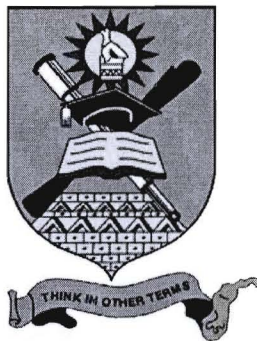


NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY



FACULTY OF APPLIED SCIENCES

Department of Computer Science

TITLE

The development of a data-driven Framework for Strategic Student Enrolment: A case of Lupane State University.

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(July, 2018)

This research project was submitted to the Department of Computer Science of the National University of Science and Technology in partial fulfillment of the requirements of the Degree of Master of Science in Information Systems, Bulawayo, Zimbabwe.

Abstract

Universities operate in a highly competitive environment and constantly have to meet enrolment targets. Strategic student enrolment allows for a university to achieve optimal recruitment levels that allow it to remain viable and realise its strategic mission vision and goals. Strategic student enrolment is a comprehensive approach to integrating all of the university's programs, practices, policies and planning related achieving desired levels of enrolment taking into account recruitment, retention and graduation rates. Data is key in the implementation of strategic student enrolment, the analysis of this data enables the university to identify trends which are key to decision making with regards to enrolment management and possibly projecting future enrolment trends based on historical data. A data driven framework for strategic student enrolment is essential in directing enrolment management in a university, particularly Lupane State University. The research used Bounded Rationality as the theoretical framework and in depth interviews were conducted to identify data used in the enrolment process at the university and how it was collected. Trend analysis was conducted to validate information acquired from key personnel in the enrolment process. The current enrolment process was mapped out. A framework was designed to guide the university in data driven strategic student enrolment.