

UBT College
Faculty of Sport Science and Movement
Brief Summary of Alumni Questionnaire Evaluation
Aligned with Bachelor & Master Study Programs
Academic Year 2024/2025

1. Purpose of the Alumni Evaluation in Relation to Study Programs

The Alumni Questionnaire for the **Faculty of Sport Science and Movement** was conducted with the primary objective of evaluating how effectively the **Bachelor Program in Sport Science and Movement** and the **Master Program in Health and Physical Activity** prepare graduates for professional engagement in the labor market. The evaluation focuses on the alignment between **learning outcomes, curriculum structure, and practical competencies** required in the fields of sport, health, physical education, and physical activity promotion.

The results confirm that both study programs provide a **solid academic and professional foundation**, ensuring graduates' successful integration into national and international sport and health-related labor markets.

2. Alumni Satisfaction with Bachelor & Master Curricula

Evaluation Indicator	Average Score (1–5)	Average (%)	Link to Study Programs
Satisfaction with curriculum content	4.29	85.91%	Directly linked to Bachelor & Master core and elective modules
Balance between theory and practice	4.11	82.24%	Reflects laboratory work, practical teaching, internships, and field practice embedded in both programs
Employer evaluation of professional preparation	4.32	86.33%	Confirms the professional competencies gained through Bachelor & Master qualification levels

These indicators demonstrate that the **learning outcomes defined at both qualification levels (Level 6 – Bachelor and Level 7 – Master)** are achieved with a high level of effectiveness.

3. Employability of Bachelor & Master Graduates

Employment Sector

- **Private sector (86.7%)** – fitness centers, sports clubs, rehabilitation centers, wellness studios, private schools and health institutions.
- **Public sector (12.2%)** – municipalities, sports federations, public health institutions.
- **NGOs (1.0%)** – sport development, health promotion and youth programs.

This distribution confirms that the **Bachelor program ensures broad employability**, while the **Master program ensures advanced professional placement in leadership, health promotion and research-oriented positions**.

4. National and International Labor Market Integration of Graduates

- **National employment: 70.4%** – graduates mainly employed within Kosovo in education, sport performance, fitness, rehabilitation support and public health institutions.
- **International employment: 29.6%** – graduates engaged in international sport clubs, wellness centers, health institutions and postgraduate studies abroad.

This confirms that both the **Bachelor and Master programs are internationally compatible and aligned with European qualification standards in sport and movement sciences**.

5. Professional Profiles of Bachelor & Master Alumni

The professional engagement of alumni reflects the **profile of competencies defined in both study programs**, including:

Bachelor Graduates:

- Fitness and Personal Trainers
- Sports Coaches
- Sports and Recreation Instructors
- Wellness Operators

Master Graduates:

- Health and Physical Activity Specialists
- Rehabilitation and Physical Activity Coordinators
- Sports Program Managers
- Health Promotion Officers

- Research and Teaching Assistants

The distribution confirms that the **Bachelor program ensures operational and instructional competencies**, while the **Master program ensures analytical, coordinating and leadership competencies**.

6. Linking Alumni Services with Study Program Development

The majority of alumni (**36.7%**) continue to benefit from **all UBT services**, including professional networking, scientific conferences, certified trainings and job placement.

In addition, **25.5%** of alumni receive new job opportunities through UBT, which directly supports the **Bachelor & Master graduate employability strategy** defined in the program objectives.

7. Alumni Feedback and Continuous Improvement of Bachelor & Master Programs

Alumni expressed the need for further support particularly in:

- Advanced **professional sport and health trainings**
- **Scientific conferences and faculty events**
- Information on **Master and PhD opportunities**
- **International mobility and scholarships**
- **Professional networking and guest expert lectures**

This feedback is directly integrated into the **continuous quality assurance and curriculum development mechanisms** of both the Bachelor and Master programs.

8. Conclusion – Institutional Impact of Bachelor & Master Programs

The results of the Alumni Questionnaire confirm that both:

- the **Bachelor Program in Sport Science and Movement**, and
- the **Master Program in Health and Physical Activity**

are **highly aligned with labor market needs, institutional mission, and European standards in sport and movement sciences**. Graduates demonstrate **high professional preparedness, strong employability, and sustainable career development**, both at national and international levels.