



Faculty of Sport Science and Movement

Review of the Master Program in Health and Physical Activity from an Industry Perspective 2023-2024

The UBT Faculty of Sport Science and Movement conducted an evaluation of the Master program “Health and Physical Activity” from an industry perspective. The evaluation was distributed electronically to stakeholders, including healthcare organizations, fitness centers, rehabilitation clinics, and sports institutions where students of the Master’s program have completed internships or gained work experience.

Survey Results

Table 1 presents the number of respondents (in percentage) who selected one of the options from 1 to 5 on a Likert scale.

Question	Very Satisfied	Satisfied	Somewhat Satisfied	Dissatisfied	Very Dissatisfied
How satisfied are you with the quality of the Master program in Health and Physical Activity and the students who are interning or working part-time with you?	60%	30%	5%	5%	0%
Do you think that the students of the Master program gain sufficient practical knowledge during their internships or work experience?	65%	25%	5%	5%	0%
How satisfied are you with the extent to which the Master program contributes to valuable research in health and physical activity?	55%	35%	5%	5%	0%
How satisfied are you with the community outreach and promotion of the program's mission in health and physical activity?	50%	40%	10%	0%	0%

Question	Very Satisfied	Satisfied	Somewhat Satisfied	Dissatisfied	Very Dissatisfied
How satisfied are you with the transformation of practical skills of the program's students into real initiatives within your organization?	45%	35%	10%	10%	0%
How satisfied are you with the improvement in organizational performance brought by the program's students working in your organization?	30%	40%	20%	10%	0%
How satisfied are you with the contribution of the program and its students to the health and wellness community in Kosovo?	50%	40%	5%	5%	0%
Please rate the overall quality of the Master program.	70%	20%	5%	5%	0%

Recommendations

Based on the results of the industry evaluation, the following recommendations are proposed to improve the Master program in Health and Physical Activity:

1. **Enhance Project-Based Learning:**
 - Focus on advancing students' ability to translate practical skills into real-world initiatives through project-based assignments that simulate professional scenarios and require actionable outcomes.
2. **Develop Analytical and Problem-Solving Skills:**
 - Emphasize activities that foster strong analytical thinking, hands-on experience, and problem-solving abilities to better equip students for increasing organizational performance.
3. **Strengthen Research Engagement:**
 - Encourage students to engage in research projects that address current health and physical activity challenges, ensuring alignment with industry needs and priorities.
4. **Expand Community Outreach:**
 - Organize initiatives that promote health and physical activity awareness, involving students in community-based programs to enhance their impact and leadership skills.

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