



GRADUATE TRACER STUDY OF THE COLLEGE OF BUSINESS EDUCATION, NORTHWESTERN UNIVERSITY

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This study aimed to trace the graduates of the College of Business Education in the respective programs of the Hotel and Restaurant Management, Tourism, Business Administration, and Accountancy from SY 2004-2005 to SY 2007-2008.

The main instrument used in this study was the CHED Graduate Tracer Study survey where only relevant data and those pertinent to the present study were picked and utilized for analysis and interpretation.

The study supports the following conclusions and recommendations: 1) On demographic profile: the graduate – respondents were generally single, an indication that they are committed to make a better way of preparing for a married-life by looking for a job as their priority especially majority of them are males; 2) On the Educational Background of the graduate-respondents, only the BS Accountancy and BS Administration had graduated with honors, an indication that these students are known to be the cream-of-the-crop, particularly the Accounting students where stringent policies related to academic progression are strictly implemented; while on the contrary, none of them passed the CPA Board Examination; 3) On the training/s advanced studies attended after college; generally, the BS Accountancy, BS Business Administration, and BS HRM graduate-respondents have respectively signified attendance to trainings/advanced studies after college except for BS Tourism: an indication that new entrants in the industry are into the track of professionalizing their profession especially in Accounting and Commerce. All those in the Hospitality industry are mandated by TESDA to undertake training and assessment to be more qualified in the profession; and 4) On Employment Background: generally the graduates of the College of Business are marketable and employable; received a gross monthly earning of P 5, 000 – P 10, 000 gross except for the BS Accountancy graduate – respondents who received the highest gross monthly earning of P 15, 000 to less than P 10, 000 gross except for the BS Accountancy graduate – respondents who received the highest gross monthly earning of P 15, 000 to less than P 20, 000, an indication that the newly employed graduates are receiving the minimum wage except for the Accountancy graduates. While the BS tourism did not attend training/advance studies after employment, the BS Accountancy and BS Administration ranked first and second in terms of employability where both groups of graduate-respondents who happened to have attended training/advanced studies can possibly follow after hiring and placement and do not necessarily guarantee employment where they generally experienced a job search waiting time of 1-6 months. The competencies/skills of the graduates of the College of Business Education found to be useful in their jobs were: rank 1 – Human Relation Skills; rank 2 – Communication Skills; rank 3 – Problem Solving Skills; rank 4 – Information Technology; rank 5 – Entrepreneurial Skills; and rank 6 – Critical Thinking Skills. Findings showed that there is a match between



industry needs and skills of the graduates of the College of Business Education which resulted to high rate of employability.

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