is defined 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*)

Catholic values refer to Gospel values expressed in the New Testament. The university emphasizes the core values of Catholic spirit, accountability, righteousness, and excellence.

Discipline refers to the ability to control oneself to do things that should be done.

English proficiency refers to the acquisition of the four skills of English usage.

Entrepreneurial spirit refers to the mindset to exercise responsible leadership and take initiatives based on management knowledge through the motto: LABOR OMNIA VINCIT.

Ethics refers to acquired moral values and character of students and graduates through the formation process based on Catholic values.

Excellence refers to one of the four core values. Excellence is a quality of being exceptionally good. The AU faculty and staff members should always try to do their best in order to achieve excellence in everything they do.

Integrity refers to personal character adherent to honesty, reliability, credibility and accountability.

International programs refer to programs designed in line with the international curricula, using English as a medium of instruction, accessible to students worldwide, and recognized by overseas universities and organizations.

International recognition refers to overseas collaboration through memoranda of understanding with universities and organizations as well as acceptance of students and graduates worldwide.

International scholars refer to faculty members and researchers of diverse nationalities and cultures.

International students refer to students of diverse nationalities and cultures.

International university refers to an international learning community, with international recognition, composed of international programs, international scholars and students.

Labor Omnia Vincit The Latin slogan of AU which is printed in its letterheads and inscribed on its buildings is *Labor Omnia Vincit*. This translates as “*effort defeats everything*”. Often in society, people merely accept what happens is a product of fate or fortune. But students at AU are taught to try to change their situation, to strive to overcome obstacles, not only through physical effort, but also by intellectual planning and critical thinking.

Leadership refers to personal attributes that cover positive thinking, passion for success, critical and creative thinking.

Learning environment refers to the integration of architectural design, facilities, and atmosphere conducive to learning among students of diverse nationalities and cultures.

Liturgical services refer to liturgical and sacramental rites. (Mass celebrated on different occasions, i.e., the beginning of the new academic year, Assumption Day, the feast of St. Louis Marie Grignon de Montfort, Christmas, Holy Week, Easter, Sundays, weekdays.)

Management knowledge refers to knowledge concerning managerial functions in organization.

Responsibility refers to the same thing as accountability as mentioned above.

Righteousness refers to one of the four core values. An individual who is educated with an attention to Truth and accountability will have developed a conscience and good will. They will be attentive to improving themselves and improving society in general. They will always be dedicated to justice.

Social consciousness refers to awareness of communal life with moral obligation to care, share and sacrifice for others.

Treasure within this refers to the inner potential of each individual. Education awakens this potential and allows it to develop. It allows to develop their innate skills and capacities and to overcome their weaknesses. If a student is committed to Truth, the education process will allow them to develop to their full potential.

Truth AU takes seriously its role as an International Catholic University. It is proud of its diverse faculty and diverse student body who come from every region of the world and every religion. So the University is supportive of the diversity of values. Yet, it is also dedicated to encouraging its students to rigorously strive for “Truth” in their education and in their individual lives. This Truth will differ based upon the background of the student, but it is crucial for creating a solid foundation for their values.

World Class University refers to one of the top 200 universities in the world university rankings by internationally recognized organization/agency.

The Assumption University's Uniqueness and Identity Five-Year Strategic Plan (2018-2022)

AU Strategies for Uniqueness and Identity

Vision, Mission, Core Value, Uniqueness, Identity and Goals

AU Vision

Assumption University envisions itself in the next decade as:

1. an international community of scholars;
2. enlivened by Christian inspiration;
3. engaging in the pursuit of Truth and knowledge;
4. serving human society, especially through the creative use of interdisciplinary approaches and cyber technology.

AU Mission

Assumption University, an *International Catholic University*, is committed to be the light that leads learners and its internal stakeholders from all parts of the world towards wisdom, Truth, and Christian values and to discover "Treasure Within" themselves via effective teaching and research pedagogies of international standards as well as community engagement. The University aims to form individuals to be intellectually, morally, and spiritually sound, accountable, righteous, and service-minded citizens; excelling in serving communities comprising of diverse cultures.

AU Core Values

"CARE"

C = Catholic Spirit

A = Accountability

R = Righteousness

E = Excellence

AU Uniqueness

International Catholic University

Emphasis and Strengths reflecting AU Uniqueness

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

Identity of Assumption University students and graduates

1. Ethics
 - Integrity
 - Social consciousness & responsibility
 - Discipline
2. English Proficiency
3. Entrepreneurial Spirit
 - Leadership
 - Management knowledge
 - *Labor omnia vincit*

AU Goals

1. To be a leading international catholic university in the region
2. To produce graduates who excel in serving local and global communities

AU Strategies

- Strategy 1: Strengthening education quality towards internationalization
Strategy 2: Gearing AU towards Digital Transformation
Strategy 3: Increasing social engagement within and beyond AU communities
Strategy 4: Ensuring AU sustainable development

Scoring and Interpretation of Scores

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

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

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

Part I

AU Community

Data collection

Data collection was done by the internal self-administration of each faculty and staff members, and took 3 months period to complete in collecting the data. Overall respondents participated in this survey were 2,488 people which comprise of 1,899 students, 320 lecturers and 269 staff members.

Table 1 Number and Percentage of Faculty

Faculty	Students		Lecturers		Staff	
	Count	Percent	Count	Percent	Count	Percent
Martin de Tours School of Management and Economics	886	46.66	77	24.06	9	3.35
Theodore Maria School of Arts	450	23.70	39	12.19	1	0.37
Bernadette de Lourdes School of Nursing Science	18	0.95	8	2.50	1	0.37
Vincent Mary School of Science and Technology	45	2.37	10	3.13	5	1.86
Vincent Mary School of Engineering	68	3.58	19	5.94	6	2.23
School of Law	67	3.53	9	2.81	1	0.37
School of Biotechnology	14	0.74	8	2.50	3	1.12
Albert Laurence School of Communication Arts	254	13.38	26	8.13	18	6.69
School of Music	21	1.11	5	1.56	1	0.37
Montfort Del Rosario School of Architecture and Design	76	4.00	19	5.94	5	1.86
Not Specified Dept.	-	-	100	31.25	219	81.41
Total	1,899	100.00	320	100.00	269	100.00

Data analysis

Researcher used the program for analyzing statistic data, SPSS for Windows, to analyze the data that presented in descriptive statistics form such as number, percentage, mean and standard deviation to descriptive the data.

Table 2 Number and Percentage of member Respondent by General Data

Variable	Sex	Frequency	Percent
Students (1,899)	Male	759	39.97
	Female	1,140	60.03
Lecturers (320)	Male	140	43.75
	Female	180	56.25
Staff (269)	Male	101	37.55
	Female	168	62.45

Table 2: The Demographic information demonstrated that students total respondents 1,899 they were 759 Male (39.97%) and 1,140 Female (60.03%), lecturers total respondents 320 they were 140 Male (43.75%) and 180 Female (56.25%), staff total respondents 269 they were 101 Male (37.55%) and 168 Female (62.45%) respectively.

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

Dimention	Students (n=1,899)		Lecturers (n=320)		Staff (n=269)	
	Mean	S.D.	Mean	S.D.	Mean	S.D.
AU Uniqueness						
Catholic University	3.83	0.68	4.54	0.59	4.46	0.59
International University	3.81	0.68	4.33	0.67	4.36	0.60
Total	3.82	0.64	4.42	0.60	4.41	0.58
AU Identity Development						
English Competency	3.85	0.73				
Ethics	3.82	0.69				
Entrepreneurial Spirit	3.83	0.69				
Total	3.83	0.63				
Au Core Values			4.24	0.69	4.31	0.68
Total			4.24	0.69	4.31	0.68
Integrity,Social Consciousness & Discipline	3.85	0.71	4.40	0.63	4.34	0.65
Total	3.85	0.71	4.40	0.63	4.34	0.65
Total All	3.83	0.60	4.40	0.58	4.38	0.58

Table 3: it shows the Overall AU Uniqueness and AU Identity Implementation. It appeared that there were 3 dimentions the Students felt high satisfaction in AU Uniqueness with the mean scores 3.82, AU Identity Development was 3.83 and AU Integrity Social Consciousness & Discipline was 3.85 (High).

Lecturers gave a high satisfaction feedback in AU Uniqueness with the mean scores of 4.42 (High), Au Core Values was 4.24, and AU Integrity, Social Consciousness & Discipline was 4.40 respectively.

Staff members were also give a high satisfaction with AU Uniqueness at 4.41 (High), Au Core Values was 4.31, and AU Integrity, Social Consciousness & Discipline was 4.34 respectively.

Table 4 Mean and Standard Deviation by Indicators and Items – Students

AU Uniqueness	Students (n=1,899)	
	Mean	S.D.
Catholic University		
1. AU is an International Catholic University that dedicates itself to the pursuit of Truth and knowledge.	3.85	0.80
2. AU follows the values of a Catholic University and appropriately displays Catholic symbols.	3.84	0.80
3. AU is effectively managed by Catholic Leader.	3.80	0.85
4. AU arranges Catholic rites and functions for the AU community and the public.	3.82	0.78
Total	3.83	0.68
International University		
5. AU is an international educational institution with strong international programs.	3.85	0.86
6. AU has a diverse faculty of international scholars.	3.81	0.84
7. AU does not discriminate between Thai and international students.	3.75	0.94
8. AU is widely recognized by international organizations.	3.82	0.83
9. The overall learning environment is conducive for the students' learning.	3.82	0.82
Total	3.81	0.68
Total All	3.82	0.64
AU Identity Development		
English Competency		
1. AU has clear English language development policy to enhance the listening, speaking, reading and writing skills of students.	3.86	0.86
2. The promotion of these English language skills is based on AU educational plans and strategies.	3.82	0.81
3. AU actively encourages students to develop their English listening, speaking, reading and writing skills.	3.86	0.83
Total	3.85	0.73
Ethics		
4. AU has clear policy on the development of both general moral values and professional ethical values, consisting of: integrity, prudence, fortitude, temperance and justice.	3.83	0.80
5. The development of these general and moral and professional ethical values of is based on AU educational plans and strategies.	3.79	0.80
6. AU actively encourages students to develop these moral and professional ethical values.	3.83	0.82
Total	3.82	0.69
Entrepreneurial Spirit		
7. AU has clear policy on the development of entrepreneurial spirit involving the cultivation of a creative and innovative mind, leadership skills, management knowledge, and Labor omnia vincit.	3.82	0.79
8. The development of entrepreneurial spirit is based on AU educational plans and strategies.	3.83	0.81
9. AU actively encourages students to develop their entrepreneurial spirit.	3.85	0.80
Total	3.83	0.69
Total All	3.83	0.63
Integrity, Social Consciousness, and Discipline		
1. AU encourages students to develop their integrity: honesty, reliability, credibility, and accountability.	3.86	0.82
2. AU fosters a social consciousness of caring, sharing and sacrifice.	3.82	0.84
3. AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	3.84	0.84
4. AU promotes social discipline e.g. punctuality, social norms, and respect for the rights of others.	3.87	0.83
Total All	3.85	0.71
Total Over All	3.83	0.60

Table 4: AU Uniqueness and AU Identity Development were presented by indicators and items. In each indicator demonstrated that overall respondents were given the mean scores of 3.83 (High) . AU Uniqueness with the mean scores 3.82, AU Identity Development was 3.83 and AU Integrity Social Consciousness & Discipline was 3.85.

When considering by classification of respondents, the result shew that Students were highly satisfied with the English Competency and Integrity, Social Consciousness & Discipline with the same score of 3.85, followed by the Catholic University and Entrepreneurial Spirit with the same score 3.83, Ethics was 3.82 and International University was 3.81 respectively.

Table 5 Mean and Standard Deviation by Faculty members and Staff

AU Uniqueness	Lecturers (n=320)		Staff (n=269)	
	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.	4.56	0.67	4.48	0.66
2. AU follows the values of a Catholic University and appropriately displays Catholic symbols.	4.59	0.62	4.49	0.63
3. AU is effectively managed by Catholic Leader.	4.47	0.74	4.45	0.64
4. AU arranges Catholic rites and functions for the AU community and the public.	4.53	0.63	4.42	0.67
Total	4.54	0.59	4.46	0.59
International University				
5. AU is an international educational institution with strong international programs.	4.35	0.78	4.38	0.67
6. AU has a diverse faculty of international scholars.	4.41	0.69	4.33	0.65
7. AU does not discriminate between Thai and international students.	4.33	0.87	4.32	0.71
8. AU is widely recognized by international organizations.	4.26	0.80	4.39	0.66
9. The overall learning environment is conducive for the students' learning.	4.29	0.80	4.38	0.68
Total	4.33	0.67	4.36	0.60
Total All	4.42	0.60	4.41	0.58
AU Core Values				
1. AU people have acquired the Catholic Spirit, namely, the spirit of service.	4.25	0.78	4.33	0.73
2. AU people are accountable and responsible persons.	4.28	0.73	4.33	0.71
3. AU people righteous and just persons.	4.26	0.72	4.28	0.76
4. AU people are always in pursuit of excellence.	4.19	0.80	4.29	0.74
Total All	4.24	0.69	4.31	0.68
Integrity, Social Consciousness, and Discipline				
1. AU encourages students to develop their integrity: honesty, reliability, credibility, and accountability.	4.40	0.69	4.37	0.67
2. AU fosters social consciousness of caring, sharing and sacrifice.	4.33	0.73	4.34	0.69
3. AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	4.39	0.69	4.30	0.74
4. AU promotes discipline e.g., punctuality, social norms, and respect for the rights of others.	4.39	0.72	4.31	0.71
5. AU promotes 3Es, namely, ethics, English proficiency, and entrepreneurial spirit.	4.49	0.68	4.38	0.72
Total All	4.40	0.63	4.34	0.65
Total Over All	4.40	0.58	4.38	0.58

Table 5: AU Uniqueness and AU Identity Development were presented by indicators and items. When considering by classification of respondents, the result shew that Lecturers were also hight satisfied in each indicator; AU Integrity, Social Consciousness & Discipline was 4.40, AU Uniqueness with the mean scores of 4.42, and Au Core Values was 4.24 respectively.

When considering by classification of respondents, the result shew that Faculty members were also very high level satisfied in the Catholic University with the mean scores of 4.54, International University was 4.33, AU Core Values with the mean scores of 4.24 and Integrity, Social Consciousness, and Discipline was 4.40.

Au Staff members were also give a high satisfaction with AU Uniqueness with the mean scores of 4.41, Au Core Values was 4.31, and AU Integrity, Social Consciousness & Discipline was 4.34.

When considering by classification of respondents, the result shew that Staff members were hight satisfied with Catholic University with the mean scores of 4.46, International University was 4.36, AU Core Values was 4.31 and Integrity, Social Consciousness, and Discipline was 4.34 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=886)	
	Mean	S.D.
Catholic University		
1. AU is an International Catholic University that dedicates itself to the pursuit of Truth and knowledge.	3.89	0.80
2. AU follows the values of a Catholic University and appropriately displays Catholic symbols.	3.85	0.79
3. AU is effectively managed by Catholic Leader.	3.79	0.87
4. AU arranges Catholic rites and functions for the AU community and the public.	3.85	0.78
Total	3.84	0.68
International University		
5. AU is an international educational institution with strong international programs.	3.86	0.88
6. AU has a diverse faculty of international scholars.	3.83	0.84
7. AU does not discriminate between Thai and international students.	3.72	0.94
8. AU is widely recognized by international organizations.	3.82	0.80
9. The overall learning environment is conducive for the students' learning.	3.83	0.80
Total	3.81	0.66
Total All	3.83	0.62
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	0.87
2. The promotion of these English language skills is based on AU educational plans and strategies.	3.84	0.82
3. AU actively encourages students to develop their English listening, speaking, reading and writing skills.	3.85	0.84
Total	3.85	0.73
Ethics		
4. AU has clear policy on the development of both general moral values and professional ethical values, consisting of: integrity, prudence, fortitude, temperance and justice.	3.83	0.78
5. The development of these general and moral and professional ethical values of is based on AU educational plans and strategies.	3.82	0.79
6. AU actively encourages students to develop these moral and professional ethical values.	3.85	0.81
Total	3.83	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.	3.85	0.79
8. The development of entrepreneurial spirit is based on AU educational plans and strategies.	3.88	0.81
9. AU actively encourages students to develop their entrepreneurial spirit.	3.88	0.81
Total	3.87	0.69
Total All	3.85	0.62
Integrity, Social Consciousness and Discipline		
1. AU encourages students to develop their integrity: honesty, reliability, credibility, and accountability.	3.87	0.83
2. AU fosters a social consciousness of caring, sharing and sacrifice.	3.85	0.82
3. AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	3.87	0.85
4. AU promotes social discipline e.g. punctuality, social norms, and respect for the rights of others.	3.92	0.82
Total All	3.88	0.70
Total Overall	3.85	0.58

Theodore Maria School of Arts

AU Community Satisfaction
Theodore Maria School of Arts

AU Uniqueness	Students (n=450)	
	Mean	S.D.
Catholic University		
1. AU is an International Catholic University that dedicates itself to the pursuit of Truth and knowledge.	3.92	0.81
2. AU follows the values of a Catholic University and appropriately displays Catholic symbols.	3.94	0.80
3. AU is effectively managed by Catholic Leader.	3.90	0.82
4. AU arranges Catholic rites and functions for the AU community and the public.	3.85	0.78
Total	3.90	0.68
International University		
5. AU is an international educational institution with strong international programs.	3.94	0.81
6. AU has a diverse faculty of international scholars.	3.90	0.79
7. AU does not discriminate between Thai and international students.	3.90	0.89
8. AU is widely recognized by international organizations.	3.92	0.85
9. The overall learning environment is conducive for the students' learning.	3.94	0.80
Total	3.92	0.68
Total All	3.91	0.64
AU Identity Development		
English Competency		
1. AU has clear English language development policy to enhance the listening, speaking, reading and writing skills of students.	3.96	0.84
2. The promotion of these English language skills is based on AU educational plans and strategies.	3.90	0.77
3. AU actively encourages students to develop their English listening, speaking, reading and writing skills.	3.96	0.78
Total	3.94	0.68
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.	3.91	0.79
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
6. AU actively encourages students to develop these moral and professional ethical values.	3.90	0.83
Total	3.88	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.	3.88	0.79
8. The development of entrepreneurial spirit is based on AU educational plans and strategies.	3.87	0.81
9. AU actively encourages students to develop their entrepreneurial spirit.	3.89	0.79
Total	3.88	0.70
Total All	3.90	0.63
Integrity,Social Consciousness and Discipline		
1. AU encourages students to develop their integrity: honesty, reliability, credibility, and accountability.	3.92	0.78
2. AU fosters a social consciousness of caring, sharing and sacrifice.	3.84	0.80
3. AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	3.88	0.82
4. AU promotes social discipline e.g. punctuality, social norms, and respect for the rights of others.	3.90	0.84
Total All	3.89	0.71
Total Overall	3.90	0.61

**Bernadette de Lourdes School
of Nursing Science**

AU Community Satisfaction
Bernadette de Lourdes School of Nursing Science

AU Uniqueness	Students (n=18)	
	Mean	S.D.
Catholic University		
1. AU is an International Catholic University that dedicates itself to the pursuit of Truth and knowledge.	4.06	0.64
2. AU follows the values of a Catholic University and appropriately displays Catholic symbols.	4.06	0.54
3. AU is effectively managed by Catholic Leader.	4.17	0.86
4. AU arranges Catholic rites and functions for the AU community and the public.	4.11	0.68
Total	4.10	0.61
International University		
5. AU is an international educational institution with strong international programs.	4.06	0.80
6. AU has a diverse faculty of international scholars.	4.00	0.69
7. AU does not discriminate between Thai and international students.	4.11	0.83
8. AU is widely recognized by international organizations.	3.83	0.79
9. The overall learning environment is conducive for the students' learning.	4.06	0.80
Total	4.01	0.65
Total All	4.05	0.60
AU Identity Development		
English Competency		
1. AU has clear English language development policy to enhance the listening, speaking, reading and writing skills of students.	4.11	0.83
2. The promotion of these English language skills is based on AU educational plans and strategies.	4.06	0.73
3. AU actively encourages students to develop their English listening, speaking, reading and writing skills.	4.17	0.79
Total	4.11	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.	4.33	0.59
5. The development of these general and moral and professional ethical values of is based on AU educational plans and strategies.	4.33	0.59
6. AU actively encourages students to develop these moral and professional ethical values.	4.28	0.57
Total	4.31	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.	4.28	0.75
8. The development of entrepreneurial spirit is based on AU educational plans and strategies.	4.17	0.62
9. AU actively encourages students to develop their entrepreneurial spirit.	4.22	0.65
Total	4.22	0.60
Total All	4.22	0.56
Integrity, Social Consciousness and Discipline		
1. AU encourages students to develop their integrity: honesty, reliability, credibility, and accountability.	4.22	0.65
2. AU fosters a social consciousness of caring, sharing and sacrifice.	4.11	0.68
3. AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	4.28	0.67
4. AU promotes social discipline e.g. punctuality, social norms, and respect for the rights of others.	4.33	0.69
Total All	4.24	0.61
Total Overall	4.15	0.54

Vincent Mary School of Science and Technology

AU Community Satisfaction
Vincent Mary School of Science and Technology

AU Uniqueness	Students (n=45)	
	Mean	S.D.
Catholic University		
1. AU is an International Catholic University that dedicates itself to the pursuit of Truth and knowledge.	3.51	0.94
2. AU follows the values of a Catholic University and appropriately displays Catholic symbols.	3.87	0.84
3. AU is effectively managed by Catholic Leader.	3.62	0.94
4. AU arranges Catholic rites and functions for the AU community and the public.	3.84	0.90
Total	3.71	0.75
International University		
5. AU is an international educational institution with strong international programs.	3.78	0.79
6. AU has a diverse faculty of international scholars.	3.62	0.98
7. AU does not discriminate between Thai and international students.	3.60	1.01
8. AU is widely recognized by international organizations.	3.42	1.01
9. The overall learning environment is conducive for the students' learning.	3.67	0.90
Total	3.62	0.76
Total All	3.66	0.70
AU Identity Development		
English Competency		
1. AU has clear English language development policy to enhance the listening, speaking, reading and writing skills of students.	3.62	0.91
2. The promotion of these English language skills is based on AU educational plans and strategies.	3.69	0.85
3. AU actively encourages students to develop their English listening, speaking, reading and writing skills.	3.71	0.76
Total	3.67	0.73
Ethics		
4. AU has clear policy on the development of both general moral values and professional ethical values, consisting of: integrity, prudence, fortitude, temperance and justice.	3.67	0.85
5. The development of these general and moral and professional ethical values of is based on AU educational plans and strategies.	3.47	1.01
6. AU actively encourages students to develop these moral and professional ethical values.	3.53	1.04
Total	3.56	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.	3.67	0.80
8. The development of entrepreneurial spirit is based on AU educational plans and strategies.	3.71	0.97
9. AU actively encourages students to develop their entrepreneurial spirit.	3.76	1.00
Total	3.71	0.79
Total All	3.65	0.68
Integrity, Social Consciousness and Discipline		
1. AU encourages students to develop their integrity: honesty, reliability, credibility, and accountability.	3.62	0.96
2. AU fosters a social consciousness of caring, sharing and sacrifice.	3.71	0.84
3. AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	3.71	0.94
4. AU promotes social discipline e.g. punctuality, social norms, and respect for the rights of others.	3.82	1.07
Total All	3.72	0.83
Total Overall	3.66	0.66

Vincent Mary School of Engineering

**AU Community Satisfaction
Vincent Mary School of Engineering**

AU Uniqueness	Students (n=68)	
	Mean	S.D.
Catholic University		
1. AU is an International Catholic University that dedicates itself to the pursuit of Truth and knowledge.	3.53	0.80
2. AU follows the values of a Catholic University and appropriately displays Catholic symbols.	3.66	0.77
3. AU is effectively managed by Catholic Leader.	3.60	0.76
4. AU arranges Catholic rites and functions for the AU community and the public.	3.49	0.76
Total	3.57	0.68
International University		
5. AU is an international educational institution with strong international programs.	3.57	0.95
6. AU has a diverse faculty of international scholars.	3.57	0.87
7. AU does not discriminate between Thai and international students.	3.53	1.06
8. AU is widely recognized by international organizations.	3.60	0.81
9. The overall learning environment is conducive for the students' learning.	3.60	0.85
Total	3.58	0.78
Total All	3.57	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.	3.53	0.98
2. The promotion of these English language skills is based on AU educational plans and strategies.	3.56	0.92
3. AU actively encourages students to develop their English listening, speaking, reading and writing skills.	3.63	0.91
Total	3.57	0.84
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	0.85
5. The development of these general and moral and professional ethical values of is based on AU educational plans and strategies.	3.49	0.82
6. AU actively encourages students to develop these moral and professional ethical values.	3.63	0.81
Total	3.56	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.	3.50	0.97
8. The development of entrepreneurial spirit is based on AU educational plans and strategies.	3.49	0.86
9. AU actively encourages students to develop their entrepreneurial spirit.	3.56	0.76
Total	3.51	0.75
Total All	3.55	0.70
Integrity, Social Consciousness and Discipline		
1. AU encourages students to develop their integrity: honesty, reliability, credibility, and accountability.	3.49	0.87
2. AU fosters a social consciousness of caring, sharing and sacrifice.	3.38	0.85
3. AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	3.47	0.78
4. AU promotes social discipline e.g. punctuality, social norms, and respect for the rights of others.	3.51	0.76
Total All	3.46	0.71
Total Overall	3.54	0.65

School of Law

**AU Community Satisfaction
School of Law**

AU Uniqueness	Students (n=67)	
	Mean	S.D.
Catholic University		
1. AU is an International Catholic University that dedicates itself to the pursuit of Truth and knowledge.	3.90	0.70
2. AU follows the values of a Catholic University and appropriately displays Catholic symbols.	3.93	0.74
3. AU is effectively managed by Catholic Leader.	3.85	0.72
4. AU arranges Catholic rites and functions for the AU community and the public.	3.85	0.70
Total	3.88	0.59
International University		
5. AU is an international educational institution with strong international programs.	4.03	0.70
6. AU has a diverse faculty of international scholars.	3.88	0.79
7. AU does not discriminate between Thai and international students.	3.96	0.77
8. AU is widely recognized by international organizations.	3.97	0.74
9. The overall learning environment is conducive for the students' learning.	3.84	0.67
Total	3.93	0.54
Total All	3.91	0.53
AU Identity Development		
English Competency		
1. AU has clear English language development policy to enhance the listening, speaking, reading and writing skills of students.	3.94	0.67
2. The promotion of these English language skills is based on AU educational plans and strategies.	3.88	0.75
3. AU actively encourages students to develop their English listening, speaking, reading and writing skills.	3.93	0.82
Total	3.92	0.65
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	0.84
5. The development of these general and moral and professional ethical values of is based on AU educational plans and strategies.	3.79	0.62
6. AU actively encourages students to develop these moral and professional ethical values.	3.81	0.74
Total	3.80	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.	3.82	0.60
8. The development of entrepreneurial spirit is based on AU educational plans and strategies.	3.82	0.67
9. AU actively encourages students to develop their entrepreneurial spirit.	4.00	0.76
Total	3.88	0.56
Total All	3.86	0.55
Integrity,Social Consciousness and Discipline		
1. AU encourages students to develop their integrity: honesty, reliability, credibility, and accountability.	3.82	0.67
2. AU fosters a social consciousness of caring, sharing and sacrifice.	3.94	0.85
3. AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	3.88	0.71
4. AU promotes social discipline e.g. punctuality, social norms, and respect for the rights of others.	3.90	0.78
Total All	3.88	0.63
Total Overall	3.89	0.51

School of Biotechnology

AU Community Satisfaction
School of Biotechnology

AU Uniqueness	Students (n=14)	
	Mean	S.D.
Catholic University		
1. AU is an International Catholic University that dedicates itself to the pursuit of Truth and knowledge.	3.64	0.84
2. AU follows the values of a Catholic University and appropriately displays Catholic symbols.	3.71	0.73
3. AU is effectively managed by Catholic Leader.	3.64	0.74
4. AU arranges Catholic rites and functions for the AU community and the public.	3.79	0.70
Total	3.70	0.64
International University		
5. AU is an international educational institution with strong international programs.	3.71	0.83
6. AU has a diverse faculty of international scholars.	3.71	0.61
7. AU does not discriminate between Thai and international students.	3.86	1.17
8. AU is widely recognized by international organizations.	3.64	1.01
9. The overall learning environment is conducive for the students' learning.	3.43	1.09
Total	3.67	0.72
Total All	3.68	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.	4.14	0.66
2. The promotion of these English language skills is based on AU educational plans and strategies.	3.93	0.62
3. AU actively encourages students to develop their English listening, speaking, reading and writing skills.	3.86	0.66
Total	3.98	0.56
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.	4.07	0.62
5. The development of these general and moral and professional ethical values of is based on AU educational plans and strategies.	3.86	0.86
6. AU actively encourages students to develop these moral and professional ethical values.	3.64	0.74
Total	3.86	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.	3.79	0.58
8. The development of entrepreneurial spirit is based on AU educational plans and strategies.	3.79	0.80
9. AU actively encourages students to develop their entrepreneurial spirit.	3.57	0.76
Total	3.71	0.60
Total All	3.85	0.51
Integrity, Social Consciousness and Discipline		
1. AU encourages students to develop their integrity: honesty, reliability, credibility, and accountability.	3.64	0.74
2. AU fosters a social consciousness of caring, sharing and sacrifice.	4.00	0.39
3. AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	3.93	0.62
4. AU promotes social discipline e.g. punctuality, social norms, and respect for the rights of others.	3.86	0.66
Total All	3.86	0.55
Total Overall	3.78	0.52

**Albert Laurence School of
Communication Arts**

AU Community Satisfaction
Albert Laurence School of Communication Arts

AU Uniqueness	Students (n=254)	
	Mean	S.D.
Catholic University		
1. AU is an International Catholic University that dedicates itself to the pursuit of Truth and knowledge.	3.79	0.80
2. AU follows the values of a Catholic University and appropriately displays Catholic symbols.	3.72	0.83
3. AU is effectively managed by Catholic Leader.	3.74	0.87
4. AU arranges Catholic rites and functions for the AU community and the public.	3.74	0.81
Total	3.75	0.71
International University		
5. AU is an international educational institution with strong international programs.	3.73	0.84
6. AU has a diverse faculty of international scholars.	3.69	0.86
7. AU does not discriminate between Thai and international students.	3.69	0.96
8. AU is widely recognized by international organizations.	3.74	0.86
9. The overall learning environment is conducive for the students' learning.	3.72	0.88
Total	3.71	0.70
Total All	3.73	0.67
AU Identity Development		
English Competency		
1. AU has clear English language development policy to enhance the listening, speaking, reading and writing skills of students.	3.74	0.87
2. The promotion of these English language skills is based on AU educational plans and strategies.	3.70	0.83
3. AU actively encourages students to develop their English listening, speaking, reading and writing skills.	3.81	0.87
Total	3.75	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.	3.74	0.83
5. The development of these general and moral and professional ethical values of is based on AU educational plans and strategies.	3.69	0.81
6. AU actively encourages students to develop these moral and professional ethical values.	3.76	0.83
Total	3.73	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.	3.69	0.78
8. The development of entrepreneurial spirit is based on AU educational plans and strategies.	3.73	0.79
9. AU actively encourages students to develop their entrepreneurial spirit.	3.72	0.78
Total	3.71	0.67
Total All	3.73	0.64
Integrity, Social Consciousness and Discipline		
1. AU encourages students to develop their integrity: honesty, reliability, credibility, and accountability.	3.82	0.87
2. AU fosters a social consciousness of caring, sharing and sacrifice.	3.76	0.91
3. AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	3.76	0.85
4. AU promotes social discipline e.g. punctuality, social norms, and respect for the rights of others.	3.78	0.86
Total All	3.78	0.77
Total Overall	3.74	0.63

School of Music

AU Community Satisfaction School of Music

AU Uniqueness	Students (n=21)	
	Mean	S.D.
Catholic University		
1. AU is an International Catholic University that dedicates itself to the pursuit of Truth and knowledge.	3.95	0.97
2. AU follows the values of a Catholic University and appropriately displays Catholic symbols.	4.05	0.86
3. AU is effectively managed by Catholic Leader.	4.00	0.89
4. AU arranges Catholic rites and functions for the AU community and the public.	4.24	0.77
Total	4.06	0.62
International University		
5. AU is an international educational institution with strong international programs.	4.00	1.00
6. AU has a diverse faculty of international scholars.	4.29	0.85
7. AU does not discriminate between Thai and international students.	4.29	0.72
8. AU is widely recognized by international organizations.	4.19	0.81
9. The overall learning environment is conducive for the students' learning.	3.90	1.04
Total	4.13	0.69
Total All	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.	4.33	0.73
2. The promotion of these English language skills is based on AU educational plans and strategies.	4.24	0.70
3. AU actively encourages students to develop their English listening, speaking, reading and writing skills.	4.14	0.79
Total	4.24	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.	4.19	0.87
5. The development of these general and moral and professional ethical values of is based on AU educational plans and strategies.	4.19	0.75
6. AU actively encourages students to develop these moral and professional ethical values.	4.10	0.83
Total	4.16	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.	4.00	0.71
8. The development of entrepreneurial spirit is based on AU educational plans and strategies.	3.81	0.93
9. AU actively encourages students to develop their entrepreneurial spirit.	4.10	0.54
Total	3.97	0.59
Total All	4.12	0.52
Integrity, Social Consciousness and Discipline		
1. AU encourages students to develop their integrity: honesty, reliability, credibility, and accountability.	4.48	0.68
2. AU fosters a social consciousness of caring, sharing and sacrifice.	4.14	0.96
3. AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	4.10	1.04
4. AU promotes social discipline e.g. punctuality, social norms, and respect for the rights of others.	4.10	0.83
Total All	4.20	0.69
Total Overall	4.13	0.53

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

AU Community Satisfaction
Montfort del Rosario School of Architecture and Design

AU Uniqueness	Students (n=76)	
	Mean	S.D.
Catholic University		
1. AU is an International Catholic University that dedicates itself to the pursuit of Truth and knowledge.	3.64	0.71
2. AU follows the values of a Catholic University and appropriately displays Catholic symbols.	3.63	0.80
3. AU is effectively managed by Catholic Leader.	3.57	0.68
4. AU arranges Catholic rites and functions for the AU community and the public.	3.57	0.68
Total	3.60	0.58
International University		
5. AU is an international educational institution with strong international programs.	3.55	0.91
6. AU has a diverse faculty of international scholars.	3.49	0.82
7. AU does not discriminate between Thai and international students.	3.46	0.94
8. AU is widely recognized by international organizations.	3.61	0.77
9. The overall learning environment is conducive for the students' learning.	3.61	0.78
Total	3.54	0.62
Total All	3.57	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.	3.62	0.86
2. The promotion of these English language skills is based on AU educational plans and strategies.	3.62	0.78
3. AU actively encourages students to develop their English listening, speaking, reading and writing skills.	3.64	0.89
Total	3.63	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.	3.72	0.76
5. The development of these general and moral and professional ethical values of is based on AU educational plans and strategies.	3.64	0.76
6. AU actively encourages students to develop these moral and professional ethical values.	3.68	0.72
Total	3.68	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.	3.67	0.70
8. The development of entrepreneurial spirit is based on AU educational plans and strategies.	3.64	0.74
9. AU actively encourages students to develop their entrepreneurial spirit.	3.64	0.74
Total	3.65	0.62
Total All	3.65	0.60
Integrity, Social Consciousness and Discipline		
1. AU encourages students to develop their integrity: honesty, reliability, credibility, and accountability.	3.71	0.71
2. AU fosters a social consciousness of caring, sharing and sacrifice.	3.58	0.90
3. AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	3.68	0.73
4. AU promotes social discipline e.g. punctuality, social norms, and respect for the rights of others.	3.59	0.77
Total All	3.64	0.66
Total Overall	3.62	0.56

Staff

AU Community Satisfaction Staff

AU Uniqueness	Staff (n=269)	
	Mean	S.D.
Catholic University		
1. AU is an International Catholic University that dedicates itself to the pursuit of Truth and knowledge.	4.48	0.66
2. AU follows the values of a Catholic University and appropriately displays Catholic symbols.	4.49	0.63
3. AU is effectively managed by Catholic Leader.	4.45	0.64
4. AU arranges Catholic rites and functions for the AU community and the public.	4.42	0.67
Total	4.46	0.59
International University		
5. AU is an international educational institution with strong international programs.	4.38	0.67
6. AU has a diverse faculty of international scholars.	4.33	0.65
7. AU does not discriminate between Thai and international students.	4.32	0.71
8. AU is widely recognized by international organizations.	4.39	0.66
9. The overall learning environment is conducive for the students' learning.	4.38	0.68
Total	4.36	0.60
Total All	4.41	0.58
AU Core Values		
1. AU people have acquired the Catholic Spirit, namely, the spirit of service.	4.33	0.73
2. AU people are accountable and responsible persons.	4.33	0.71
3. AU people righteous and just persons.	4.28	0.76
4. AU people are always in pursuit of excellence.	4.29	0.74
Total All	4.31	0.68
Integrity, Social Consciousness and Discipline		
1. AU encourages students to develop their integrity: honesty, reliability, credibility, and accountability.	4.37	0.67
2. AU fosters social consciousness of caring, sharing and sacrifice.	4.34	0.69
3. AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	4.30	0.74
4. AU promotes discipline e.g., punctuality, social norms, and respect for the rights of others.	4.31	0.71
5. AU promotes 3Es, namely, ethics, English proficiency, and entrepreneurial spirit.	4.38	0.72
Total All	4.34	0.65
Total Over All	4.38	0.58

Lecturers

AU Community Satisfaction Lecturers

AU Uniqueness	Lecturers (n=320)	
	Mean	S.D.
Catholic University		
1. AU is an International Catholic University that dedicates itself to the pursuit of Truth and knowledge.	4.56	0.67
2. AU follows the values of a Catholic University and appropriately displays Catholic symbols.	4.59	0.62
3. AU is effectively managed by Catholic Leader.	4.47	0.74
4. AU arranges Catholic rites and functions for the AU community and the public.	4.53	0.63
Total	4.54	0.59
International University		
5. AU is an international educational institution with strong international programs.	4.35	0.78
6. AU has a diverse faculty of international scholars.	4.41	0.69
7. AU does not discriminate between Thai and international students.	4.33	0.87
8. AU is widely recognized by international organizations.	4.26	0.80
9. The overall learning environment is conducive for the students' learning.	4.29	0.80
Total	4.33	0.67
Total All	4.42	0.60
AU Core Values		
1. AU people have acquired the Catholic Spirit, namely, the spirit of service.	4.25	0.78
2. AU people are accountable and responsible persons.	4.28	0.73
3. AU people righteous and just persons.	4.26	0.72
4. AU people are always in pursuit of excellence.	4.19	0.80
Total All	4.24	0.69
Integrity, Social Consciousness and Discipline		
1. AU encourages students to develop their integrity: honesty, reliability, credibility, and accountability.	4.40	0.69
2. AU fosters social consciousness of caring, sharing and sacrifice.	4.33	0.73
3. AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	4.39	0.69
4. AU promotes discipline e.g., punctuality, social norms, and respect for the rights of others.	4.39	0.72
5. AU promotes 3Es, namely, ethics, English proficiency, and entrepreneurial spirit.	4.49	0.68
Total All	4.40	0.63
Total Over All	4.40	0.58

Questionnaire



Questionnaire: AU Uniqueness and Core Values 2018 (Lecturer/Staff)

Instructions: Please indicate your level of agreement or satisfaction with the following indicators which represent Assumption University's dedication to its Uniqueness and Core Values. Your honest input is highly appreciated, and your identity will be kept confidential.

Gender:	<input type="radio"/> 1.Male	<input type="radio"/> 2.Female
Position	Faculty/Staff	
<input type="radio"/> 1.Lecturer <input type="radio"/> 2.Staff	<input type="radio"/> 1. MSME <input type="radio"/> 4. Sci. and Tech. <input type="radio"/> 7. Biotechnology <input type="radio"/> 10. Architecture and Design <input type="radio"/> 12. Grad. Schools of English <input type="radio"/> 14. Grad. Schools of E-Learning	<input type="radio"/> 2. Arts <input type="radio"/> 5. Engineering <input type="radio"/> 8. Communication Arts <input type="radio"/> 11. Grad. Schools of Business <input type="radio"/> 13. Grad. Schools of Human Sciences <input type="radio"/> 15. Other, please specify
<input type="radio"/> 3. Nursing Science <input type="radio"/> 6. Law <input type="radio"/> 9. Music		

AU Uniqueness	Level of Agreement				
	Strongly Disagree	←.....→			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 the 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 is a diverse community of international scholars.	①	②	③	④	⑤
7. AU does not discriminate between Thai and international personnel.	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 Core Values					
1. AU people have acquired the Catholic Spirit, namely, the spirit of service.	①	②	③	④	⑤
2. AU people are accountable and responsible persons.	①	②	③	④	⑤
3. AU people righteous and just persons.	①	②	③	④	⑤
4. AU people are always in pursuit of excellence.	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 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 discipline e.g., punctuality, social norms, and respect for the rights of others.	①	②	③	④	⑤
5. AU promotes 3Es, namely, ethics, English proficiency, and entrepreneurial spirit.	①	②	③	④	⑤



Questionnaire: AU Uniqueness, and Identity Satisfaction 2018 (Students)

Instructions: Please indicate your level of satisfaction with the following indicators which represent Assumption University's dedication to its Uniqueness and Identity, its emphasis on Ethics. Your honest input is highly appreciated and your identity will be kept confidential.

Gender:	<input type="checkbox"/> 1. Male	<input type="checkbox"/> 2. Female
Faculty	<input type="checkbox"/> 1. MSME <input type="checkbox"/> 2. Arts <input type="checkbox"/> 3. Nursing Science <input type="checkbox"/> 4. Sci. and Tech. <input type="checkbox"/> 5. Engineering <input type="checkbox"/> 6. Law <input type="checkbox"/> 7. Biotechnology <input type="checkbox"/> 8. Communication Arts <input type="checkbox"/> 9. Music <input type="checkbox"/> 10. Architecture and Design <input type="checkbox"/> 11. Grad. Schools of Business <input type="checkbox"/> 12. Grad. Schools of English <input type="checkbox"/> 13. Grad. Schools of Human Sciences <input type="checkbox"/> 14. Grad. Schools of E-Learning	
	<input type="checkbox"/> 4	<input type="checkbox"/> ≥ 5 <input type="checkbox"/> Master Degree
AU Uniqueness		Level of Satisfaction
		Strongly Disagree $\leftarrow \dots \dots \dots \rightarrow$ 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 the 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 is a diverse community 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 a 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 a 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 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 a 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 social consciousness of caring, sharing and sacrifice.		① ② ③ ④ ⑤
3. AU promotes self-discipline e.g., hygiene, appropriate dressing and self-control.		① ② ③ ④ ⑤
4. AU promotes discipline e.g., punctuality, social norms, and respect for the rights of others.		① ② ③ ④ ⑤

Part II

Market Employer

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

Respondents' Profile

Category	Sub-Category	Frequency	Percent
Sex	Male	374	36.00%
	Female	665	64.00%
	Total	1039	100.00%
Age	Lower than 30 years old	44	4.23%
	30 - 39 years old	450	43.31%
	40 - 49 years old	445	42.83%
	50 - 59 years old	91	8.76%
	60 years old or over	9	0.87%
	Total	1039	100.00%

1039 market employers answered to the questionnaires. They were 374 males (36.00%) and 665 females (64.00%). 44 market employers (4.23%) were younger than 30 years old, 450 market employers (43.31%) were 30 – 39 years old, 445 market employers (42.83%) were 40 – 49 years old, 91 market employers (8.76%) was 50 - 59 years old and 9 market employer (0.87%) were elder than 60 years old.

AU's Identity Score

English Proficiency		Number of Respondents	Mean	S.D.
1	Speaking & communication proficiency	1039	4.28	0.82
2	Reading proficiency	1039	4.35	0.73
3	Listening proficiency	1039	4.30	0.80
4	Writing proficiency	1039	4.28	0.73
5	Working proficiency	1039	4.35	0.70

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

Ethics		Number of Respondents	Mean	S.D.
1	Compassionate, help others	1039	4.03	0.78
2	Honesty in work, Ethics in work	1039	4.34	0.79
3	Speak truthfully	1039	4.24	0.76
4	Just and right attitude	1039	4.20	0.74
5	Self-control	1039	4.05	0.78
6	Honest to self and others	1039	4.28	0.75
7	Discipline in work	1039	4.11	0.74
8	Responsibility to work	1039	4.28	0.71
9	Control over body, speech and mind	1039	4.05	0.80
10	Patience and temperance	1039	3.94	0.81
11	Practice frugality or thriftiness	1039	3.87	0.82
12	Sacrifice	1039	4.05	0.78
13	Industriousness	1039	4.20	0.73
14	Thoroughness	1039	4.02	0.81
15	Social & environmental awareness	1039	4.06	0.81

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	1039	4.02	0.76
2	Decisiveness	1039	4.09	0.77
3	Coaching & authorization	1039	4.11	0.74
4	Inspiration	1039	3.90	0.86
5	Devotion to one's work	1039	4.21	0.73
6	Analytical thinking	1039	4.08	0.72
7	Cost benefit analysis	1039	3.91	0.84
8	Managerial skills – planning, executing, controlling, assembling	1039	4.10	0.76
9	Communication and motivation	1039	4.06	0.73
10	Budgeting	1039	3.92	0.79
11	Evaluation & presentation skills	1039	4.21	0.71

AU's Identity: market employers generally had *high satisfaction* on all aspects of Entrepreneurship. The major satisfaction was on **Evaluation & presentation skills**.

Satisfaction Scoring by Aspect

Aspect	Number of Respondents	Mean	S.D.
English Proficiency	1039	4.31	0.65
Ethics	1039	4.11	0.54
Entrepreneurship	1039	4.06	0.54

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

Table 8 Overall AU's Identity Scoring

AU's Identity: market employers Satisfaction overall	Number of Respondents	Mean	S.D.
AU's Market Employers Satisfaction overall	1039	4.16	0.48

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	4.36	0.77
Reading proficiency	4.40	0.71
Listening proficiency	4.39	0.76
Writing proficiency	4.35	0.69
Working proficiency	4.39	0.68
Total	4.38	0.61
Ethics		
Compassionate, help others	4.04	0.72
Honesty in work, Ethics in work	4.36	0.74
Speak truthfully	4.28	0.75
Just and right attitude	4.20	0.71
Self-control	4.05	0.80
Honest to self and others	4.32	0.75
Discipline in work	4.10	0.75
Responsibility to work	4.27	0.71
Control over body, speech and mind	4.06	0.82
Patience and temperance	3.97	0.81
Practice frugality or thriftiness	3.87	0.82
Sacrifice	4.06	0.77
Industriousness	4.22	0.72
Thoroughness	4.02	0.79
Social & environmental awareness	4.08	0.79
Total	4.13	0.52
Entrepreneurship		
Initiative	4.01	0.75
Decisiveness	4.11	0.73
Coaching & authorization	4.15	0.74
Inspiration	3.93	0.82
Devotion to one's work	4.26	0.70
Analytical thinking	4.10	0.69
Cost benefit analysis	4.00	0.78
Managerial skills – planning, executing, controlling, assembling	4.19	0.72
Communication and motivation	4.07	0.72
Budgeting	4.01	0.77
Evaluation & presentation skills	4.25	0.65
Total	4.10	0.50
Total Overall	4.20	0.45

Theodore Maria School of Arts

Market Employers Satisfaction School of Arts

AU Uniqueness	Market Employer	
	Mean	S.D.
English Competency		
Speaking & communication proficiency	4.27	0.89
Reading proficiency	4.36	0.76
Listening proficiency	4.35	0.77
Writing proficiency	4.29	0.74
Working proficiency	4.38	0.65
Total	4.33	0.66
Ethics		
Compassionate, help others	3.96	0.91
Honesty in work, Ethics in work	4.37	0.79
Speak truthfully	4.26	0.75
Just and right attitude	4.25	0.76
Self-control	4.09	0.77
Honest to self and others	4.28	0.77
Discipline in work	4.17	0.72
Responsibility to work	4.22	0.79
Control over body, speech and mind	4.12	0.78
Patience and temperance	3.99	0.80
Practice frugality or thriftiness	3.83	0.86
Sacrifice	3.97	0.87
Industriousness	4.06	0.81
Thoroughness	4.04	0.83
Social & environmental awareness	4.10	0.89
Total	4.11	0.59
Entrepreneurship		
Initiative	4.06	0.85
Decisiveness	4.09	0.86
Coaching & authorization	4.09	0.73
Inspiration	3.87	0.95
Devotion to one's work	4.24	0.79
Analytical thinking	4.13	0.82
Cost benefit analysis	3.82	0.96
Managerial skills – planning, executing, controlling, assembling	3.98	0.79
Communication and motivation	4.05	0.79
Budgeting	3.85	0.84
Evaluation & presentation skills	4.23	0.77
Total	4.04	0.60
Total Overall	4.16	0.52

**Bernadette de Lourdes School
of Nursing Science**

Market Employers Satisfaction
Bernadett de Lourdes School of Nursing Science

AU Uniqueness	Market Employer	
	Mean	S.D.
English Competency		
Speaking & communication proficiency	3.58	0.78
Reading proficiency	3.96	0.62
Listening proficiency	3.54	0.83
Writing proficiency	3.83	0.70
Working proficiency	3.71	0.75
Total	3.73	0.63
Ethics		
Compassionate, help others	3.96	0.75
Honesty in work, Ethics in work	4.13	0.68
Speak truthfully	4.04	0.69
Just and right attitude	3.96	0.69
Self-control	3.79	0.78
Honest to self and others	4.00	0.72
Discipline in work	4.13	0.54
Responsibility to work	4.50	0.51
Control over body, speech and mind	3.83	0.64
Patience and temperance	3.63	0.88
Practice frugality or thriftiness	3.79	0.66
Sacrifice	4.00	0.72
Industriousness	4.13	0.68
Thoroughness	4.08	0.83
Social & environmental awareness	3.83	0.76
Total	3.99	0.52
Entrepreneurship		
Initiative	3.83	0.76
Decisiveness	3.83	0.87
Coaching & authorization	3.71	0.62
Inspiration	3.38	0.92
Devotion to one's work	3.96	0.69
Analytical thinking	3.88	0.80
Cost benefit analysis	3.54	0.72
Managerial skills – planning, executing, controlling, assembling	3.75	0.74
Communication and motivation	3.67	0.64
Budgeting	3.42	0.58
Evaluation & presentation skills	3.79	0.72
Total	3.70	0.53
Total Overall	3.81	0.48

**Vincent Mary School of Science
and Technology**

Market Employers Satisfaction Vincent Mary School of Science and Technology

AU Uniqueness	Market Employer	
	Mean	S.D.
English Competency		
Speaking & communication proficiency	3.38	0.51
Reading proficiency	3.77	0.60
Listening proficiency	3.31	0.48
Writing proficiency	3.62	0.51
Working proficiency	3.46	0.52
Total	3.51	0.44
Ethics		
Compassionate, help others	4.08	0.49
Honesty in work, Ethics in work	4.15	0.55
Speak truthfully	3.69	0.63
Just and right attitude	3.85	0.69
Self-control	3.62	0.65
Honest to self and others	3.85	0.55
Discipline in work	3.77	0.60
Responsibility to work	4.15	0.69
Control over body, speech and mind	3.69	0.63
Patience and temperance	3.54	0.88
Practice frugality or thriftiness	3.62	0.51
Sacrifice	3.85	0.69
Industriousness	4.00	0.71
Thoroughness	4.00	0.71
Social & environmental awareness	3.69	0.63
Total	3.84	0.39
Entrepreneurship		
Initiative	3.92	0.76
Decisiveness	4.08	0.86
Coaching & authorization	3.46	0.52
Inspiration	3.08	0.28
Devotion to one's work	3.62	0.51
Analytical thinking	3.62	0.65
Cost benefit analysis	3.38	0.51
Managerial skills – planning, executing, controlling, assembling	3.54	0.52
Communication and motivation	3.46	0.52
Budgeting	3.38	0.51
Evaluation & presentation skills	3.46	0.52
Total	3.55	0.41
Total Overall	3.63	0.32

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	4.15	0.81
Reading proficiency	4.25	0.72
Listening proficiency	4.30	0.57
Writing proficiency	4.35	0.75
Working proficiency	4.30	0.73
Total	4.27	0.55
Ethics		
Compassionate, help others	3.70	0.98
Honesty in work, Ethics in work	4.20	0.95
Speak truthfully	3.85	1.04
Just and right attitude	4.20	0.83
Self-control	4.00	0.65
Honest to self and others	4.10	0.79
Discipline in work	4.20	0.83
Responsibility to work	3.90	0.79
Control over body, speech and mind	4.05	0.76
Patience and temperance	4.00	0.92
Practice frugality or thriftiness	4.05	0.94
Sacrifice	4.45	0.60
Industriousness	4.35	0.75
Thoroughness	4.10	0.79
Social & environmental awareness	4.10	0.85
Total	4.08	0.65
Entrepreneurship		
Initiative	3.75	0.55
Decisiveness	4.05	0.39
Coaching & authorization	4.00	0.86
Inspiration	3.95	0.83
Devotion to one's work	4.10	0.72
Analytical thinking	4.25	0.72
Cost benefit analysis	4.05	0.76
Managerial skills – planning, executing, controlling, assembling	3.85	0.75
Communication and motivation	4.15	0.81
Budgeting	3.85	0.99
Evaluation & presentation skills	4.30	0.66
Total	4.03	0.50
Total Overall	4.13	0.51

School of Law

Market Employers Satisfaction School of Law

AU Uniqueness	Market Employer	
	Mean	S.D.
English Competency		
Speaking & communication proficiency	4.35	1.19
Reading proficiency	4.22	1.00
Listening proficiency	4.30	1.02
Writing proficiency	4.30	0.93
Working proficiency	4.43	0.66
Total	4.32	0.91
Ethics		
Compassionate, help others	4.39	1.03
Honesty in work, Ethics in work	4.52	0.79
Speak truthfully	4.48	0.51
Just and right attitude	4.13	1.06
Self-control	4.04	0.56
Honest to self and others	4.61	0.66
Discipline in work	4.22	0.42
Responsibility to work	4.43	0.51
Control over body, speech and mind	4.26	0.69
Patience and temperance	4.09	0.73
Practice frugality or thriftiness	4.09	0.79
Sacrifice	4.17	0.83
Industriousness	4.74	0.45
Thoroughness	4.30	0.76
Social & environmental awareness	4.13	0.97
Total	4.31	0.49
Entrepreneurship		
Initiative	4.09	0.51
Decisiveness	4.22	0.85
Coaching & authorization	4.48	0.67
Inspiration	4.09	0.73
Devotion to one's work	4.13	0.92
Analytical thinking	4.30	0.63
Cost benefit analysis	3.91	1.08
Managerial skills – planning, executing, controlling, assembling	4.17	0.72
Communication and motivation	4.35	0.65
Budgeting	3.74	0.69
Evaluation & presentation skills	4.17	0.94
Total	4.15	0.63
Total Overall	4.26	0.59

School of Biotechnology

Market Employers Satisfaction School of Biotechnology

AU Uniqueness	Market Employer	
	Mean	S.D.
English Competency		
Speaking & communication proficiency	4.13	0.83
Reading proficiency	4.13	0.83
Listening proficiency	4.25	0.46
Writing proficiency	4.50	0.53
Working proficiency	4.50	0.53
Total	4.30	0.55
Ethics		
Compassionate, help others	4.13	0.83
Honesty in work, Ethics in work	4.25	0.89
Speak truthfully	4.50	0.93
Just and right attitude	4.50	0.53
Self-control	4.38	0.92
Honest to self and others	4.38	0.92
Discipline in work	4.38	0.52
Responsibility to work	4.50	0.53
Control over body, speech and mind	4.38	0.92
Patience and temperance	4.13	0.83
Practice frugality or thriftiness	4.25	0.89
Sacrifice	4.38	0.52
Industriousness	4.75	0.46
Thoroughness	3.88	1.25
Social & environmental awareness	4.13	0.83
Total	4.33	0.67
Entrepreneurship		
Initiative	3.75	0.89
Decisiveness	3.63	0.74
Coaching & authorization	3.88	0.64
Inspiration	4.13	0.83
Devotion to one's work	4.38	0.52
Analytical thinking	4.63	0.52
Cost benefit analysis	4.25	0.46
Managerial skills – planning, executing, controlling, assembling	4.13	0.83
Communication and motivation	3.50	0.53
Budgeting	4.00	0.76
Evaluation & presentation skills	4.13	0.83
Total	4.03	0.45
Total Overall	4.22	0.47

**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	4.14	0.78
Reading proficiency	4.38	0.68
Listening proficiency	4.13	0.79
Writing proficiency	4.19	0.75
Working proficiency	4.30	0.70
Total	4.23	0.63
Ethics		
Compassionate, help others	4.01	0.79
Honesty in work, Ethics in work	4.26	0.91
Speak truthfully	4.18	0.76
Just and right attitude	4.09	0.72
Self-control	3.94	0.77
Honest to self and others	4.09	0.68
Discipline in work	3.91	0.78
Responsibility to work	4.25	0.65
Control over body, speech and mind	4.05	0.67
Patience and temperance	3.83	0.74
Practice frugality or thriftiness	3.78	0.87
Sacrifice	3.86	0.79
Industriousness	4.00	0.66
Thoroughness	3.74	0.96
Social & environmental awareness	3.90	0.79
Total	3.99	0.55
Entrepreneurship		
Initiative	3.99	0.80
Decisiveness	4.05	0.81
Coaching & authorization	3.94	0.72
Inspiration	3.78	0.89
Devotion to one's work	3.99	0.72
Analytical thinking	3.84	0.74
Cost benefit analysis	3.59	0.79
Managerial skills – planning, executing, controlling, assembling	3.80	0.82
Communication and motivation	3.96	0.70
Budgeting	3.59	0.67
Evaluation & presentation skills	4.05	0.73
Total	3.87	0.56
Total Overall	4.03	0.48

School of Music

Market Employers Satisfaction School of Music

AU Uniqueness	Market Employer	
	Mean	S.D.
English Competency		
Speaking & communication proficiency	4.56	0.53
Reading proficiency	4.44	0.73
Listening proficiency	4.44	0.73
Writing proficiency	4.22	0.97
Working proficiency	4.44	0.73
Total	4.42	0.72
Ethics		
Compassionate, help others	4.22	0.83
Honesty in work, Ethics in work	4.22	1.30
Speak truthfully	4.22	0.83
Just and right attitude	4.56	0.53
Self-control	4.44	0.53
Honest to self and others	4.56	0.53
Discipline in work	4.33	0.87
Responsibility to work	4.56	0.53
Control over body, speech and mind	3.78	0.97
Patience and temperance	3.56	1.01
Practice frugality or thriftiness	4.22	0.44
Sacrifice	4.44	0.53
Industriousness	4.44	0.53
Thoroughness	4.22	0.44
Social & environmental awareness	4.22	0.83
Total	4.27	0.50
Entrepreneurship		
Initiative	3.89	0.60
Decisiveness	3.78	0.67
Coaching & authorization	4.33	0.50
Inspiration	4.11	0.78
Devotion to one's work	4.44	0.88
Analytical thinking	4.11	0.33
Cost benefit analysis	3.89	0.93
Managerial skills – planning, executing, controlling, assembling	4.67	0.50
Communication and motivation	4.44	0.53
Budgeting	4.22	0.83
Evaluation & presentation skills	4.56	0.53
Total	4.22	0.47
Total Overall	4.30	0.52

**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	4.39	0.66
Reading proficiency	4.26	0.81
Listening proficiency	4.26	0.81
Writing proficiency	4.13	0.92
Working proficiency	4.30	0.82
Total	4.27	0.75
Ethics		
Compassionate, help others	4.26	0.81
Honesty in work, Ethics in work	4.35	1.15
Speak truthfully	4.26	0.81
Just and right attitude	4.48	0.59
Self-control	4.48	0.51
Honest to self and others	4.43	0.73
Discipline in work	4.43	0.84
Responsibility to work	4.39	0.58
Control over body, speech and mind	3.65	0.98
Patience and temperance	3.48	0.85
Practice frugality or thriftiness	4.22	0.52
Sacrifice	4.35	0.57
Industriousness	4.39	0.50
Thoroughness	4.22	0.52
Social & environmental awareness	4.22	0.80
Total	4.24	0.49
Entrepreneurship		
Initiative	3.87	0.46
Decisiveness	3.65	0.57
Coaching & authorization	4.26	0.54
Inspiration	4.26	0.81
Devotion to one's work	4.48	0.85
Analytical thinking	4.17	0.49
Cost benefit analysis	3.91	1.00
Managerial skills – planning, executing, controlling, assembling	4.57	0.66
Communication and motivation	4.43	0.59
Budgeting	4.26	0.81
Evaluation & presentation skills	4.65	0.49
Total	4.23	0.49
Total Overall	4.25	0.52

Graduate School of Business

Market Employers Satisfaction Graduate School of Business

AU Uniqueness	Market Employer	
	Mean	S.D.
English Competency		
Speaking & communication proficiency	4.34	0.81
Reading proficiency	4.34	0.77
Listening proficiency	4.28	0.84
Writing proficiency	4.30	0.73
Working proficiency	4.41	0.70
Total	4.33	0.67
Ethics		
Compassionate, help others	4.04	0.75
Honesty in work, Ethics in work	4.39	0.76
Speak truthfully	4.28	0.74
Just and right attitude	4.25	0.72
Self-control	4.04	0.77
Honest to self and others	4.30	0.76
Discipline in work	4.11	0.75
Responsibility to work	4.32	0.71
Control over body, speech and mind	4.04	0.77
Patience and temperance	3.99	0.80
Practice frugality or thriftiness	3.89	0.87
Sacrifice	4.05	0.75
Industriousness	4.28	0.74
Thoroughness	4.07	0.75
Social & environmental awareness	4.09	0.77
Total	4.14	0.51
Entrepreneurship		
Initiative	4.17	0.70
Decisiveness	4.25	0.75
Coaching & authorization	4.23	0.72
Inspiration	3.95	0.83
Devotion to one's work	4.28	0.69
Analytical thinking	4.10	0.68
Cost benefit analysis	4.02	0.75
Managerial skills – planning, executing, controlling, assembling	4.18	0.72
Communication and motivation	4.11	0.66
Budgeting	4.03	0.72
Evaluation & presentation skills	4.28	0.64
Total	4.15	0.48
Total Overall	4.21	0.44

**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	4.50	0.74
Reading proficiency	4.68	0.57
Listening proficiency	4.32	0.84
Writing proficiency	4.36	0.79
Working proficiency	4.55	0.60
Total	4.48	0.61
Ethics		
Compassionate, help others	4.23	0.81
Honesty in work, Ethics in work	4.55	0.67
Speak truthfully	4.59	0.50
Just and right attitude	4.32	0.78
Self-control	4.00	0.87
Honest to self and others	4.50	0.60
Discipline in work	4.36	0.66
Responsibility to work	4.36	0.73
Control over body, speech and mind	4.23	0.75
Patience and temperance	4.05	0.84
Practice frugality or thriftiness	3.86	0.94
Sacrifice	4.14	0.77
Industriousness	4.36	0.66
Thoroughness	4.09	0.97
Social & environmental awareness	4.23	0.75
Total	4.26	0.58
Entrepreneurship		
Initiative	3.95	0.90
Decisiveness	4.14	0.77
Coaching & authorization	4.00	0.76
Inspiration	3.95	0.84
Devotion to one's work	4.32	0.72
Analytical thinking	4.32	0.72
Cost benefit analysis	4.00	0.93
Managerial skills – planning, executing, controlling, assembling	4.50	0.67
Communication and motivation	4.27	0.70
Budgeting	4.14	0.89
Evaluation & presentation skills	4.55	0.67
Total	4.19	0.53
Total Overall	4.31	0.48

Graduate School of e-Learning

Market Employers Satisfaction Graduate School of English

AU Uniqueness	Market Employer	
	Mean	S.D.
English Competency		
Speaking & communication proficiency	3.40	0.52
Reading proficiency	3.70	0.48
Listening proficiency	3.40	0.84
Writing proficiency	3.60	0.84
Working proficiency	3.60	0.70
Total	3.54	0.58
Ethics		
Compassionate, help others	3.40	0.70
Honesty in work, Ethics in work	3.70	0.67
Speak truthfully	3.50	0.85
Just and right attitude	3.40	0.70
Self-control	3.40	0.70
Honest to self and others	3.60	0.52
Discipline in work	3.80	0.63
Responsibility to work	3.80	0.79
Control over body, speech and mind	3.70	0.82
Patience and temperance	3.20	0.42
Practice frugality or thriftiness	3.60	0.52
Sacrifice	3.40	0.70
Industriousness	3.30	0.95
Thoroughness	3.20	0.92
Social & environmental awareness	3.50	0.71
Total	3.50	0.48
Entrepreneurship		
Initiative	3.30	0.48
Decisiveness	3.00	0.47
Coaching & authorization	3.20	0.42
Inspiration	3.20	0.63
Devotion to one's work	3.40	0.52
Analytical thinking	3.50	0.53
Cost benefit analysis	3.30	0.82
Managerial skills – planning, executing, controlling, assembling	3.10	0.57
Communication and motivation	3.20	0.63
Budgeting	3.20	0.42
Evaluation & presentation skills	3.20	0.92
Total	3.24	0.29
Total Overall	3.43	0.40



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 2016 ITS Online Questionnaire
- 2.) AU Teaching Competency and Effectiveness Index Academic Year 2016 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