**Title**

“Developing a Collaborative Approach for Admission Process of Professional Courses in Business Management through Empirical Study of Stakeholders.”

**Background**

Admission test for business management aspirants is a very challenging and complex task for the ministry of higher education. There is no proven effective criterion to evaluate students. The higher education is constantly trying their best to give admission to the deserving student in the professional course of business management.

Admission test is incomplete unless and until stakeholders (Society, parents, Industry, professional bodies, students, government bodies, ministry etc) are not taken into consideration. In fact the new order is to have a “Collaborative Approach” in surfacing that the right student should get the appropriate higher education program. This will finally result in “Win-Win Approach”

**Methods**

Sample would be purely on primary data, analysis through questionnaire and personal interview. The sample survey will be conducted in Riyadh and Al Kharj regions. Sample will be drawn from Population using Stratified Random Sampling Techniques. The population would be considered as Stakeholders (Industries, Government, Parents, and Students etc).

Interview and Questionnaire techniques will be used for getting information of different type of respondents

The collected data would be analyzed through appropriate Statistical Tools, Techniques and Software. The analyzed data would be tabulated and recommendations, suggestions would be drawn from the findings.

We will propose a collaborative approach as a model for admission process

**Results**

Analysis of the expectation, perception and satisfaction level of stakeholder is very important to devise admission methodology to business management students. Our research will study the paradigm shift of the changing demand of evaluation and measurement to meet the needs of the stakeholders in job prospects especially in Industry and Government

**Conclusion**

It is easy said and done. A well coordinated thought process with an collaborative approach in taking into consideration key issues like rapid change in information technology, Islamic values in context to KSA, parents feedback of their child (as know them the best than anyone else) creating focus/reference groups comprising of practicing managers, professionals, government, society etc will be an effective strategies in devising effective admission criterion

The advantages are exuberant and abundant in making, shaping, building students as managers of tomorrow and future of the nation