The Employability Of JRU Business Administration Students: Establishing A Confidence Level Index

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Abstract

Several steps have been taken by Jose Rizal University and have sought affirmation from third party accrediting body such as PACUCOA (Philippine Association of Colleges and Universities Commission on Accreditation) to assure its stakeholders specifically the students that the institution provides the highest quality of education. The proponent is looking at an angle or viewpoint of employability neither on the basis of institutional assessment nor third party evaluation but rather, this research focuses on the perception of students on their chances of employability based on several variables. Students will evaluate themselves to determine their level of confidence as they venture into the work environment once they graduate from their programs. Factors such as professors’ credentials and competencies, school facilities and student services will also be given credence in the study by ranking these variables based on how satisfactorily these were delivered by the school. These variables can be great indicators of assessing whether graduating students are equipped with the competencies and skills needed once they seek for employment. At the culmination of the research, recommendations shall be provided to address the necessary augmentations or improvements that would be imperative in the furtherance of efforts to intensify faculty development, improve school facilities and other factors that can be contributory in uplifting the quality of education of the University.

Keywords: confidence level, competencies, students services, faculty development, employability
Introduction
The research intends to surface areas of improvement by assessing the confidence level of graduating students on their chances of employability. Moreover, the study will be beneficial to Jose Rizal University by establishing a benchmark of assessment based on a student-centered perception. The research can provide pertinent information specifically in improving faculty development plans, enhancing school facilities and intensifying student services. On the other hand, students are the primary beneficiary of this study. The recommendations are based on assessments coming from respondents who are graduating students of the institution. The improvements on the variables assessed can contribute significantly in boosting the morale and confidence of students especially their over-all perception of themselves, their competencies and their skills once they encounter professional challenges in their careers. This does not only cater to addressing the needs of current students but also future graduates.

Other stakeholders such as professors of the program, University administration and the business industry would also have its share of benefit. For one, professors can take advantage of programs that can further enhance professional growth and development. The University can also partake by basing its short term and long term planning considering the needs of its students. Finally, good education can result to a highly competitive workforce, able to meet and exceed expectations from the business industry. Productivity from employees and profitability for business establishments are ensured if a high standard of education is upheld.

Research Goals And Objectives
1. Identify variables that contribute to the employability of its alumni specifically graduating students enrolled under the Business Administration program.
2. Establish the level of perception among students on their confidence level in relation to the variables identified in the study.
3. Seek augmentations and strategies that can be helpful to the institution in further developing its programs, facilities and student services.

Statement Of The Problem
1. What are the variables that can impact students’ perception on their employability?
2. What is the confidence level of students enrolled under the Business Administration program on their employability?
3. What generalizations can be derived based on the confidence index established during the course of the research?
4. What recommendations can be formulated in addressing issues that may arise based from the results of the study?
5. Is there a significant difference on how students enrolled in the Business Administration program perceive their chances of employability?

Null Hypothesis:
There is no significant difference on how students of the Business Administration Program perceive their chances of employability based on the following variables:
1.1 Self assessment/Evaluation;
1.2 Professors’ credentials and competencies;
1.3 School facilities; and
1.4 Student services.

Method
The study utilized the descriptive type of research that includes studies that support the present facts concerning the nature and status of anything. This endeavor is in essence quantitative in nature as it uses statistical data gathered from the respondents and be interpreted using statistical tools to provide an objective result and recommendations based on the outcome of the study. Likert Scale served as the main tool in assessing the perception of students and the Analysis of Variance (ANOVA) was also used to test the hypothesis presented in the study.

Questionnaires were provided to graduating students currently enrolled under the Business Administration program to assess their perception on certain variables identified in the study. The researcher utilized the
purposive sampling method and randomly selected participants enrolled under the Bachelor of Science in Business Administration program of the College of Business Administration and Accountancy of Jose Rizal University. One hundred (100) graduating students were randomly selected as participants of the research.

| Table 1. Demographic Profile of Respondents Based on Sex |
|---------------------------------------------------------|
| FREQUENCY PERCENTAGE (%)                              |
| MALE 27 27.00% |
| FEMALE 73 73.00% |
| RESPONDENTS 100 100.00% |

| Table 2. Demographic Profile of Respondents Based on Age |
|---------------------------------------------------------|
| FREQUENCY PERCENTAGE (%)                              |
| 16-20 63 63.00% |
| 21-25 32 32.00% |
| 26-30 4 4.00% |
| 31 AND ABOVE 1 1.00% |
| RESPONDENTS 100 100.00% |

| Table 3. Demographic Profile of Respondents Based on Major |
|---------------------------------------------------------|
| FREQUENCY PERCENTAGE (%)                              |
| ACCOUNTING 4 4.00% |
| ECONOMICS 2 2.00% |
| FINANCE 12 12.00% |
| MANAGEMENT 47 47.00% |
| MARKETING 35 35.00% |
| RESPONDENTS 100 100.00% |

Results
Data were gathered to establish confidence index of students on their employability. In order to determine the impact of variables identified in the study, questionnaires were floated among graduating respondents currently enrolled under the Business Administration program during the 2nd Semester SY 2014-2015. The results were collated and presented for statistical analysis.

Self Assessment/Evaluation
Table 4. I am confident that I have a high chance of employability after graduation.

| FREQUENCY | PERCENTAGE (%) | WEIGHTED MEAN |
|-----------|----------------|---------------|
| 4 Strongly Agree | 74 | 74.00% | 2.96 |
| 3 Agree | 21 | 21.00% | 0.63 |
| 2 Disagree | 5 | 5.00% | 0.1 |
| 1 Strongly Disagree | 0 | 0.00% | 0 |
| RESPONDENTS | 100 | 100% | 3.69 |
On confidence of high chance of employability, the students answered Strongly Agree (74%), Agree (21%), Disagree (5%) and Strongly Disagree (0%) respectively. Results show a weighted mean of 3.69 (Strongly Agree).

Table 5. I am well equipped with all the necessary competencies and skills that I need for a job.

| FREQUENCY     | PERCENTAGE (%) | WEIGHTED MEAN |
|---------------|----------------|---------------|
| 4 Strongly Agree | 81             | 81.00%        | 3.24          |
| 3 Agree       | 19             | 19.00%        | 0.57          |
| 2 Disagree    | 0              | 0.00%         | 0             |
| 1 Strongly Disagree | 0              | 0.00%         | 0             |
| RESPONDENTS   | 100            | 100%          | 3.81          |

On competencies and skills needed for a job, the students answered Strongly Agree (81%), Agree (19%), Disagree (0%) and Strongly Disagree (0%) respectively. Results show a weighted mean of 3.81 (Strongly Agree).

Table 6. I have strong theoretical and practical foundations from my study in the University.

| FREQUENCY     | PERCENTAGE (%) | WEIGHTED MEAN |
|---------------|----------------|---------------|
| 4 Strongly Agree | 71             | 71.00%        | 2.84          |
| 3 Agree       | 24             | 24.00%        | 0.72          |
| 2 Disagree    | 5              | 5.00%         | 0.1           |
| 1 Strongly Disagree | 0              | 0.00%         | 0             |
| RESPONDENTS   | 100            | 100%          | 3.66          |

On strong theoretical and practical foundations from study, the students answered Strongly Agree (71%), Agree (24%), Disagree (5%) and Strongly Disagree (0%) respectively. Results show a weighted mean of 3.66 (Strongly Agree).

Table 7. I am competitive when compared to other graduates in the Philippines.

| FREQUENCY     | PERCENTAGE (%) | WEIGHTED MEAN |
|---------------|----------------|---------------|
| 4 Strongly Agree | 65             | 65.00%        | 2.6           |
| 3 Agree       | 33             | 33.00%        | 0.99          |
| 2 Disagree    | 2              | 2.00%         | 0.04          |
| 1 Strongly Disagree | 0              | 0.00%         | 0             |
| RESPONDENTS   | 100            | 100%          | 3.63          |

On being competitive compared to other graduates in the Philippines, the students answered Strongly Agree (65%), Agree (33%), Disagree (2%) and Strongly Disagree (0%) respectively. Results show a weighted mean of 3.63 (Strongly Agree).

Professors' Credentials And Competencies

Table 8. My professor exudes expertise on the subject matters taught.

| FREQUENCY     | PERCENTAGE (%) | WEIGHTED MEAN |
|---------------|----------------|---------------|
| 4 Strongly Agree | 58             | 58.00%        | 2.32          |
| 3 Agree       | 25             | 25.00%        | 0.75          |
| 2 Disagree    | 17             | 17.00%        | 0.34          |
| 1 Strongly Disagree | 0              | 0.00%         | 0             |
| RESPONDENTS   | 100            | 100%          | 3.41          |

On professor exuding expertise on subject, the students answered Strongly Agree (58%), Agree (25%), Disagree (17%) and Strongly Disagree (0%) respectively. Results show a weighted mean of 3.41 (Agree).

Table 9. My professor effectively communicates information and is understood by students.

| FREQUENCY     | PERCENTAGE (%) | WEIGHTED MEAN |
|---------------|----------------|---------------|
| 4 Strongly Agree | 61             | 61.00%        | 2.44          |
| 3 Agree       | 28             | 28.00%        | 0.84          |
| 2 Disagree    | 5              | 5.00%         | 0.1           |
| 1 Strongly Disagree | 6              | 6.00%         | 0.06          |
| RESPONDENTS   | 100            | 100%          | 3.44          |
On professor effectively communicating information, the students answered Strongly Agree (61%), Agree (28%), Disagree (5%) and Strongly Disagree (6%) respectively. Results show a weighted mean of 3.44 (Agree).

Table 10. My professor provides practical application of subject matters being taught.

| FREQUENCY | PERCENTAGE (%) | WEIGHTED MEAN |
|-----------|----------------|---------------|
| 4 Strongly Agree | 63 | 63.00% | 2.52 |
| 3 Agree | 16 | 16.00% | 0.48 |
| 2 Disagree | 13 | 13.00% | 0.26 |
| 1 Strongly Disagree | 8 | 8.00% | 0.08 |
| RESPONDENTS | 100 | 100% | 3.34 |

On professor providing practical application of subjects taught, the students answered Strongly Agree (63%), Agree (16%), Disagree (13%) and Strongly Disagree (8%) respectively. Results show a weighted mean of 3.34 (Agree).

Table 11. My professor has industry and actual experiences on the topics being discussed.

| FREQUENCY | PERCENTAGE (%) | WEIGHTED MEAN |
|-----------|----------------|---------------|
| 4 Strongly Agree | 53 | 53.00% | 2.12 |
| 3 Agree | 26 | 26.00% | 0.78 |
| 2 Disagree | 15 | 15.00% | 0.3 |
| 1 Strongly Disagree | 6 | 6.00% | 0.06 |
| RESPONDENTS | 100 | 100% | 3.26 |

On professor having industry and actual experiences on topics discussed, the students answered Strongly Agree (53%), Agree (26%), Disagree (15%) and Strongly Disagree (6%) respectively. Results show a weighted mean of 3.26 (Agree).

School Facilities

Table 12. Classrooms including chairs, lighting, ventilation and air conditioning are conducive for learning.

| FREQUENCY | PERCENTAGE (%) | WEIGHTED MEAN |
|-----------|----------------|---------------|
| 4 Strongly Agree | 77 | 77.00% | 3.08 |
| 3 Agree | 21 | 21.00% | 0.63 |
| 2 Disagree | 2 | 2.00% | 0.04 |
| 1 Strongly Disagree | 0 | 0.00% | 0 |
| RESPONDENTS | 100 | 100% | 3.75 |

On classrooms including chairs, lighting, ventilation and air conditioning being conducive for learning, the students answered Strongly Agree (77%), Agree (21%), Disagree (2%) and Strongly Disagree (0%) respectively. Results show a weighted mean of 3.75 (Strongly Agree).

Table 13. Technology such as projectors and computers are well utilized inside the classroom.

| FREQUENCY | PERCENTAGE (%) | WEIGHTED MEAN |
|-----------|----------------|---------------|
| 4 Strongly Agree | 80 | 80.00% | 3.2 |
| 3 Agree | 20 | 20.00% | 0.6 |
| 2 Disagree | 0 | 0.00% | 0 |
| 1 Strongly Disagree | 0 | 0.00% | 0 |
| RESPONDENTS | 100 | 100% | 3.8 |

On projectors and computers being utilized inside the classroom, the students answered Strongly Agree (80%), Agree (20%), Disagree (0%) and Strongly Disagree (0%) respectively. Results show a weighted mean of 3.80 (Strongly Agree).
Table 14. Classroom cleanliness is well maintained.

| FREQUENCY | PERCENTAGE (%) | WEIGHTED MEAN |
|-----------|----------------|---------------|
| 4 Strongly Agree | 74 | 74.00% | 2.96 |
| 3 Agree | 16 | 16.00% | 0.48 |
| 2 Disagree | 10 | 10.00% | 0.2 |
| 1 Strongly Disagree | 0 | 0.00% | 0 |
| RESPONDENTS | 100 | 100% | 3.64 |

On classrooms’ cleanliness, the students answered Strongly Agree (74%), Agree (16%), Disagree (10%) and Strongly Disagree (0%) respectively. Results show a weighted mean of 3.64 (Strongly Agree).

Table 15. Classroom facilities are maintained, upgraded and kept in working conditions.

| FREQUENCY | PERCENTAGE (%) | WEIGHTED MEAN |
|-----------|----------------|---------------|
| 4 Strongly Agree | 65 | 65.00% | 2.6 |
| 3 Agree | 32 | 32.00% | 0.96 |
| 2 Disagree | 3 | 3.00% | 0.06 |
| 1 Strongly Disagree | 0 | 0.00% | 0 |
| RESPONDENTS | 100 | 100% | 3.62 |

On classroom facilities being maintained, upgraded and kept in working condition, the students answered Strongly Agree (65%), Agree (32%), Disagree (3%) and Strongly Disagree (0%) respectively. Results show a weighted mean of 3.62 (Strongly Agree).

Students Services

Table 16. The Student Affairs Office provides intervention to improve my academic performance.

| FREQUENCY | PERCENTAGE (%) | WEIGHTED MEAN |
|-----------|----------------|---------------|
| 4 Strongly Agree | 70 | 70.00% | 2.8 |
| 3 Agree | 21 | 21.00% | 0.63 |
| 2 Disagree | 9 | 9.00% | 0.18 |
| 1 Strongly Disagree | 0 | 0.00% | 0 |
| RESPONDENTS | 100 | 100% | 3.61 |

On Student Affairs Office providing intervention to improve academic performance, the students answered Strongly Agree (70%), Agree (21%), Disagree (9%) and Strongly Disagree (0%) respectively. Results show a weighted mean of 3.61 (Strongly Agree).

Table 17. The Guidance Office renders guidance on my plans and career path.

| FREQUENCY | PERCENTAGE (%) | WEIGHTED MEAN |
|-----------|----------------|---------------|
| 4 Strongly Agree | 51 | 51.00% | 2.04 |
| 3 Agree | 21 | 21.00% | 0.63 |
| 2 Disagree | 28 | 28.00% | 0.56 |
| 1 Strongly Disagree | 0 | 0.00% | 0 |
| RESPONDENTS | 100 | 100% | 3.23 |

On Guidance Office rendering guidance on student plans and career path, the students answered Strongly Agree (51%), Agree (21%), Disagree (28%) and Strongly Disagree (0%) respectively. Results show a weighted mean of 3.23 (Agree).

Table 18. The College/Department conducts frequent seminars and training for my improvement.

| FREQUENCY | PERCENTAGE (%) | WEIGHTED MEAN |
|-----------|----------------|---------------|
| 4 Strongly Agree | 62 | 62.00% | 2.48 |
| 3 Agree | 18 | 18.00% | 0.54 |
| 2 Disagree | 17 | 17.00% | 0.34 |
| 1 Strongly Disagree | 3 | 3.00% | 0.03 |
| RESPONDENTS | 100 | 100% | 3.39 |

On College/Department conducting seminars and trainings for students, the students answered Strongly Agree (62%), Agree (18%), Disagree (17%) and Strongly Disagree (3%) respectively. Results show a weighted mean of 3.39 (Agree).
Table 19. The University administration provides adequate support through institutional support for students.

| FREQUENCY | PERCENTAGE (%) | WEIGHTED MEAN |
|-----------|----------------|---------------|
| 4 Strongly Agree | 79 | 79.00% | 3.16 |
| 3 Agree | 17 | 17.00% | 0.51 |
| 2 Disagree | 4 | 4.00% | 0.08 |
| 1 Strongly Disagree | 0 | 0.00% | 0 |
| RESPONDENTS | 100 | 100% | 3.75 |

On the University administration providing adequate support through institutional support, the students answered Strongly Agree (79%), Agree (17%), Disagree (4%) and Strongly Disagree (0%) respectively. Results show a weighted mean of 3.75 (Strongly Agree).

Table 20. Ranking/Confidence Index

| RANKING/CONFIDENCE INDEX |
|--------------------------|
| SELF-ASSESSMENT/EVALUATION |
| I am well equipped with all the necessary competencies and skills that I need for a job. | 3.81 |
| I am confident that I have a high chance of employability after graduation. | 3.69 |
| I have strong theoretical and practical foundations from my study in the University. | 3.66 |
| I am competitive when compared to other graduates in the Philippines. | 3.63 |
| AVERAGE WEIGHTED MEAN | 3.70 |
| SCHOOL FACILITIES |
| Technology such as projectors and computers are well utilized inside the classroom. | 3.80 |
| Classrooms including chairs, lighting, ventilation and air conditioning are conducive for learning. | 3.75 |
| Classroom cleanliness is well maintained. | 3.64 |
| Classroom facilities are maintained, upgraded and kept in working conditions. | 3.62 |
| AVERAGE WEIGHTED MEAN | 3.70 |
| STUDENT SERVICES |
| The University administration provides adequate support through institutional support for students. | 3.75 |
| The Student Affairs Office provides intervention to improve my academic performance. | 3.61 |
| The College/Department conducts frequent seminars and training for my improvement. | 3.39 |
| The Guidance Office renders guidance on my plans and career path. | 3.23 |
| AVERAGE WEIGHTED MEAN | 3.50 |
| PROFESSORS’ CREDENTIALS AND COMPETENCIES |
| My professor effectively communicates information and is understood by students. | 3.44 |
| My professor exudes expertise on the subject matters taught. | 3.41 |
| My professor provides practical application of subject matters being taught. | 3.34 |
| My professor has industry and actual experiences on the topics being discussed. | 3.26 |
| AVERAGE WEIGHTED MEAN | 3.36 |

Table 21. Analysis of Variance (ANOVA) Results

| ANOVA |
|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| Source of Variation | SS | df | MS | F | P-value |
|---------------------|----|----|----|----|--------|
| Between Groups | 0.273625 | 3 | 0.091208333 | 3.718994224 | 0.060998274 |
| Within Groups | 0.1962 | 8 | 0.024525 | | |
| Total | 0.469825 | 11 | | | |

Discussion
Confidence in terms of competencies and theoretical foundations from the duration of the undergraduate program has been one of the more challenging aspects of fresh graduates. Students need to make employers realize their value and the significance of their contribution to the company once they get hired. This research attempted to establish the confidence index based on a student-centered approach by scaling their perceptions depending on their own experiences while they are studying in the University. Results revealed a high level of confidence in relation to their self-assessment. Students believed that they possess the competencies and skills needed to accepted for a job. Moreover, theoretical and practical foundations were instilled during their four-year stay at the institution making them equipped, ready and competitive. JRU students also perceived themselves at par with any other graduates from other Universities in the Philippines. This translated into assuming the culture of
competitiveness among students. School facilities ranked second among the higher variables which was subjected to this study. It has proven that efforts from the administration to maintain facilities have been given value and importance by the students.

Further, student services ranked third among the four. This manifests an area of improvement that should be enhanced to render better service to our students thereby boosting their morale and confidence. Specifically, the Guidance Office should intensify its campaign of assisting students in planning their careers or their professional lives. There should also be an increased frequency in the conduct of seminars and trainings for students facilitated by the College or Department to further develop the competencies of students and improve employability.

Finally, professors’ credentials and competencies should be enhanced by intensifying faculty development programs through trainings and seminar in and off campus. The administration should invest more in developing professors’ core skills. The results showed an average appreciation on how well professors teach their students and therefore reflect an area that the administration can intervene.

Conclusion
The data gathered from the research has drawn these conclusions:
1. There is a significant difference on how students of the Business Administration program perceive their chances of employability based on self assessment, professors' credentials and competencies, school facilities and students services.
2. The students of the Business Administration program manifest a high level of confidence based on their perception of themselves having garnered an average weighted mean of 3.70 (Strongly Agree), school facilities garnering an average weighted mean of 3.70 (Strongly Agree) and student services provided by the institution garnering an average weighted mean on 3.50 (Strongly Agree). On the other hand, there is an area of improvement in terms of professors’ credentials and competencies having an average weighted mean of 3.36 (Agree).
3. Finally, the survey results revealed a high confidence level of graduating Business Administration students with an over-all average weighted mean of 3.56 (Highly Agree).

Recommendations
1. Conduct needs assessment among all variables identified in the study to determine the strengths and weakness of students, faculty members and administration.
2. Develop long terms plans in the integration of plausible curriculum enhancements to improve skills and competencies of students of the program.
3. Intensify career development and planning campaigns specifically from the Guidance Office to further increase the likelihood of employment among graduating students.
4. Maintain and improve facilities provided to students especially technology that aids their learning experience such as projectors, computers and Wi-Fi connectivity.

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