

EVALUATION OF MASTER PROGRAMS FROM THE PERSPECTIVES OF THE TEACHING STAFF AND STUDENTS AT TAIF UNIVERSITY

BUSAYNA RASHAD ALI ABOU- AISH
Assistant Professor In The Department Of Psychology
Faculty Of Education
Taif University

***ABSTRACT_** The present study aims to evaluate the master programs of Business Administration, Health Services Management, and Teaching English to Non-Native Speakers from the perspectives of the teaching staff and students at Taif University. To achieve this, the researcher developed an instrument to identify the perceptions of the teaching staff and students in the three programs. Each instrument consists of seven domains administered on 132 students and 31 teaching staff. The study revealed the following results: All the indicators of the instrument's domains are available in the sample of the teaching staff and students in the master program at Taif University. The average was high. The evaluation level of the students in Business administration was (77.3%), (68.46% in Health Services Management, and (80.14%) in the English Program. Meanwhile, the evaluation level of the teaching staff in Business administration was (84.18%), (83.42% in Health Services Management, and (92.36%) in the English Program. The teaching staff domain came first in students' evaluation in the three programs. The admission and registration domain came first in the teaching staff evaluation in the programs of Business Administration and Health Services Management. Meanwhile, the domain of program objectives came first in the teaching staff evaluation of the English Teaching Program. There are statistically significant differences between male and female evaluations of the master programs in favor of the females. There are no statistically significant differences in the evaluation of the master programs from the teaching staff perspectives due to their specializations. And there are no statistically significant differences between male and female teaching staff in their evaluation of the master programs.*

KEY WORD: master programs, Taif University.