RELEVANCE OF BUSINESS GRADUATE PROGRAM OF UNIVERSITIES
AND COLLEGES IN BATANGAS PROVINCE: BASIS FOR A PROPOSED INDUSTRY-
BASED CURRICULUM

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ABSTRACT

This study aimed to assess the relevance and enhance business graduate program of Universities and Colleges in Batangas Province as response to the challenges faced by industries. Descriptive method was used in the study. Survey questionnaires were then distributed to 115 students from 5 Graduate Schools and 20 managers coming from different industries. It was then found out that business graduate program were found to be very relevant to industry needs. Furthermore, two groups of respondents differed on their assessment on the relevance of business graduate program with reference to basic/foundation/core courses, electives, co-curricular activities, seminars and trainings attended and teaching strategies but with reference to major courses and researches conducted were almost the same. No significant difference on students’ assessment when grouped according to their profile was then found out; however, significant difference was found out on industries’ assessment business graduate program’s relevance with reference to basic/foundation/core courses and electives when grouped according to their years of operation. Various activities and strategies have been proposed as inputs to enhance the curriculum of universities and colleges to meet the needs of the industries.

Field of Research: Graduate Education; Business Graduate Program; Philippines

1. Introduction

Education is considered an inseparable part in the whole process of a country’s development. It is the way to national development and personal liberation. Without education, the poor and deprived is bound by ignorance to a cycle of misery and poverty.

The researches being faculty members of the College of Accountancy, Business, Economics and International Hospitality Management realized the need to analyze the relevance of Business Graduate programs in Batangas City. Findings of this study will serve as basis in enhancing the Graduate Business curriculum that will suit the needs of the academe and the industry as well.

2. Graduate Education

As the graduate education represents the apex of the entire educational system where most formal staff training and development activities take place, it has to pay attention on acquiring specialized skills needed to make education a way to national development. A graduate education that requires a great deal of work refers to programs that award a master’s degree or a doctorate where the coursework is exclusively in the major area of study.
3. Business Graduate Program

The MBA program is a generalist program in business administration, which stresses the functional areas of business. It is meant for those students who desire a broad understanding of business and how it relates to the social, political, and economical forces confronting it. The content of the program is designed to prepare the graduate with the skills on demonstrating on competency in the functional areas of business, accounting, business law, finance, information systems, organizational behavior, total quality management, marketing, and strategic management; develop team skills, written and oral communication capabilities, and cross disciplinary aptitudes for working in a culturally and intellectually diverse environment; integrate quantitative information and the use of technology into decision-making process; apply and critically analyze the strategic decision-making process including financial forecasting and operational planning for policy making in domestic and international companies; and practice ethical decision-making as it pertains to business and societal issues.

4. The MBA program in the Philippines

The MBA program in the Philippines has been generally successful as it has supplied the managerial force among many private organizations as well as public offices. Many of those who graduated from the country’s best MBA schools are the leaders of the government and industry today, deciding how companies are run, shaping the destinies of industries and charting the course of the nation.

5. Theoretical Framework

Figure 1: (Research Paradigm)
The identified input will be processed and the data will be gathered through researcher made questionnaire and interview. The data gathered were tallied and then analyzed with the use of relative frequency, weighted mean and one-way analysis of variance.

The output component was the proposed inputs to enhance the Business Graduate program. Thus, it also holds true in the idea that the graduate education represents the apex of the entire educational system, thus it has to meet challenges and readiness of an excellent and globally industry based Business Graduate programs in Batangas Province.

6. Methodology

6.1 Sample and data collection method

The data were gathered from the two sets of the respondents comprising the Business Graduate Students in the five Graduate Business Schools in Batangas Province namely, Batangas State University, Dela Salle Lipa, Golden Gate Colleges, Lyceum of the Philippines University and University of Batangaduring First Semester of Academic Year 2013-2014. The other group of respondents were the 20 industry representatives from Batangas Province.

The researchers used purposive sampling. Purposive sampling is based on choosing the individuals as samples according to the purpose of the researchers. The respondents were selected based on the purpose of the study.

6.2 Instrumentation

The study made use of researcher made questionnaire. The questionnaires were administered to the Business Graduate students and industry representatives. The respondent’s profile and industry profile comprised the first part of the questionnaire. The second part of the researcher made questionnaire is the perception of the graduate students and industry representatives on the relevance of Business graduate program to industry with reference to Basic/Foundation courses, major courses, electives, co-curricular activities, trainings/seminars attended, researches conducted and teaching strategies. Results of the study were proposed inputs to enhance the Graduate Business Curriculum.

All the collected data were tallied so that the responses of the total number of respondents in each item were analyzed. The gathered data were interpreted and analyzed through relative frequency, weighted mean and one-way analysis of variance.

7. Finding & Discussion

7.1 Reliability analysis

The Cronbach’s alpha coefficient value for all variables in the study revealed a reliability coefficient of 0.85 indicating high internal consistency.

7.2 Descriptive statistics & analysis
In terms of age, most of the respondents belong to 21–25 age bracket with 36.5% followed by 26-30 with 32.2%, then 31–35 with 18%, then 36–40 with 10% and 46 and above with the lowest number of respondents with 3%.

In terms of position in the company, majority of the respondents belong to Rank and file with 67% and the rest belongs to Supervisory/Managerial Position having 41.7%.

In terms of the Years in Graduate Program, most of them are in graduate program in 1 – 2 years with 41.7%, followed by less than a year with 39.1%, and then more than four years with 14% and 7% of them are in business program in 3 – 4 years.

In terms of University or College where they took their graduate program, 26 or 22.6% took it in Golden Gate Colleges, 25 or 21.7% in the University of Batangas, 24 or 20.9% in Batangas State University and Lycuem of Philippines University – Batangas and De La Salle Lipa both have 20 or 17.4%.

In terms of type of Industry most of the respondents belong to Financial and Insurance Industry with 7 or 35% of the respondents, Wholesale and trade and other services both have 3 or 15% of the respondents, Mining and quarrying having 2 or 10% of the respondents, and Manufacturing, Professional Scientific and technical, Admin and Defense, Compulsory and Soacila Sec, education and Human Social Work all have 1 of 5% of the respondents.

In terms of Type of Business Ownership most of the respondents are Corporation with 9 or 45% of the respondents, 5 or 25% are cooperatives, 4 or 20% are from Government and 2 or 10% is sole proprietorship.

In terms of years of experience, majority of the respondents exists for more than 25 years with 10 or 50% of the respondents, followed by 5 – 10 years with 4 or 20%, then 16 – 20 years with 3 or 15 % of the respondents, 2 or 10% exists in less than 5 years and 1 or 5% exists for 5 – 10 years.

All the collected data were tallied so that the responses of the total number of respondents in each item were analyzed. The gathered data were interpreted and analyzed through relative frequency, weighted mean and one-way analysis of variance.

8. Conclusion and Future Recommendation

The study was conducted to assess the relevance of business graduate program with reference to basic/foundation/core courses, major courses, electives, co-curricular activities, seminars and trainings attended, researches conducted and teaching strategies and enhance the curriculum of different universities and colleges in Batangas Province to meet the needs of the industries. From the findings of this study, the following conclusions were drawn:

- Most of the students were 21 – 25 years old, in the rank-and-file position, on their 1 – 2 years in business graduate program and from Golden Gate Colleges. Furthermore, most of the industries were from financial and insurance, corporation and more than 20 years of operation.
- Business Graduate Program with reference to basic/foundation/core courses, major courses, electives, co-curricular activities, seminars and trainings attended, researches conducted and teaching strategies were found to be Very Relevant to Industry Needs as assessed by both students and industries.
• There was no significant difference on the assessment of the students on the relevance of Business Graduate Program when grouped according to their age, position in the company, years and University/College where they attend Business Graduate Program. On the other hand, there was significant difference on the assessment of industries on the relevance of business graduate program with reference to basic/foundation/core courses and electives when grouped according to their years of operation.

• Some activities and strategies have been proposed to enhance the curriculum of different universities and colleges in Batangas Province to meet the needs of the industries.

The following recommendations were drawn from the conclusions of the study:

1. The Graduate Business Curriculum need to be revisited and revise to keep abreast with the needs of the industry.
2. Revisions of the Graduate Business Curriculum should be participated by stakeholders like alumni, graduate students, and Graduate School faculty and industry experts.
3. Basic courses and Electives in the Business Graduate Program may be reviewed as to their depth and relevance to the needs and expectations of the industry.
4. A similar study may be conducted by the future researchers.

Acknowledgement

This is an institutional research funded by the university.

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