

AN ASSESSMENT ON THE EMPLOYABILITY OF MARKETING GRADUATES OF CENTRO ESCOLAR UNIVERSITY: REFERENCE FOR CURRICULUM DEVELOPMENT

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INTRODUCTION

The work is in state of flux, with the status of the job market and the aspirations of more diverse students population being different from a decade ago. There is a growing competition, new opportunity exists, and regional employment issues as well as the diversity in career choice all influence students after they have graduated. Therefore, in higher education, there is an increasing recognition of the need to enhance students' capacities to cope in the rapidly changing context. This may be simplified though or by the word globalization, which is very evident with us. The only way to survive as an institution of higher learning is to remain competitive.

Today, both the students and the business sector clamor for an adequate and relevant preparation to the real world of work. Companies, most specially, are looking for graduates who are seemingly well equipped with necessary competencies and skills that match their requirements.

With the challenge of globalization and the increasing demand for quality workers, both the academe and the industry are now becoming more conscious for setting standards and policies in getting the right person for a certain position. Firms are becoming more and more particular with the productivity of their workers, thus they try to look for graduates who can meet and adjust to the demands of their work environment. On the other hand, college students are now more aware of the competition so their thrust is to acquire knowledge as early as possible, develop their skills so as to become marketable graduates.

Employment implies achievement on both students and academic institutions. It's a parameter that the institution has delivered what has to be delivered such as relevant curriculum, quality services through instruction and curricular, co-curricular and extra curricular activities. It is also worth to note that the school's initiative in exposing their students in the outside and real world has some positive effects on the development of their personality and confidence.

As defined by the higher Education Academy Biosciences Subject Centre, employability is about ensuring that students can demonstrate that they have the appropriate knowledge, skills and attitude to enable them to obtain and to develop during, and

to perform excellently in periods of employment which meet the employers' need and provide satisfying career. So it is not just about getting and keeping a job, its about graduates equipped with skills, attributes and knowledge, in order to develop a career path that may encompass a variety of occupations, in a number of sector, and to contribute to the knowledge-based economy of the 21st century.

In view of the foregoing, it behooves institutions of higher learning to provide students the necessary education and training and equip them with the skills tailored to the requirements of the industry. Specifically, business educators have a duty to prepare students for the for the business world so that they may be gainfully employed upon graduation.

There is a need then to gather empirical data on what the education institution should possible adjustments to do to be able to meet the present requirements.

STATEMENT OF THE PROBLEM

This study is an attempt to assess the employability of CEU Malolos graduates particularly those who specialized in the field of Marketing. This will pave the way for the institution of much needed improvements and new policy directions in so far as manpower needs and curricular offerings to be offered by the business school are concerned. This study therefore aimed to examine and determine the employment status of Marketing graduates from school year 2004 – 2007.

Specifically, it sought to find answers to the following questions:

1. What is the demographic profile of the respondents as regard to:
 - 1.1 Personal
 - 1.1.1 Gender
 - 1.1.2 Civil Status
 - 1.1.3 Local Residence
 - 1.1.4 Number of months spent in obtaining their first job?
 - 1.2 Employment Data
 - 1.2.1 Place of Work

- 1.2.2 Present
Employment Status
- 1.2.3 Job Level/ Current
Position

2. What particular job requirements of the industry are being considered in looking for additional member of their workforce as perceive by the respondents during job interview?
3. To what extent are the graduates encountering difficulty in getting or applying for a job?
4. What skills or competence learned in college did the graduates perceive to be very useful in their present job?
5. How did the graduates perceived the relevance of the Marketing curriculum in view of their present job?
6. What are the possible reforms and new policy directions should be instituted to promote and enhance relevance of BSBA major in Marketing/Marketing Management program.

Objectives of the Study:

1. To identify the profile of the respondents as regard to;
 - 1.1 Personal
 - 1.1.1 Gender
 - 1.1.2 Civil Status
 - 1.1.3 Local Residence
 - 1.1.4 Number of months spent in obtaining their first job?
 - 1.2 Employment Data
 - 1.2.1 Place of Work
 - 1.2.2 Present
Employment Status
 - 1.2.3 Job Level/ Current
Position
2. To know the perception of the graduates on the following requirements in view of applying for a job?
3. To determine problems that the respondents encountered in applying for a job.
4. To identify the competency/skill learned which they find very useful in their present job.
5. To determine the relevance of the BSBA major in marketing curriculum in view of their present job.
6. To enumerate reforms that can be instituted to promote and enhance relevance of BSBA major in Marketing/Marketing Management program.

RESEARCH METHODOLOGY

Research Design

The descriptive method of research was used with the questionnaire as the primary instrument. Other techniques such as unstructured interview, documentary analysis, and informal visit to the place of work, were also undertaken.

Research Instrument

The researcher made use of the Graduate Tracer Study questionnaire provided by the Commission on Higher Education. It was adapted and modified to be more appropriate for the stated problem and objectives.

Subjects of the Study

There were thirty (30) respondents considered whose name was randomly selected from the list of graduates from School Year 2003 – 2004 to School Year 2006 – 2007.

The graduates included in the sample were asked to accomplish the survey from either by personal means and referrals or by or through an electronics means such as, mobile phone and e-mail.

CONCLUSIONS

The following conclusions were derived from the analysis and interpretation of data:

1. Most of the respondents who answered the questionnaire are mostly male, single, and are now gainfully employed as rank and file under permanent/regular employment status.
2. Though employers do check applicant's grades, however they don't put much weight on it. They do also consider applicants' involvement in some curricular and extra curricular activities of the school. However, they put premium on the applicant's character, values and attitude particularly work attitude over and above of the other aforementioned factors.
3. Lack of experience or training among the graduates deters companies to hire applicants for a job.
4. On top of a very good academic credentials and other requirements for the job, communication skills is indeed very important for graduates who wish to apply if not to stay in the job. Furthermore, the researcher concludes good communication skills determines the employability of the

graduates and therefore can be considered as a contributory factor in the relevance and responsiveness of the Marketing curriculum.

5. It can also be deduced that graduates of CEU Malolos particularly under the Marketing program are employable and that the curriculum satisfies the needs and the demand of the industry.

RECOMMENDATIONS

Based on the foregoing findings, the following measures are recommended:

1. Continue to plan or design activities for the students that would provide, inculcate or implant good values.
2. Further strengthen in-school training through curricular revisions with emphasis or would develop more the communication skills so as to make CEU graduates particularly those under the Marketing program remain to be employable.
3. Incorporate in the curriculum more exercises that will hone those skills, which are equally

important with that of communication skills: Human relation skills, problem-solving skills, entrepreneurial skills, critical thinking skills and information technology skills.

4. The school must embark on some program of activities that will try to improve the profile of the faculty, instruction, and facilities with the thought that these factors contribute much on the quality of learning experience of the students.
5. The students must be exposed to training programs including attendance in seminars, workshops and conferences both inside and outside the school so as to be up-dated or abreast with the latest trends, issues, and innovations in the field of Marketing.
6. A follow-up study regarding the employability of the Marketing graduates should be conducted to validate the findings of the current study.
7. Another tracer study focusing on the marketability of other fields or major in Business Administration program should be conducted so as to determine which program is more acceptable in the industry today.