

# LSPU-SCC (CBAA) COLLEGE CAPABILITY AND MARKETABILITY: BASIS ON OFFERING MASTER IN BUSINESS ADMINISTRATION

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## Abstract

The Feasibility study on offering Master in Business Administration (MBA) sought to answer the viability of the same in the aspects of main area of interests, personality development, preference to program structure, quality education, and delivery services of the College of Business, Administration, and Accountancy (CBAA) Laguna State Polytechnic University (LSPU) Main Campus.

One Hundred Forty-Seven (147) stakeholders of Laguna State Polytechnic University and other Universities and Colleges in the Academic year of 2022-2023. The researchers used the convenience sampling in a descriptive research design and used questionnaire to gather the information that was tabulated, analyzed and interpreted. Of the 147 stakeholders – students, teaching and non-teaching staff, private and public sectors and community - of the Laguna State Polytechnic University, majority are female and belong to the age bracket of 23-43 years old.

The viability of Master in Business Administration Program as to interest to further studies, main area of interests, personality development, preference to program structure, quality education, and delivery services were VERY HIGH. Based on the data gathered, the College of Business, Administration, and Accountancy has its capacity to offer the program. This can be inferred that the College of Business, Administration, and Accountancy has a good potential and opportunity in offering the program Master in Business Administration in the Main Campus of the Laguna State Polytechnic University.

*Keywords:* MBA; Personality Development; Area of Interest; Quality Education; Delivery Services;

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**Introduction**

The offering of the Master in Business Administration (MBA) Program will respond to the need of workers in the province of Laguna and its adjoining provinces. This is to promote the capability of the CBAA in offering the same that valued the importance of accredited programs and recognized credentials. It is of paramount importance that educational programs offered should be recognized and the institution should work towards getting these accredited since that consumes time and effort.

Furthermore, all educational institutes: schools, colleges, and universities must make continuous improvements in the degree programs they already offer, accredited or not. It is also important that the overall delivery of education be improved from all aspects. Since the CBAA is offering the Bachelor of Science in Business Administration, it is very timely to upgrade the offerings into a Master degree program as seen its potential in this research.

The College of Business, Administration, and Accountancy (CBAA) at the Laguna State Polytechnic University (LSPU) main campus comprises two baccalaureate degrees offered which are Bachelor of Science in Business Administration (BSBA) and Bachelor of Science in Entrepreneurship (BSE) that will be aligned in the said Master’s Degree to be offered. Thus, elevate the standard of business programs among stakeholders.

**Methods**

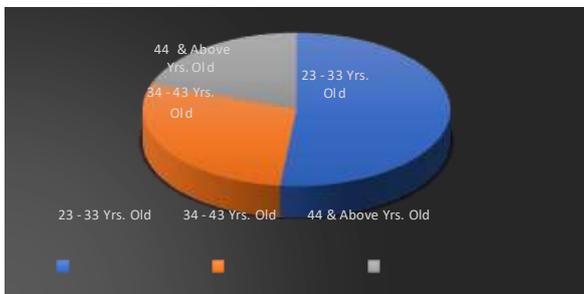
This study has employed convenience sampling method and used a descriptive method utilizing a questionnaire that was distributed via online in a Google Form. Checklist and documentary analysis is the main data-gathering instruments. Checklists are used to encourage or verify that some specific lines of inquiry, steps, or actions are being taken, or have been taken, by the researchers. These surface in a variety of forms throughout data collection and analysis and thereafter as part of either writing or review. (SAGE Research Methods). This method also will use since the intention of this study to describe analytically an existing situation regarding the operation of a secondary basis for the preparation of a preliminary plan for offering a new program/course in the college (Sevilla et al., 1992)

In other words, it is the foundation for evaluating the internal potential and limitations and the probable/likely opportunities and threats from the external environment. It views all positive and negative factors inside and outside the firm that affect success. A consistent study of the environment in which the firm operates helps in forecasting/predicting the changing trends and also helps in including them in the decision-making process of the organization.

**Results**

The findings and their implications regarding in the study on assessment on the feasibility programs of Master in Business Administration.

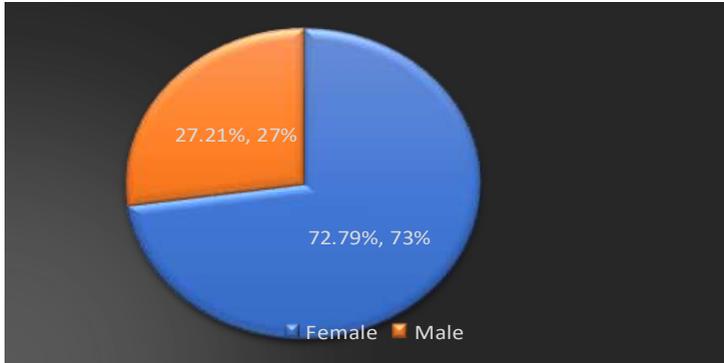
**Figure 1. Profile of the respondents with regards to Age**



Graph shows that ages “23 to 33 years old” have the highest frequency of seventy-six (76) or 51.70% of the total respondent. And have forty-two (42) or 28.57% of the respondent are “34 to 43 years old”. While the ages

“44 years old and above” received the lowest frequency of twenty-nine (29) or 19.73% of the total respondents. This means that the profile of the respondents with regards to Age were majority middle adulthood during the time of the study.

**Figure 2. Profile of the respondents with regards to Gender**



Graph shows that gender “Female” has the highest frequency of one hundred seven (107) or 72.79% of the total respondent. While the gender “Male” received the lowest frequency of forty (40) or 27.21% of the total respondents. This means that the profile of the respondents with regards to Gender were majority female during the time of the study.

Tables show the level of assessment on the feasibility programs in terms of interest to further studies.

**Table 1. Assessment on Feasibility of Program in Terms of Interest to Further Studies**

Indicators	Frequency of responses					M	V.I.
	5	4	3	2	1		
1. Overall program cost	90 (61.2%)	39 (26.5%)	16 (10.9%)	2 (1.4%)	0 (0%)	4.48	Very High
2. Students' interest in the course	103 (70.1%)	37 (25.2%)	6 (4.1%)	0 (0%)	1 (0.7%)	4.64	Very High
3. Knowledge of the course's pupils	98 (66.7%)	43 (29.3%)	5 (3.4%)	0 (0%)	1 (0.7%)	4.61	Very High
4. Cognitive capabilities required for the course	96 (65.3%)	46 (31.3%)	4 (2.7%)	0 (0%)	1 (0.7%)	4.61	Very High
5. A student's desire to be recognized as having a high rank in society	96 (65.3%)	42 (28.6%)	7 (4.8%)	1 (0.7%)	1 (0.7%)	4.57	Very High
<b>Overall</b>						<b>4.58</b>	<b>VERY HIGH</b>

**Legend:**

Scale	Range	Remarks	Verbal Interpretation
5	4.20-5.00	Strongly Agree	Very High
4	3.40-4.19	Agree	High
3	2.60-3.39	Moderately Agree	Moderately High
2	1.80-2.59	Disagree	Low
1	1.00-1.79	Strongly Disagree	Very Low

Table 1 shows the level of assessment on the feasibility programs in terms of interest to further studies was generally *very high*. Based on the findings that mostly of the respondents likely to pursue graduate studies.

According to the statistics of Employment Situation in Calabarzon July 2020 from the Philippine

Statistics Authority CALABARZON in 2019 the employment Rate of 92.6 and 2020 there is an employment rate of 87.6 which decrease by five percent (5%).

The reason why that makes Master in Business Administration puts a high interest by the respondents due to the high employment rate and the graduate studies opportunities this can bring to them.

**Table 2. Assessment on Feasibility of Program in Terms of Main Area of Interest**

In the table below, it shows that the overall mean in terms of main area in interest on the programs was very high. Think critically, synthesize, analyze, resolve issues, and reach judgments indicators got the highest rank with 4.69 which was the focused on the main interest of the respondents.

Businesses consider CALABARZON as the prime destination with investment opportunities in electronics and semiconductor products, housing construction, ICT services, Finance, and trade activities, and tourism.

From the article of Oxford Business Group, the province of Laguna where a critical mass of industrial estates already exists and continues to attract international locators involved in the light-to-medium industry and manufacturing operations. These industrial estates are accredited by the Philippine Economic Zone Authority, which enables its companies to benefit from fiscal and non-fiscal incentives for their export-oriented activities.

The above data intensified the interests of the respondents in the offering of Master in Business Administration at the CBAA LSPU main campus due to the strategic location of potential education hub for business.

Indicators	Frequency of responses					M	V.I.
	5	4	3	2	1		
1. In private companies or one's own firms, take the lead and manage.	102 (69.4%)	36 (24.5%)	9 (6.1%)	0 (0%)	0 (0%)	4.63	Very High
2. Participate in and support an organization's financial requirements and business operations.	99 (67.3%)	43 (29.3%)	5 (3.4%)	0 (0%)	0 (0%)	4.64	Very High
3. Think critically, synthesize, analyze, resolve issues, and reach judgments.	103 (70.1%)	42 (28.6%)	2 (1.4%)	0 (0%)	0 (0%)	4.69	Very High
4. Apply and articulate a perspective from business administration or management.	96 (65.3%)	44 (29.9%)	7 (4.8%)	0 (0%)	0 (0%)	4.61	Very High
5. Maintaining effective communication and interaction with a diverse and evolving workforce while managing day-to-day business operations.	96 (65.3%)	48 (32.7%)	3 (2%)	0 (0%)	0 (0%)	4.63	Very High
<b>Overall</b>						<b>4.64</b>	<b>VERY HIGH</b>

**Legend:**

Scale	Range	Remarks	Verbal Interpretation
5	4.20-5.00	Strongly Agree	Very High
4	3.40-4.19	Agree	High
3	2.60-3.39	Moderately Agree	Moderately High
2	1.80-2.59	Disagree	Low
1	1.00-1.79	Strongly Disagree	Very Low

**Table 3. Assessment on Feasibility of Program in Terms of Personality Development**

Indicators	Frequency of responses					M	V.I.
	5	4	3	2	1		
1. salaries anticipated	96 (65.3%)	41 (27.9%)	10 (6.8%)	0 (0%)	0 (0%)	4.59	Very High
2. Employment level in the industry	88 (59.9%)	46 (31.3%)	13 (8.8%)	0 (0%)	0 (0%)	4.51	Very High
3. Higher education possibilities	96 (65.3%)	47 (32%)	4 (2.7%)	0 (0%)	0 (0%)	4.63	Very High
4. Field-specific education and experience are necessary.	99 (67.3%)	40 (27.2%)	7 (4.8%)	1 (0.7%)	0 (0%)	4.61	Very High
5. Opportunities for career growth in the industry.	96 (65.3%)	48 (32.7%)	3 (2%)	0 (0%)	0 (0%)	4.63	Very High
<b>Overall</b>						<b>4.59</b>	<b>VERY HIGH</b>

**Legend:**

Scale	Range	Remarks	Verbal Interpretation
5	4.20-5.00	Strongly Agree	Very High
4	3.40-4.19	Agree	High
3	2.60-3.39	Moderately Agree	Moderately High
2	1.80-2.59	Disagree	Low
1	1.00-1.79	Strongly Disagree	Very Low

In the table above, it shows that the overall mean in terms of personality development from the programs was very high. Higher education and experience and opportunities for career growth in the industry indicators both got the highest rank with 4.63 and which has the overall mean of 4.59, Very High.

According to the Philippine Statistics Authority labor force conducted in February, National Statistician Dennis Mapa told a press briefing that Labor force, the total number of employed and jobless Filipinos aged 15 and above who were active in the labor market rose to 47.3 million last month from 45.2 million in January.

Thus, offering Master in Business Administration at LSPU main campus would elevate once personality relevant to the growing workforce in the country and globally.

**Table 4. Assessment on Feasibility of Program in Terms of Preferred Program Structure.**

The table shows the respondents' the level of assessment on feasibility of program in terms of preferred program structure was generally very high. The administration and program have enough funding to provide the course with (M=4.64) very high, as disclosed by the overall mean of 4.61.

The top one popular degree in the Philippines according to the Philippines News (2019) is business this field which includes courses such as Customs Administration, Accounting, and Business Administration got 921,324 enrollees. It was included also in the popular course in the Philippines gaining the 2nd spot which listed the accounting, finance, and commerce are ideal for those who want a well-paying career after college. The common roles under these programs include financial analysts, brokers, accountants, and securities dealers.

It is one of the CHED Priority Courses based on the latest CHED memorandum order No. 5 series of 2019. There are priority courses based on STEAM and other key growth areas such as Business Administration with Specialization/Major/Track in Business Analytics and Business Administration with

Specialization/Major/Track in Business Processing Outsource.

Indicators	Frequency of responses					M	V.I.
	5	4	3	2	1		
1. The administration and program have enough funding to provide the course.	99 (67.3%)	45 (30.6%)	2 (1.4%)	0 (0%)	1 (0.7%)	4.64	Very High
2. The course's required learning technique can be delivered by the program and used effectively by the administration.	94 (63.9%)	48 (32.7%)	5 (3.4%)	0 (0%)	0 (0%)	4.61	Very High
3. The administration and program are able to determine the level of instruction that is needed for the course's students.	93 (63.3%)	47 (32%)	7 (4.8%)	0 (0%)	0 (0%)	4.59	Very High
4. Students in the program would be able to develop themselves holistically.	98 (66.7%)	43 (29.3%)	4 (2.7%)	2 (1.4%)	0 (0%)	4.61	Very High
5. The administration and program are equipped to teach the course's fundamental skills while taking high-quality instruction into account.	96 (65.3%)	45 (30.6%)	6 (4.1%)	0 (0%)	0 (0%)	4.61	Very High
<b>Overall</b>						<b>4.61</b>	<b>VERY HIGH</b>

Legend:

Scale	Range	Remarks	Verbal Interpretation
5	4.20-5.00	Strongly Agree	Very High
4	3.40-4.19	Agree	High
3	2.60-3.39	Moderately Agree	Moderately High
2	1.80-2.59	Disagree	Low
1	1.00-1.79	Strongly Disagree	Very Low

**Table 5. Assessment on Feasibility of Program in Terms of Quality Education**

Indicators	Frequency of responses					M	V.I.
	5	4	3	2	1		
1. The institution would be able to supply knowledgeable and competent instructors for the course.	103 (70.1%)	37 (25.2%)	7 (4.8%)	0 (0%)	0 (0%)	4.65	Very High
2. The faculty could pique the students' interest in the course.	103 (70.1%)	38 (25.9%)	6 (4.1%)	0 (0%)	0 (0%)	4.66	Very High
3. The faculty would be able to demonstrate vibrant interest for the subject matter they are working on.	96 (65.3%)	46 (31.3%)	5 (3.4%)	0 (0%)	0 (0%)	4.62	Very High
4. In order for students to have a strong possibility of success in their sector, the faculty can impart the principles that are necessary.	101 (68.7%)	40 (27.2%)	6 (4.1%)	0 (0%)	0 (0%)	4.65	Very High
5. The faculty would be able to create and arrange a syllabus that lists the course's fundamental skills without having to worry about providing high-quality instruction.	105 (71.4%)	37 (25.2%)	5 (3.4%)	0 (0%)	0 (0%)	4.68	Very High
<b>Overall</b>						<b>4.65</b>	<b>VERY HIGH</b>

Based on the respondents' that the level of assessment on feasibility of program in terms of quality education was generally very high. All item indicators got a verbal interpretation of high, as disclosed by the

overall mean of 4.65.

Laguna State Polytechnic University is one of the universities in Laguna offering business courses. The university is SUC Level III and TUV Rheinland Certified which signifies that the institution has a good management system and a good environment for student learning

The quality of education has seen and been justified by the certifications and accreditation of the university giving its recommendation by the respondents to offer the Master in Business Administration program.

**Table 6. Assessment on Feasibility of Program in Terms of Delivery Services.**

Indicators	Frequency of responses					M	V.I.
	5	4	3	2	1		
1. The student services employ methodical investigation to raise student and organizational performance.	100 (68%)	45 (30.6%)	2 (1.4%)	0 (0%)	0 (0%)	4.67	Very High
2. Student services efficiently utilize resources to carry out institutional aims and goals.	96 (65.3%)	49 (33.3%)	2 (1.4%)	0 (0%)	0 (0%)	4.64	Very High
3. The creation of educational collaborations by the student services enhances student learning.	90 (61.2%)	51 (34.7%)	6 (4.1%)	0 (0%)	0 (0%)	4.57	Very High
4. Within the school, the student services are able to create welcoming communities that are supportive of the students.	97 (66%)	47 (32%)	3 (2%)	0 (0%)	0 (0%)	4.64	Very High
5. The student services assist students in forming consistent moral principles and professional ethics.	97 (66%)	49 (33.3%)	1 (0.7%)	0 (0%)	0 (0%)	4.65	Very High
<b>Overall</b>						<b>4.63</b>	<b>VERY HIGH</b>

**Legend:**

Scale	Range	Remarks	Verbal Interpretation
5	4.20-5.00	Strongly Agree	Very High
4	3.40-4.19	Agree	High
3	2.60-3.39	Moderately Agree	Moderately High
2	1.80-2.59	Disagree	Low
1	1.00-1.79	Strongly Disagree	Very Low

Table 6 presents the level of the respondents of the on feasibility of program in terms of delivery services. The student services employ methodical investigation to raise student and organizational performance got the highest (WM = 4.67). and with an overall mean of weighted average 4.63 is very high.

The response has proven that the institutions of higher learning would be considered as a major player to materialize the progress of digitalization and industrialization of the region and the whole country. Offering educational programs is beneficial to society and would produce competent human resources in the country.

## Conclusions

1. Of the 100 respondents from the BSOA program at the CBMA, 16% are Male and 84% are Female.
2. Further, of the 100 respondents from the BSOA program at the CBMA, 30% came from BSOA 4A, 29% came from BSOA 4B, 22% came from BSOA 4C, and 20% came from BSOA 4D.
3. The Practicum Manual for Business Courses Guidelines and Policies has a mean score of **4.65** - “**Very Satisfactory**”; Duties and Responsibilities **4.61**, - “**Very Satisfactory**”; Assessment Scheme **4.61**, - “**Very Satisfactory**”; Assessment and Reporting **4.63**, verbally interpreted as “**Very Satisfactory**”.
4. The above-gathered data can be inferred that most of the respondents are female, came from 4<sup>th</sup>-year level and most of them are from BSOA 4A.
5. It was concluded that the respondents **strongly agree on the effectiveness of utilizing the Practicum Manual for Business Course** during their OJT Courses enrolment. With said manual, students are well-guided in any flexible learning modalities in the new normal.

## Recommendations

1. As the majority of the respondents have participated in the online survey on the Development of Practicum Manual for Business Course at the College of Business Administration and Accountancy, the researcher recommended the BSOA students have a copy of the Practicum Manual to serve as their guide during the OJT period.
2. The developed Practicum Manual for Business Course can be utilized as a reference guide/manual by the University for Business Programs not only on the Main Campus but also in other campuses offering the same.
3. This study can be recommended to researchers as a reference in doing related studies in the future.

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