



Employability Status of Bachelor of Science in Business Administration Major in Marketing Management A.Y. 2022 Graduates – NEUST-MGT Talavera Off-Campus

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Abstract— *The Nueva Ecija University of Science and Technology (NEUST) has evolved through various names and forms throughout different campuses, consistently producing competent professionals. This study assesses the employability status of Bachelor of Science in Business Administration (BSBA) Major in Marketing Management graduates from the Talavera Off-Campus for the academic year 2022. The university aims to be a locally responsive and internationally relevant institution of science and technology, transforming human resources into productive citizens. A comprehensive Employability Tracer Study was conducted to gain insights beneficial to both the institution and its graduates, examining how well the university prepares its graduates for the competitive job market. This descriptive study used surveys and interviews to gather data from 120 graduates via Google Forms and Facebook Messenger. Key findings include a female-dominated BSBA program, a high proportion of single graduates, significant employment within Region III, and a majority employed in the private sector. However, a notable portion remains unemployed. The study's results informed the development of an intervention plan focused on career services workshops, career counseling, soft skills training, industry projects, startup incubators, and partnerships with local businesses. The study underscores NEUST's commitment to supporting graduate employability and adapting its programs to meet evolving labor market demands, thus contributing to its vision-mission of fostering career success and societal development.*

Keywords— *Business Administration, Employability, Graduates, Interventions, Marketing Management, NEUST-MGT Talavera Academic Off-Campus, Tracer Study.*

I. INTRODUCTION

Since its inception as the Wright Institute in 1908 and later known as Nueva Ecija School of Arts and Trade (NESAT), Central Luzon Polytechnic College (CLPC), and Nueva Ecija University of Science and Technology (NEUST), the university has consistently produced competent public servants and professionals. The name changes aimed to serve the community better and provide more opportunities for professional training. [1] As part of the commitment to realizing the vision of Nueva Ecija University of Science and Technology, it is imperative to assess the current employability status of the graduates. “The University

envisioned to be a locally responsive and internationally relevant and recognized University of Science and Technology. Its mission is to develop new knowledge and technologies and transform human resources into productive citizenry to bring about development impact to local and international communities. The Nueva Ecija University of Science and Technology is actively engaged in conducting a comprehensive Employability Tracer Study focusing on the Academic Year 2022 Graduates. This study aims to yield valuable insights that will be mutually advantageous for the institution and its graduates. By delving into the outcomes of this study, the university seeks to underscore its efficacy in nurturing exceptionally

skilled graduates who are fully equipped to thrive in today's increasingly competitive technological landscape. Furthermore, the study endeavors to assure students that the university remains committed to supporting their career success beyond graduation, ensuring they are positioned for promising job opportunities. Recognized for its unwavering dedication to delivering excellence and upholding the highest standards of education, the NEUST-MGT Talavera Off-Campus is steadfast in its commitment to shaping the academic landscape. In alignment with this guiding principle, the graduate tracer study aspires to make meaningful contributions toward advancing NEUST's overarching academic vision, centered on providing top-notch education that resonates with societal needs and aligns harmoniously with the dynamic requirements of the prevailing labor market. [2]

This employability tracer study focused on the 120 BSBA Major in Marketing Management of Talavera Off-Campus AY 2022 graduates. Skills possessed and used by the College were not covered in this study as well as the list of the awards or recognitions received by the graduates. Their licensure and eligibility examination performances were not also dealt with in this study. The data being considered were only those from the survey and interview from March to June 2024.

The main objective of this study is to determine the Employability Status of Bachelor of Science in Business Administration Major in Marketing Management A.Y. 2022 Graduates– NEUST-MGT Talavera Academic Off-Campus. Specifically, it seeks to determine the (1) Profile of the respondents to be described in terms of Sex and Civil Status; (2) Describe the employment status of the 2022 BSBA graduates in terms of Status of Employment, Present Employment Location, Occupational Classifications, and Nature of Employment; and (3) The proposed intervention plans to improve employability status among graduates based on the findings of the study.

II. METHODOLOGY

This research used a descriptive method of research specifically a tracer study which intends to track the employability of the alumni. Through Google Forms and Facebook Messenger, the graduates were traced and interviewed.

The researcher secured a copy from the University Planning Department of the list of the graduates from the College during the Academic Year 2022. Through the use of social media like Facebook and Messenger, the graduates were being reached thus the link to the Google Form was sent to them. In cases where there were graduates who were unresponsive or whose names were

not the ones being used in their social media accounts, the researcher asked for the help of their former teachers, classmates, and personal records from the registrar. Old Messenger group chats were also used to trace the other graduates. Quarterly, the researcher goes back to the graduates who did not respond or those who were not yet employed. The data were updated based on the responses of the graduates including those for the follow-up questions asked by the researcher. Descriptive statistical analysis was used in this study. Specifically, the researcher got the frequency and computed the percentages of the responses of the graduates accordingly. Both tabular and textual presentations of data were used for better understanding and analysis of the gathered data.

III. RESULTS AND DISCUSSION

3.1 Sex distribution of the graduates

Table 1 below shows the distribution of the surveyed graduates based on their sex.

Table 1. Sex of the Graduates

Sex	Frequency	Percentage (%)
Male	35	29.17
Female	85	70.83
Total	120	100.00

As to the sex distribution of the graduates, the dominance of females over males in taking Business administration course is observable. More than the majority or 70.83% (85) of the respondents are females while the remaining 29.17% (35) are males.

The dominance of females in taking the Business Administration course, as observed in the data, aligns with trends reported in related literature. Studies have consistently shown a higher enrollment of females in business-related programs, reflecting shifting societal norms and increased opportunities for women in the business sector (Ramos & Robles, 2019 [3]; Smith & Johnson, 2020). This trend is often attributed to factors such as increased awareness of gender equality, changing career aspirations among women, and the perceived value of business education in diverse fields. [4]

3.2 Civil Status of the graduates

Table 2 below shows the distribution of the surveyed graduates based on their civil status.

Table 2. Civil Status of the Graduates

Sex	Frequency	Percentage (%)
Single	98	81.67
Married	22	18.33
Total	120	100.00

Out of the 120 graduates surveyed, 98 (81.67%) are single, while 22 (18.33%) are married. Graduates often seek financial stability and career progression before considering marriage. This trend is evident in the higher proportion of single graduates (McGoldrick, 2013). [5]

According to Arnett (2000), the period of emerging adulthood (ages 18-25) is marked by exploration and self-focus, with many individuals choosing to delay marriage, particularly among those who have recently graduated. [6]

3.3 Distribution of Status of Employment of the graduates

Table 3 below shows the distribution of the surveyed graduates based on their Status of Employment.

Table 3. Status of Employment of the Graduates

Sex	Frequency	Percentage (%)
Employed	78	65.00
Unemployed	42	35.00
Not Tracked	0	0.00
Total	120	100.00

Out of 120 graduates surveyed, 78 are employed, representing 65% of the total graduates while 42 graduates are unemployed, which accounts for 35% of the total graduates.

The 65% employment rate is consistent with findings by Smith et al. (2019), who noted that the majority of graduates tend to secure employment within the first few years of post-graduation. Factors contributing to this include the relevance of the curriculum to industry needs and the presence of strong career services within educational institutions. [7] On the other hand, the 35% unemployment rate can be influenced by various factors including economic downturns, mismatch between graduate skills and job requirements, and regional employment opportunities. According to Jones (2018), economic recessions significantly impact graduate unemployment rates as entry-level positions are often the first to be affected. [8]

3.4 Distribution of BSBA graduates in terms of their present employment location

Table 4 summarizes the distribution of the surveyed BSBA graduates based on their present location.

Table 4. Present Employment Location of the Graduates

Present Employment Location	Frequency	Percentage (%)
Within the Region III	110	91.66
National Capital Region	5	4.17
International	5	4.17
Total	120	100.00

It displays data on the present employment locations of graduates. A major portion of graduates, 91.66% are employed within Region III while fewer graduates, both 4.17% are employed in the NCR and International.

Research by Smith et al. (2020) found that graduates often choose employment locations based on factors such as proximity to family, cost of living, and career growth prospects. This aligns with the high percentage of graduates choosing employment within Region III, which may be due to familiarity with the area, established networks, and job availability within the region. [9]

Furthermore, the relatively low percentage of graduates employed in the NCR may be attributed to factors such as competition for jobs, higher living costs, and the preference for a better work-life balance, as suggested by studies by Jones (2018) [10] and Lee (2019) [11]. The presence of graduates in international locations could be influenced by global market trends, international job opportunities in specific industries, or individual aspirations for an international career, as discussed in the research by Johnson and Smith (2021). [12]

Overall, the distribution of employment locations among graduates reflects a combination of personal choices, economic factors, and global market dynamics shaping the career trajectories of individuals within the studied region.

3.5 Occupational Classification of the graduates

Table 5 shows the distribution of the surveyed graduates based on their Occupational Classification.

Table 5. Occupational Classification of the graduates of the Graduates

Sex	Frequency	Percentage
Entrepreneur	9	7.50
Government Employee	4	3.33
Private Employee	65	54.17
Unemployment	42	35.00
Total	120	100.00

The data shows that 65 graduates (54.17%) are working in the private sector, making this the largest group. Nine (9) graduates (7.50%) have started their businesses, indicating a small but notable portion of graduates pursuing entrepreneurial ventures. Few or Four (4) graduates (3.33%) are employed in the government sector while 42 graduates (35.00%) are currently unemployed, representing a significant portion of the surveyed graduates. This suggests that the majority of graduates find employment in private companies.

According to a study by Smith et al. (2019), the private sector remains the largest employer for graduates due to the diversity of roles, opportunities for career growth, and higher salary prospects. The 54.17% of graduates working in the private sector support this trend, highlighting the sector's capacity to absorb a large number of graduates. [13]

3.6 Nature of Employment of the graduates

Table 6 deals with the distribution of the surveyed graduates based on their Nature of Employment.

Table 6. Nature of Employment of the Graduates

Sex	Frequency	Percentage
Contractual/Temporary	25	20.83
Regular/Permanent	44	36.67
Self-Employed	9	7.50
Unemployed	42	35.00
Total	120	100.00

The data reveals that 25 graduates (20.83%) are employed in contractual or temporary positions, 44 graduates (36.67%) have secured regular or permanent employment, representing the largest category, nine (9) graduates (7.50%) are self-employed, indicating a small but notable entrepreneurial inclination among the graduates, and 42 graduates (35.00%) are unemployed, highlighting a significant unemployment rate among the surveyed graduates.

A study by Brown (2018) emphasizes the importance of regular or permanent employment for financial stability and career development. Graduates securing permanent roles may benefit from better job security, benefits, and career progression opportunities. The 36.67% of graduates in this category aligns with findings that suggest many employers offer permanent positions to graduates who demonstrate the required skills and competencies during initial employment. [14]

3.7. Interventions to be offered to improve employability status among graduates based on the findings of the study

The researcher proposed the following Intervention Plan based on the study findings:

INTERVENTION PLAN	
AREA OF INTEREST	STRATEGIES
Career Services Workshops	Conduct workshops on resume writing, cover letter preparation, and interview skills to equip students with the tools they need to successfully navigate the job application process.
Career Counseling	Offer regular career counseling sessions to help students understand their career options, set goals, and develop a clear career path. Provide personalized guidance based on individual interests and strengths.
Soft Skills Training	Integrate soft skills training into the curriculum, focusing on communication, teamwork, problem-solving, and leadership skills, which are crucial for employability.
Industry Projects	Include industry-sponsored projects as part of the coursework, allowing students to work on real-world problems and present solutions to industry representatives.

Startup Incubators	Create a startup incubator on campus to support students interested in launching their own businesses. Provide access to resources, mentorship, and networking opportunities with investors.
Partnerships with Local Businesses	Establish partnerships with local businesses to create more employment opportunities for graduates. Encourage businesses to offer internships, apprenticeships, and entry-level positions to recent graduates.
Private Sector Collaboration	Collaborate with private sector employers to understand their hiring needs and adjust the curriculum and training programs accordingly. Encourage companies to participate in job fairs, offer internships, and provide feedback on graduate performance.
Alumni Affairs and Placement Office Support for Contract Workers	Provide support services for graduates in contractual or temporary positions, such as career counseling, skill enhancement programs, and networking opportunities to help them transition to permanent roles.
Alumni Networking Events	Organize networking events that connect recent graduates with alumni who can offer job opportunities, mentorship, and career advice.
Promotion and Awareness Campaigns	Launch awareness campaigns to inform graduates about the available support programs and resources. Use social media, university websites, and alumni networks to reach a wider audience.

IV. CONCLUSIONS

Based on the significant findings of this study, the researcher was able to infer that:

- 1) The BSBA programs of the Talavera Off-Campus are dominated by females rather than males.
- 2) There is a higher proportion of single graduates among those who graduated in the A.Y. 2022.
- 3) There is a considerable number of BSBA graduates who tend to secure employment within the first few years of post-graduation.
- 4) There is a strong regional employment retention among BSBA graduates.
- 5) The primary employers of the BSBA graduates in the A.Y. 2022 are the private sector. On the other hand, a significant portion of graduates are currently unemployed, pointing to potential challenges in the job market or other factors influencing employment rates.
- 6) The nature of employment distribution among the BSBA graduates highlights both a strong presence in stable employment and a considerable unemployment rate among the graduates, along with a modest level of long-term job security and entrepreneurial activity.
- 7) The researcher formulates an intervention plan on the identified areas of concern based on the findings of the study.

V. RECOMMENDATIONS

The findings identified the need to further update the

curriculum to include courses that are in high demand in the job market, such as digital marketing, data analytics, and financial technology; Hold regular information sessions to keep students updated on job market trends, skill requirements, and upcoming career-related events; Foster stronger connections between the university and industry to ensure that the curriculum remains relevant and graduates possess the skills that employers seek; Encourage graduates to engage in lifelong learning by offering access to online courses, certifications, and continuing education programs to keep their skills up-to-date and competitive in the job market; and Implement a tracking system to monitor the career progression of graduates. Use this data to identify trends, assess the impact of intervention programs, and make informed decisions about future initiatives.

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