



GRADUATE TRACER STUDY OF THE COLLEGE OF BUSINESS EDUCATION

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The main objective of this study was to conduct a tracer survey of the graduates of the College of Business Education in the Hotel and Restaurant Management, Tourism, Business Administration, Accountancy, and Office Administration programs from SY 2008-2009 to SY 2011-2012.

The main instrument of this study was the Graduate Tracer Study used from SY 2004-2005 to SY 2007-2008 with some enrichments. Among the findings were: out of the two hundred twenty-eight (228) alumni-respondents from the College of Business Education, majority of them were single and a bigger 66.41 % were females; only the BS Accountancy had graduates with honors and twenty-five percent were CPA Board Examination passers; not a single respondent signified attendance to advanced studies after graduation. The College of Business Education has a remarkable 78.91 % employed respondents, received Gross Monthly Income or Earning of P 5, 000 to P 10, 000; attended training except for the BS Tourism and BS Office Administration; and had a job search waiting time of 1-6 months.

The competencies learned in the college which the graduates found very useful in their jobs were: Rank 1 – Communication Skills; Rank 2 – Human Relations Skills; Rank 3 – Information Technology; Rank 4 – Entrepreneurial Skills; Rank 5 – Problem-Solving Skills; and Rank 6 – Critical Thinking Skills. The perceived overall level of satisfaction of the respondents in terms of quality of educational program were quality of teaching and quality of student life, both High.

Based on the survey made by the researcher, the following were the conclusions: The graduate-respondents were generally single where majority of them were females; only the BS Accountancy respondents had graduates with honors; attended trainings except for the BS Tourism and BS Office Administration ; the graduates of the College of Business are marketable and employable; and generally received a gross monthly income or earning of P 5,000 – P 10,000; all the graduate-respondents attended training except for the BS Tourism and BS Office Administration; the 111 combined employed and self-employed respondents experienced a job search waiting time of 1-6 months. The competency/skill of the graduates of the College of Business Education found to be most useful in their jobs was Communication Skills. The overall level of satisfaction of the respondents in terms of quality of educational program along quality of teaching and quality of student life was perceived High.