

Graduate Tracer Study on LPU-Laguna Bachelor of Science in Business Administration SY 2013-2015

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ABSTRACT

This tracer study aimed to determine the professional achievements of the graduates of Bachelor of Arts in Business Administration major in Management Accounting, Marketing Management and Operations Management for SY 2013-2015 in Lyceum of the Philippines-Laguna. This study used descriptive research method with 132 respondents. Majority of the respondents were employed within the period of 1 to 6 months in a field relative to their degree through the help of what they have learned from the institution. Ninety-four percent of the graduates from 2013 to 2015 are engaged in business related activities. Remarkably, 84% of the graduates were able to get their first job within 6 months after the graduation. Moreover, 14% of the graduate even got their first job before their graduation. This implies that the graduates of BSBA programs are highly employable. Most of the graduates were engaged in service business nature followed by the trading, which is aligned to the nature of management accounting and marketing management academic programs. However, 43 % of the graduates are still in the rank and file position, and only 10% are holding middle level positions. Though the results are favorable, the institution should continue to improve its program curriculum meeting the international standards to continually satisfy the students on the quality of education that the institution is providing to them.

Keywords: *Graduate tracer study, business administration, private HEI*

INTRODUCTION

The Lyceum of the Philippines-Laguna (LPU-L) is not only a dynamic and unique campus, but also the home of the college of Business and Accountancy whose vision is to produce graduates who are articulate and productive members of the society. Under the said college, their students who took up a four-year course of Bachelor of Science in Business Administration majoring in management accounting, marketing management and operation management were equipped with necessary managerial knowledge and skills. In addition, this program could enable them to pursue a master's degree in business administration that would further broaden their area for professional growth and entitlement. This tracer study serves the purpose of evaluating the quality of the graduates of LPU-L who took up Bachelor of Science in Business Administration (BSBA) majoring in Management Accounting, Marketing Management and Operation Management by determining what they had achieved professionally. According to Schomburg (2003) the main purpose of tracer study is to find out and identify the quality of graduates in the workforce. Based on the article Millions of grads. No jobs up for grabs by Crispin R. Aranda on 2014, among the 798,000 newly graduate applicants only 255,498 or 32 % were hired (The Manila Time, 2018 April 16). Moreover, former Philippine senator Joey D. Lina's article mentioned that only ten percent of the graduates got a job in the field which they had studied (Manila Bulletin, 2019, May 21). Therefore, this tracer study also aimed to determine the graduates' employability after they graduated, the period to get a job after graduate and alignment of the graduates' first job career field and the program they had studied. The findings of the study will serve as the basis for the Lyceum of the Philippines-Laguna's College of Business and Accountancy to improve the Bachelor of Science in Business Administration's curriculum to make it more responsive to the needs of the industries.

Review of Literature

College education is a big factor for an individual to get ahead in the professional industry. It will provide students with knowledge, skills and experience that will prepare them to be adaptable to a variety of careers. It is considered as a personal investment since it prepares students to become better equipped with knowledge and skills necessary in a job. Filipino teachers, who are now working in an Asian University, were fairly satisfied with the services provided by the institution and were able to remind them about the importance of having a master's degree that could help improve their intellectual skills and the accreditation level of performance of the organizations they are presently working (Bay, A. B., An, I. L., & Laguador, J. M., 2014).

According to the study of Tormis, J. P. and Murcia, J. V. B. (2016), the University of Mindanao-Digos College had been able to send their brightest students under the Business Administration Education Department from SY 2012-2013 to SY 2014-2015 to some of the most reputable companies in the country for their on the job training (OJT) with a rate of 87-88% in terms of their grades and scholastic records at school. They have also added that their relationships towards other employees or people are starting to become more productive where they were able to perform well in their respective positions in the company. The number of educational institutions available is just the tip of the ice burg because another factor to consider is which degree to take. In an interview conducted by Shannon Gausepohl (October 2016), Amanda Andino, a recruiting trainer at a Fortune 500 company said that, "It's hard for people to choose a career because they tend to focus on money instead of the job itself. They may take a job they will not be passionate about or enjoy because it pays well." Because getting a job is just the start of the race, being able to have a sense of stability is what one should aim for. According to Woya, A. A. (2019), essential aspect of quality in higher education is the quality of the outcomes achieved. Higher education adds value by developing job-related skills and competencies that prepare students for the workplace. Therefore, the employability, period between graduation and employment must be analyzed.

Objectives of the Study

The study aims to trace the Bachelor of Science in Business Administration graduates of Lyceum of the Philippines- Laguna from batch 2013-2015. Specifically it aims to determine the demographic profile of graduates in terms of graduating batch, sex, and academic program; determine the employment status; determine the length of time to be employed after graduation; determine first job's nature of business; and determine the current position at the employment.

METHODOLOGY

This study used the descriptive research design. A survey method was used to assess the employability of the BSBA graduates. The respondents of this study are 132 BSBA graduating batch 2013 to 2015. The researcher used Google questionnaire sent via email or via Facebook messenger. Frequency Distribution, Percentage and Weighted Mean were used to analyze the data.

RESULTS AND DISCUSSIONS

There were total of 210 graduates from 2013 to 2015. This study has 132 respondents out of 210 graduates with the total respondent's percent of 63 percent. Table 1 shows the distribution of the respondents according to demographic profile.

Among the three graduating batches, 2015 batch has the highest with the participation of 60 respondents (60%), followed by batch 2013 with 39 respondents (30%), while batch 2014 has the lowest respondents (n=33). Since Facebook was the tool used in gathering data, fresh graduates are easier to

access than the older batches. The old batches may have changed their account name, or they no longer use Facebook.

Table 1. Distribution of the respondents according to demographic profile

	Frequency	Percent
Year		
2013	39	30
2014	33	25
2015	60	45
Total	132	100
Sex		
Female	95	72
Male	37	28
Total	132	100
Program		
Management Accounting	72	55
Marketing Management	41	31
Operation Management	19	14
Total	132	100

Majority of the respondents are female (72%). Based on the results, female respondents have a high number of response compared to male respondents which is similar to the study of Heidemann (2011) where he concluded that a large percentage of males belong to the group of late respondents, whereas, females got the highest percentage of responses on time.

Management Accounting (n=72) represents the highest number of respondents followed by Marketing Management (n=41) and Operation Management (n=19). People give great importance to a college degree because of the learnings they can get, which is one of the considerations employers are looking. In all business management related field, communication skills are one of the most important skill a person should delivered well. It takes a great deal of time to hone.

As discussed in an article from the National Soft skills Association in April 2016 based on the findings of Harvard University, business graduates were equipped with commendable soft and people skills and it has given a result of 85% success rate in jobs against a mere 15% job success from those who possess technical or hard skills. Aside from communication skills, adaptability is also a winning factor. Although adaptability is not a new concept, the pace and types of change one is experiencing only continues to grow, which has caused research sponsors, academic researchers, and practitioners in organizations to become increasingly interested in understanding and enhancing adaptability in the workplace. To put it simply, what a student needs from an education institution is its ability to not just stick the basic learning concepts but also to be updated so that its graduates will be better prepared from what future employers will require from them. But, of course skills can only take us so far, in a job being able to work well with peers, is a must and that requires pleasing personality (Pulakos, E. D., Dorsey, D. W., & White, S. S., 2006).

Table 2. BSBA graduates' employment status

	Frequency	Percent
Employed	107	81
Self-Employed	17	13
Undergoing further study	2	2
Not Employed Now	6	4
Never Employed	0	0
Total	132	100

Among the 132 respondents, 107 respondents (81%) are currently employed, 17 respondents (13%) are managing their own business, 6 respondents (4%) are currently not employed, and 2 (2%) are pursuing further studies. The school offers good training grounds that would help students become professionally adequate and provide facilities where it can help train and equip them with the essential knowledge and skills needed in preparation for the business world. LPU-L graduates are equipped with enough skills to display in their jobs. This supports the study of Dimalibot et al. (2014) wherein their employers with regular or permanent status into their respective companies gainfully employed majority of the 2013 Tourism graduates from Lyceum of the Philippines-Batangas. The results further show that there are more employed than unemployed graduates in LPU-L. It can be concluded that LPU-Laguna produced many quality graduates who have been chosen by different companies as their employees.

Table 3 shows in terms of the period they spent finding for the first job. Majority of the graduates (n=77) got their first job within 3 months after graduation. Nineteen (14%) of the graduates were also hired before their actual graduation while 2 out of the 132 respondents got their first job two years after the graduation.

Table 3. Length of time to get a job after graduation

	Frequency	Percent
Before Graduation	19	14
Within 3 months after graduation	77	58
Within 6 months after graduation	16	12
Between 7 months to 1 year after graduation	13	10
Between 1 year to 1 ½ year after graduation	5	4
Beyond 2 years after graduation	2	2
Total	132	100

According to the study of Laguador, J. M. and Dotong, C. I. (2013), majority of the 175 Computer Engineering graduates that they had surveyed from the Lyceum of the Philippines University are successfully employed and found their jobs within 1 to 6 months as walk-in applicants. Lyceum of the Philippines-Batangas continues to carry on the legacy of their founder Dr. Jose P. Laurel to aim for excellence in providing quality education and in helping students become comprehensive life-long learners in preparation for the corporate world. De Ocampo, M. B. (2009) of the University of San Carlos-College of Commerce, reveals that a huge number of the recent graduates under the department were immediately hired and were admitted by their respective companies in less than a month, which is actually a big deal for the institution itself. In the study of Orence, A. and Laguador, J. M. (2013), they focused on the employment rate and status of the graduates of Marine Transportation and Marine

Engineering of Lyceum of the Philippines-Batangas between 2007 to 2011 where it was concluded that only 963 (81%) out of the 1,192 of the graduates were employed one month after their graduation and discovered that communication skill is the number one asset in their companies.

Table 4 shows that most of the respondents were engaged in service and trading after graduation. This can be interpreted as batch 2013 to 2015 BSBA graduates has good fit to the nature of the business they engaged in as first job. Out of 132 respondents, 86% are Management Accounting and Marketing Management graduates and they have landed in financial institutions, business process outsources, real estate, automobile trading as their first job after graduation.

The result is on the contrary to the study of Abdullah (2011), wherein most College of Business Education graduates work in government-owned institutions, including different offices like President's office, local government authorities and departments while other graduates are self-employed or who are working in a private owned companies' sections.

Table 4. BSBA graduates' first nature of job

	Frequency	Percent
Service	72	55
Trading	41	31
Manufacturing	10	7
Public Office	9	7
Total	132	100

Majority of the respondents hold the position of rank and file (n=46) followed by specialist (n=27), and technical staff (n=11). There are 2 respondents who are holding manager position. Most of the graduates got their job at nearby industry parks and these industries have slow promotion rate hence the rank and file position. Based on the results in Table 5, the standards of job every year becomes more complex. Fresh graduates still need to be equipped with new knowledge and ideas as well as experience that will eventually help the company grow and develop. Graduating from college is an exciting yet uncertain time for many students as the overall job market is becoming more complex as time goes on since the current job market is quite dynamic, and the competition for employment is tough. According to University of Cambridge (2016), promotion at work is an important indication of success for many although it is a manifestation as a theme between academics and non-academics. While according to Ramirez (2014), securing career growth in the company is somehow part of the professional success.

Table 5. Respondents' current position at the employment

	Frequency	Percent
Rank and file	46	43
Sales Assistant	5	5
Technical Staff	11	10
Supervisor	8	7
Specialist	27	25
Assistant Manager	8	8
Manager	2	2
Total	132	100

CONCLUSIONS

From the total of 210 graduates from 2013 to 2015, 132 graduates or 63% participated in this study. Majority are from graduating batch 2015 and followed by batch 2013 and batch 2014. In terms of sex, 72% of the respondents are female and 28% are male. Most of them are from management accounting academic program followed by marketing management and operation management academic

program. In terms of employment, 94% of the graduates from 2013 to 2015 are engaged in business related activities. With the explored graduates, none has never been employed after graduation. Therefore, it can be concluded that the BSBA programs are providing necessary skills and knowledge to the graduates. Moreover, 84% of the graduates were able to get their first job within 6 months after the graduation, 14% of the graduates even got their first job before the graduation. This implies the graduates of BSBA programs are highly employable. Majority of the graduates engaged in service business nature followed by the trading, which is aligned to the nature of management accounting and marketing management academic programs. This suggests that matched to the specific requirements of the industry would result in the high employability (Laguador, J. M, 2014). However, 43% of the graduates are still in the rank and file position, and only 10% are holding a middle level position. Nevertheless, these could be acceptable, as they have been working for only about four years after graduation.

Recommendations

Based on the conclusions drawn, the following recommendations were made:

Further research can be performed to enhance the results; thus, the researchers would like to recommend the use of more demographic profile aside from sex and year graduated to get optimum results.

Future researchers may also use other methods, a combination of quantitative and qualitative method is highly recommended by the researchers to produce a richer and more comprehensive understanding of the study.

Different techniques of reaching the respondents may also be considered by future researchers to gather more response from the respondents and to increase the retrieval rate of response.

The future researchers may also put extra effort on explaining to the respondents how important their response to the studies. Choosing different locale is also applicable to provide comparative results with this study.

According to Mwilima, F. J. (2010) the results of the tracer study to provide the missing in their program which may need to be adjusted to better prepare future students for the job market to find the first job. The institution should find an effective way on how to perfectly inculcate the new core values to its students. The institution should continue to improve its program curriculum meeting the international standards to continually satisfy the students on the quality of education that the institution is providing to them.

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