

Employment Status of the College of Business Administration and Accountancy Degree Program Graduates, Batches 1993-1997

GUDELIO P. PAJARILLO, Ph.D.

Abstract

The research was conducted to identify current employment of the graduates of the College of Business Administration and Accountancy (CBAA) of the University of Northern Philippines (UNP), Vigan, Ilocos Sr. The study covered 392 graduates from 1993-1997 of the following degree programs: BSBA-Accounting, Banking and Finance, Cooperative Management, Entrepreneurship, Management, and Management Accounting.

Findings showed that majority of the graduates were employed for one year and below in different institutions (private sector, government institution, banking institution, and cooperatives) and most of them occupied rank and file positions. Some of them had ventured into their own business while some of them went abroad with Hong Kong, Taiwan and Singapore as popular destinations. A significant number of graduates remained unemployed.

Based on the findings of the study, the following recommendations were formulated: 1) the college should frequently and continuously upgrade and update the curricula of the different programs, integrating the latest trends and developments in the industries; 2) the college must also carefully evaluate the degree programs if they are still relevant to the needs of the different industries; and 3) a supply and demand study must be conducted as a follow-up to find out what businesses and industries would be willing to absorb the CBAA graduates. Such study would then identify what programs needed upgrading in order to meet the human resource requirements of the different industries.

Introduction

Glen Urban (1997), dean of the Mississippi Institute of Technology (MIT) Sloan School of Management, foresees that the winners in tomorrow's volatile world will be the innovators. These are the creative people and organizations that actively listen to the marketplace, continuously learn from the world around them, and use this knowledge to come up with new products processed quickly and efficiently." This carries profound implications to business schools. The focus is shifting from tangible management skills to the intangibles of leadership. Urban says, "Excellence in basic management skills and techniques must be assumed by any graduate." The real added-value of a student will come from additional insights and capabilities a school can provide him that will help to prepare him to deal with the changeable world he will face.

To meet recruiter demands, business schools must recognize the need to be global, in terms of curricula and student mix. The school which will be responding best to these demands are identified to be rich source of qualified workforce. Thus, the ultimate agenda of this study is for the College of Business Administration and Accountancy (CBAA) of the University of Northern Philippines (UNP), Vigan, Ilocos Sur to be able to project an image as a producer of fable graduates in the world of business.

To enable UNP-CBAA to meet industry needs in the new millenium and to match the output of the school to the requirements of the industries today, it was necessary that a benchmark study be conducted to initially evaluate and identify current employment of the graduates of the CBAA degree programs. The study hoped to provide a basis for the improvement of present curriculum offerings as well as for future new offerings of the college.

Statement of the Problem

The research was conducted to identify current employment of the graduates of the CBAA degree programs, Batches 1993 to 1997. The study sought to answer the following:

1. What is the employment profile of the CBAA graduates of the following degree programs: Bachelor of Science in Business Administration (BSBA) or Bachelor of Science in Accountancy (BSA), BSBA-Banking and Finance, BSBA-Cooperative Management, BSBA-Entrepreneurship, BSBA-Management, and BSBA-Management Accounting?
2. What is the type of employment of the CBAA degree program graduates in terms of the following: self-employed, employed, overseas worker, and unemployed?
3. What is the profile of the self-employed CBAA degree program graduates in terms of type of business and years in business?

4. What is the profile of the employed CBAA degree program graduates in terms of institution/agency of employment, years of employment, and position/rank?
5. What are the countries of destination of the CBAA graduates who worked as overseas workers?

Significance of the Study

The study ultimately aimed at having a clear idea on how to improve the way of preparing graduates/students for the workforce needs of industries. While the study identified the current employment of the CBAA degree program graduates, it allowed the researcher to decipher the extent to which the graduates were absorbed in the employment market as spelled out in the findings of the study. Hopefully, the study would be beneficial to the following:

1. The faculty members of the UNP CBAA and other business schools can be provided with bases for reflecting, rethinking, and updating their programs; for revising, improving, and innovating their curricula or syllabi; and for aligning competencies of graduates to the requirements of industries in order to produce well-rounded, not "halfbaked" students/graduates and to minimize any possible mismatch between the graduates' skills and the employers' needs.
2. The business students, in their selection/evaluation of what major field of specialization that are frequently (and immediately) absorbed by the different employment sectors.
3. The graduates themselves, in their entry into the professional world, will be oriented on what type of career they will pursue whether to employ or to be employed.
4. The findings of the study may provide added information on the relevance of business education, especially the degree programs being offered by the UNP CBAA to the employment market, in particular, and to the economy, in general.
5. The study will be a benchmark for further studies and research undertakings of business students, graduates, and educators.

Scope and Delimitation

The study covered the employment status of the CBAA graduates in the different degree programs namely: BSBA-Accounting/BSA, BSBA-Banking and Finance, BSBA-Cooperative Management, BSBA-Entrepreneurship, BSBA-Management, and BSBA-Management Accounting.

Primarily, the study focused on the employment status of the graduates of CBAA degree programs from 1993 to 1997 or a period of five years.

The selection of respondents to the study was limited, based on the presence of CBAA students residing in the municipality, who acted as data collectors during the *data* gathering period. The graduate-respondents interviewed were either friends, neighbors, or brother/sister of students enrolled at the CBAA during SY 1997-98. The data gathered were as of 1998.

Methodology

The descriptive method of research was adopted

Respondents. The graduates of the degree programs of CBAA, Batches 1993 to 1997 were the primary source of data needed in the study. Table 1 shows that the total population of the study was composed of 1036 graduates of the six aforementioned CBAA degree programs. However, due to the limitations of the study, only 37.84% of the total population were chosen as respondents to the study.

Table 1. Distribution of graduates and respondents by degree programs.

DEGREE PROGRAM	NO. OF GRADUATES	RESPONDENTS	
		NO.	%
Accounting (1993-97)	108	46	42.59
Banking and Finance (1993-1997)	259	104	40.15
Cooperative Management (1996-1997)	67	27	40.30
Entrepreneurship (1994-1997)	140	49	35.00
Management (1993-1997)	368	132	35.87
Management Accounting (1996-1997)	94	34	36.17
Total	1036	392	37.84
Average represented in the different degree programs			38.35%

From among the different degree programs (table 1), BSBA-Accounting/BSA had the highest percentage (42.59%) of its graduates picked as respondent-representatives of the degree program. Entrepreneurship had the least percentage (35%) of its graduate represented in the study. Having the least number of graduates for the period, 40.30% of the Cooperative Management graduates were picked as respondents of the study. The average percentage of graduates representing their respective degree programs in the study was 38.35%.

Data gathering instrument Primary collection of data needed in the study was conducted in the different municipalities within and outside Ilocos Sur. The actual personal method of gathering information with a structured questionnaire was utilized in the study.

Statistical Treatment. Relative frequency distribution and other statistical measures such as means and percentages were used in the presentation and analyses of data gathered in the study.

Discussion of Results

This chapter evolved from the data gathered from the graduates of the different degree programs of CBAA, Batches 1993 to 1997.

Employment Profile of Graduates in the Different Degree Programs

Finding; in each degree program may indicate how relevant and appropriate the offerings are in meeting and aligning the needs of the industries.

Accountancy. Table 2 shows that 69.57% of the accounting graduate respondents were employed in different institutions/organization, but 19.56% of them were still unemployed. It was also interesting to note that 6.52% of the accounting graduates ventured into entrepreneurship and 4.35% opted for underemployment abroad but equally financially rewarding to those employed in the country.

Banking and Finance (BF). Probably due to their orientation and training, 69.93% of the BF graduate-respondents were absorbed and employed in organizations; 1.92% were self-employed; 2.89% sought employment abroad; but 25.96% of them were unemployed.

Table 2. Employment profile of graduates in the different programs.

DEGREE	SELF-EMPLOYED		EMPLOYED		OVERSEAS WORKER		UN-EMPLOYED		GRAND TOTAL	
	NO.	%	NO.	%	NO.	%	NO.	%	NO.	%
Accounting	3	6.52	32	69.57	2	4.35	9	19.56	46	11.73
Banking & Finance	2	1.92	72	69.93	3	2.89	27	25.96	104	26.53
Cooperative Management	3	11.11	18	66.67	1	3.70	5	18.52	27	6.89
Management Accounting	4	8.16	26	53.06	8	16.33	11	22.45	49	12.50
Entrepreneurship	7	5.30	94	71.22	7	5.30	24	18.18	132	33.67
Management Accounting	2	5.88	25	73.53	1	2.94	6	17.65	34	8.67
Total	21		267		22		82		392	
& of Total Respondents	536		68.11		561		20.92		100.00	

Cooperative Management. Based on data gathered, 66.67% of the graduate-respondents were employed. The result was deemed acceptable inasmuch as there were only two batches of graduates covered in the study. Few of the graduates (11.11%) were self-employed while 3.7% found overseas employment. Only 18.52% of them were unemployed.

Entrepreneurship. Results showed that 53.06% of the entrepreneurship graduate-respondents were employed by institutions. Few respondents (8.16%) had already started-up their own business venture. Overseas employment also attracted 16.33% of the entrepreneurship graduates. Unemployment also beset 22.45% of these graduates.

Management Majority (71.22%) of the management graduate-respondents were employed in different institutions. There was an equal number (5.30%) of self-employed and overseas workers among the management graduates. Some respondents (18.18%) were still unemployed.

Management Accounting Results showed that management accounting graduate-respondents had the highest number of employed graduates (73.53%) compared to the other degree programs although only two batches of graduates were considered in the study. This group had also the least percentage (17.65%) of unemployed graduates. Only few respondents had opted for self-employment (5.88%) and overseas placement (2.94%).

Type of Employment of the Graduates

Results of the study showed that the majority of the respondents (68.11%) were employed or absorbed by organizations. A small percentage of the respondents (5.61%) was magnetized by the seemingly very progressive and rewarding employment outside the country (Table 2).

To show relevance of a degree program of the CBAA, that is entrepreneurship, a small percentage of the respondents (5.36%) had the initiative to put up their own business. Lady luck may not be with other graduates (20.92%) as they were still unemployed.

Profile of Self-Employed Graduates

Type of business. Table 3 shows that of the entrepreneurial ventures undertaken by the graduate-respondents, a big percentage of them (38.10%) had started in food business. Other graduate-respondents had established businesses in the areas of service (28.57%) and trading (23.81%). Only 9.52% of the self-employed respondents had ventured into the manufacturing industry.

Years in business. Majority (52.38%) of the self-employed graduate-respondents had ventured in their respective businesses for a year or less than a year, 28.57% were self-employed for two to three years; and 19.05% had undertaken their own business for four or more years (Table 3).

Table 3. Profile of self-employed graduates.

ITEM	NO. N=21	%
Type of business		
Food	8	38.10
Service	6	28.57
Trading	5	23.81
Manufacturing	2	9.52
Years in business		
1 year & below	11	52.38
2–3 years	6	28.57
4 years & above	4	19.05

Profile of Employed Graduates

The profile of the employed graduates includes the institution/agency that absorbed them, the duration (years) of employment, and their position/rank in their employment (Table 4).

Institution/agency. Results of the study indicated varied employment of the CBAA degree program graduate-respondents. Table 4 reveals that a big percentage of the respondents was employed by private entities (39.34%), followed by government agencies (31.46%) and banking institution (23.97%).

It is again interesting to note that 523% of the employed respondents were absorbed by cooperatives, which showed that BSBA-Cooperative Management offered in the UNP CBAA was relevant to development goals.

Years employed. A great majority of the employed graduate-respondents (79.40%) were recently employed, i.e., one year or less. About 16.48% were employed for two to three years. And still a good percentage (4.12%) had been employed longer (four or more years).

Position/rank. It can be noted that a great majority of the employed graduate-respondents (78.28%) were rank and file employees. This finding shows alignment to the findings on years of employment, since almost the same number of respondents had just been employed. Moreover, 11.98% of the employed respondents occupied management ranks while 9.74% occupied supervisory positions.

Table 4. Profile of employed graduates.

ITEM	NO. N=267	%
Institution/agency		
Private Sector	105	39.34
Government agency	84	31.46
Banking institution	64	23.97
Cooperative	14	5.23
Years employed		
1 year & below	212	79.40
2-3 years	44	16.48
4 years and above	11	4.12
Position/rank		
Rank and file	209	78.28
Supervisory	26	9.74
Management	32	11.98

Profile of Overseas Destination of Graduates

The data gathered showed varied destinations of graduate-respondents who worked overseas (Table 5). Hongkong garnered the biggest percentage of overseas workers (31.82%), followed closely by Taiwan (22.37) and Singapore (18.18%). Table 5 also shows the other countries of destination of CBAA degree program graduates.

Table 5. Profile of overseas destination of graduates.

COUNTRY	NO. N=22	%
Hongkong	7	31.82
Taiwan	5	22.73
Singapore	4	18.18
Malaysia	1	4.55
Canada	1	4.55
Japan	1	4.55
U.S.A.	1	4.55
Kuwait	1	4.55
Greece	1	4.55

Summary of Findings

Employment Profile of Graduates in the Different Degree Programs

1. Of the accounting graduates 69.57% employed; 6.52% ventured in businesses; 4.35% went abroad; and 19.56% were still unemployed.
2. Majority (69.93%) of the Banking and Finance graduates were employed; 2.89% were overseas workers; 1.92% were self-employed; and 25.96% were unemployed.
3. Majority (66.67%) of the Cooperative Management graduates were also employed; 11.11% were engaged in self-employment; 3.70% found overseas employment; and 18.52% were unemployed.
4. Of the entrepreneurship graduates, 53.06% were employed; 16.33% worked abroad; 8.16% ventured into businesses; and 22.45% had no employment of any kind.
5. Majority of the Management graduates (71.22%) were employed; some respondents (5.30%) were self-employed; some (5.30%) were employed abroad; and 18.18% were unemployed.
6. Majority of the Management Accounting graduates (73.53%) were employed; some respondents ventured into business (5.88%); and 2.94% went abroad for employment. Unemployment was still prevalent among 17.65% of the graduates.

Type of Employment of the Graduates

Majority of the respondent graduates (68.11%) were employed. Some were either self-employed (5.36%) or overseas workers (5.61%). And a big percentage (20.92%) was still unemployed.

Profile of Self-employed Graduates

A big percentage of the self-employed graduates (38.10%) engaged in the food business. Some were in service (28.57%) or trading (23.81%) businesses, and a small number of the respondents (9.52%) ventured into the manufacturing industry.

Majority of the self-employed respondents (52.38%) had just recently established their own businesses; 28.57%, for two to three years; and 19.05%, for four or more years.

Profile of the Employed Graduates

A big number of the employed respondents (39.34%) was absorbed by the private sector (39.34%) and government agencies (31.46%). Some of them were working in banking institutions (23.97%) and a few (5.23%) were employed in cooperatives.

A great majority of the employce respondents (79.40%) had just been employed and were hired as rank and file employees (78.28%).

Overseas Destinations of Graduates

A large number of graduates, who went abroad, worked in Hongkong (31.82%) and some of them worked in Taiwan (22.73%) and Singapore (18.18%). Other countries were also considered as overseas employment destinations of the graduates.

Conclusions

The graduates of the CBAA basically sought employment from institutions, but only few had thought of venturing in putting up their own business and went abroad to seek greener pastures. While job opportunities abound, some may have intentionally or incidentally maintained their being unemployed. It can be stated, therefore, that earning an income from being employed by somebody else is still preferred among graduates than from sourcing income from other means.

Because of the ease of entry, graduates ventured into food business. This result could be an indicator of the CBAA graduates' cautiousness in venturing into risky types of business.

The common employers, who were willing to absorb CBAA graduates, belonged to the private sector.

Hongkong was an acceptable overseas employment destination of the graduates probably due to low placement fee.

Employed Accounting graduates had varied employment taste so that some ventured into business.

The Banking and Finance graduates were not rightfully absorbed by their targeted employer, the financial institutions, which indicates their not being prepared for those sectors of employment. Not being absorbed by the banking institutions, some graduates had opted for unemployment, resulting to a high percentage of unemployment in the study.

The cooperative management program showed its very relevance to the industries as indicated by the absorption of its graduates by their targeted employers – the cooperatives.

The entrepreneurship program showed some weaknesses in the formation of its students for entrepreneurial activities. There is a lot to be desired by which the students had not immediately ventured into business activities.

Management can still be adjudged as a universally accepted major field of specialization by the industry as primary source of workforce.

The management accounting program is justifiably tailor-made to the needs of the industries, which resulted, to high percentage of employment and low percentage of unemployment

Generally, it can be concluded that the graduates of CBAA, while not fully absorbed by the industries, were competent enough to slug it out with other graduates of business schools in terms of employment either locally or abroad. It can also be added that UNP CBAA graduates can be a rich source of effective and efficient workers, as well as competitive entrepreneurs.

Recommendations

Based on the findings and conclusions of the study, the following recommendations may be made:

1. Faculty members concerned must constantly, frequently, and continuously upgrade and update the curricula and course syllabi of the different degree programs.
2. The College of Business Administration and Accountancy of the University of Northern Philippines must carefully reflect, rethink, and evaluate the degree programs being offered in the college if they are still relevant to the needs of industries of the new millennium.
3. A survey/research must be conducted to find out what businesses or industries would be willing to absorb the CBAA graduates; what degree programs needed updating and adjusting; and a degree program to be newly offered to cater to the requirements of the workforce. A study should be made on the career movement of graduates in order to determine if there are adjustments made by the graduates themselves to realign employment to their degree program.

References

- GERRITY, THOMAS P.** 1996. *"Preparing Managers for the Future"*. In World Executive's Digest March 1996. Hongkong: Barrie C. Goodridge. p.26.
- KORBIN, JOSEPH J.** 1997. *"The World's Top B-Schools."* In World Executive's Digest. March 1997. Hongkong: Barrie C. Goodridge. p. 16.
- URBAN, GLEN.** 1997. *"Learning in Cyberspace"*. In World Executive's Digest March 1997. Hongkong: Barrie C. Goodridge. p. 26.