Tracer Study of BSBA Major in Human Resource Management Graduates (2017-2020) of UM Tagum College

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ABSTRACT

Purpose: This study is to present the demographic profile, pursuit in higher education, employment status, industry of employment, place of employment, length of time in search of first job, methods of job search, position held at current job, training relevance to current job, skills and competencies required at work, and program contribution of UM Tagum College BSBA Human Resource Management graduates

Design/methodology/approach: This study employed a research design, research respondents, research instruments, and statistical tool.

Findings: while the independent variable in this study is organizational, leadership, communication, technical, decision-making, People, initiative/risk, Creativity, Team Orientation, Ability to Work Independently, Ability to Work under Pressure, and Time Management Skills are competencies that aid graduates in performing their functions.

Research limitations/implications: the majority of the respondents do not belong to any professional group and do not participate in any voluntary activities.

Originality/value: This study calculates and finds out the researcher requested a list of BSBA Human Resource Management graduates from the registrar's office at UM Tagum College in a letter.

Paper type: Research Paper

Keywords: Business Administration, Human Resource, Philippines, Tracer Study, University of Mindanao

I. INTRODUCTION

Recognizing the realities of today's academic world, higher education institutions play a role in not only imparting knowledge, but also in contributing to the maintenance of a competitive economy and, most importantly, in ensuring graduates' dreams of getting jobs and becoming socially recognized and successful in their fields of endeavor (Meñez, 2014).

Without a doubt, the results of the tracer research are a valuable instrument for documenting employment characteristics, transition to employment, and the level of satisfaction of graduates with university services, learning environments, and facilities. It also examined the skills and competences taught throughout the internship program, determining whether they were still effective, appropriate, and relevant in light of recent developments such as international standards in academic programs and ASEAN 2015 integration (Gines, 2014).

Thus, Pacatang, (2016) emphasized that Graduate Tracer Study is a critical examination of the relationship between higher education and employment. This clarifies the objective of higher education institutions,
demonstrates how academic programs and course offerings can be changed to reflect institutional goals and market niches, and assists them in aligning their efforts with industry personnel demands. Also, Balingbing, (2014) emphasized that tracer studies are a method of keeping curriculum relevant and giving targeted advantages to graduates in order to improve educational program marketability.

Whit this, the tracer research was carried out to gather information on the whereabouts and performances of graduates in order to assess their competitiveness and employability. The main goal of this tracer study was to create a comprehensive profile of the BSBA-HRM graduates. Specifically, this ought to provide the following:
1. Create a profile of the graduates such as:
   1.1 gender;
   1.2 civil status; and
   1.3 certification exam passed.
2. Construct employment information of the alumni such as:
   2.1 industry/Sector of employment;
   2.2 employment status;
   2.3 type of organization;
   2.4 occupational Category;
   2.5 how Long did it take to find a job; and
   2.6 years of Service in the current Company.
3. Unemployment information of the alumni such as:
   3.1 years of being Unemployed; and
   3.2 reasons for unemployment.
4. Freelance information of the alumni such as:
   4.1 nature of Job; and
   4.2 reasons in pursuing this type of career.
5. Entrepreneurial information of the alumni such as:
   5.1 nature of business;
   5.2 years of doing business; and
   5.3 Length of time to start their own Business
6. Pursuit for Higher Education of the alumni such as:
   6.1 enrollment to post-graduates studies; and
   6.2 delivering college/university.
7. HRM Program Contribution to alumni in terms of:
   7.1 organizational skills;
   7.2 problem solving skills;
   7.3 leadership skills;
   7.4 writing skills;
   7.5 communication skills;
   7.6 technical skills;
   7.7 decision making skills;
   7.8 ICT skills;
   7.9 people skills;
   7.10 initiative/risk skills;
   7.11 creativity skills;
   7.12 team orientation;
   7.13 ability to work independently;
   7.14 ability to work under pressure; and
   7.15 time management.
8. Relevance of the HRM program of study to the alumni’s current job.
9. Level of Overall experience with the UM Tagum College in terms of:
   9.1 quality instruction;
   9.2 research capability;
   9.3 exposure to local community;
   9.4 range of courses of subjects;
   9.5 teaching-learning environment;
   9.6 industry linkages;
   9.7 library resources;
   9.8 laboratory resources;
9.9 facilities;  
9.10 student subject loads;  
9.11 class size;  
9.12 class schedules; and  
9.13 co-curricular activities.

10. Identify an enhancement program needed to improve the competitive edge of the HRM students and alumni of UM Tagum College.

II. METHOD

Several approaches were used to determine the study's outcome, including research design, research respondents, research instruments, and statistical tool. The descriptive research design was adopted in this study. This strategy allows researchers to collect relevant data by conducting a research survey to determine the study's outcome. As per UM Tagum Records and Admission Center, a total of 239 BSBA HR Management graduates since 2017-2020 were tracked down, but only 162 (68%) of it had responded to the survey.

The research instrument used in the study was the standardized questionnaire for Alumni Tracer Study (ATS) from the University of Mindanao Research and Publication Center (UM-RPC). The questionnaire was designed to draw out necessary information relevant to the graduate’s career, status, pursuit in higher education and program contribution to their current job. The following were the steps in gathering data:

Permission to Conduct the Study. The researcher requested a list of BSBA Human Resource Management graduates from the registrar's office at UM Tagum College in a letter.

Administration of the Instruments. Questionnaires were disseminated using Google Forms with the alumni's informed agreement, ensuring that the Data Privacy Act was followed.

Data collection and analysis. Data was collected and analyzed when the questionnaires were retrieved. The following tools were used to tabulate and treat the gathered data. Frequency Distribution/Graphs. It was used to organize the data and display the frequency of occurrence of the various values of the variable as well as their ranges. Percentage. Apart from the tabular presentation of the survey results, it was used to express how large one quantity is in relation to another, or as a fraction of the total.

III. RESULTS AND DISCUSSIONS

Presented below is the data gathered from the Human Resource Management alumni tracer instrument conducted via google form.

a. Profiling of the HRM alumni

Shown in figure 1 is the Gender profile of the HRM alumni. As shown, below 63% of the respondents are female while 37% are Male. Also, 70.4% of the alumni are single while 29.6% are already Married.

![Figure 1. Gender Profile of the alumni](image-url)
Lastly, as of the moment there are eight (8) Passer for the Certified Human Resource Associate Assessment Examination conducted by Human Resource Educators’ Association of the Philippines (HREAP). Presented in Figure 3 is the List of CHRA passer since year 2020. A lot of HR graduate are not yet aware of such Certification which can be a reason for a few number of takers as of the moment. In response to this, the HRM program are also cascading such information to social media for information drive. Aside from that, graduating students are also oriented to take this examination after graduation. Adams et al., (2004) also highlighted that credentials are instruments that can be highly useful in swiftly determining someone's credibility who we don't know. An approved professional certification is seen by the public as reliable evidence of ability and knowledge within a field of professional activity, just as a degree from an accredited university provides solid evidence of advanced learning. Thus, in line with the preparation of the CHRA examination, the HRM program is also conducting a Year Level Exit Competency (YLEC) Examination once a year as a way of preparing the students.

**LIST OF CERTIFIED HUMAN RESOURCE ASSOCIATE PASSER**
Conducted by Human Resource Educators’ Association of the Philippines (HREAP)

1. JAYMARK BARRIENTOS – TOP 2
2. JANDY BONGCAYAT
3. MAILA ROSE BENTAYAO
4. REIL IGONA
5. DARWIN S. MANDANTE
6. CHRISTINE QUINTANA – TOP 4
7. MECCA ROSAL
8. LEAVIC M. TAJON

**Figure 3. List of Certification Passed**

b. Employment information of the alumni

Discussed in this part is the employment information of the HRM alumni. Portrayed in Figure 4 is the Industry/Sector of employment of the HRM graduates. As shown, 74.1% of the alumni are currently employed and is working full-time/part-time, 9.9% are Entrepreneur, 8.6% are Freelancer, and 7.4% are currently unemployed right now.
At this portion, Employment details was discussed in which figure 5 displayed the employment status of our respondents. 70% of the employed alumni are already a regular employee, 16.7% are contractual and the rest are Job order and Probationary employee as of the moment. This exemplifies that UMTC HRM graduates are very much competitive in the industry since more than half of it are already a regular employee. Getting regularized is not easy, since it is bound to a lot of qualification as set by the Department of Labor and Employment for private as well as in the Civil Service Commission for public. This is an evidence on how competitive the UMTC-HRM alumni in the business industry.

In relation above, presented in figure 6 is the Type of Organization where the alumni are employed. 80% of the alumni employed comes from private companies, 18.3% are in public, while others are in a Non-profit Organization. In addition, 55% of the employed alumni holds managerial position, 28.3% holds a supervisory position while 16.7% are in administrative and clerical position. This is a concrete evidence that UMTC-HRM alumni are well-trusted, excellent, competitive, and has leadership skills.
Finally, Figure 8 presents that 56.7% of the alumni got employed within 0-3 months after graduation, 18.3% got employed within 4-6 months, and 10% of them takes 1-2 years after graduation before getting employed. As per data, it’s good to note that UMTC-HRM graduates have a high employability rate. This exemplifies that business industry have trust to UMTC graduates. Also, shown in figure 9 is the years if service of the alumni in their current employer. 60% of them works within 1-5 years, 18.3% works 6-10 years, and 16.7% are working less than a year. This is a good data since we can confirm that UMTC-HRM alumni practiced organizational loyalty and commitment considering the fact that there are a lot of business opportunities within the region but most of the alumni stayed in their employer for more than a year while others worked for more than 10 years already.
c. Unemployment information of the HRM alumni

This area discusses about the information for those alumni who are currently unemployed and their reasons why they are not employed right now. Portrayed in Figure 10 is the year of being unemployed by the alumni. 66.7% do not have work for over a year, while both 16.7% were unemployed for 2 - 3 years. The reasons of the alumni include the following: Planning to work abroad, Full time housewife, End of Contract, focusing on Post-Graduate Studies, and closure/lay-off of some establishment due to COVID-19 pandemic. Being unemployed, does not always connote negative meaning since some of them are too focused in their parenting, and pursuit of higher education. But, due to some uncontrollable event such as this pandemic it affects a lot of workers since some establishment were not able to sustain the business at a long period of time. On the other side, one of the key causes of underemployment and difficulty in finding work is graduates' inability to meet the industry's requisite skills and abilities (Meñez, 2014).

![Figure 10. Years of being Unemployed](image)

### Table 10. Years of being Unemployed

<table>
<thead>
<tr>
<th>Duration</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 year</td>
<td>66.7%</td>
</tr>
<tr>
<td>2 years</td>
<td>16.7%</td>
</tr>
<tr>
<td>3 years</td>
<td>16.7%</td>
</tr>
<tr>
<td>4 years</td>
<td>3.3%</td>
</tr>
<tr>
<td>5 years</td>
<td>3.3%</td>
</tr>
</tbody>
</table>


d. Freelance information of the alumni

This section discusses those alumni engage in freelance activities. Displayed in Figure 11 is the Nature of Job that alumni engage and these are: BPO agent, Virtual Assistant, Wedding Staff/Coordinator and other services that earns money. At this era, individuals prefer to work as freelance due to time freedom and convenience of work as compared to those who are working full-time in an office. Also, some company gives higher salary than others.

![Figure 11. Nature of Job](image)

### Table 11. Nature of Job

<table>
<thead>
<tr>
<th>Job Type</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>BPO agent</td>
<td>1 (14.3%)</td>
</tr>
<tr>
<td>Virtual Assistant</td>
<td>1 (14.3%)</td>
</tr>
<tr>
<td>Virtual Assistant - Social Media Strate...</td>
<td>1 (14.3%)</td>
</tr>
<tr>
<td>Virtual Assistant - Handling Employee</td>
<td>1 (14.3%)</td>
</tr>
<tr>
<td>Wedding Staff</td>
<td>1 (14.3%)</td>
</tr>
</tbody>
</table>


e. Entrepreneurial information of the alumni

As opposed to the usual teachings from school that graduates should land a job, some of the graduates prefer to become an entrepreneur their selves. These are the nature of business that HRM alumni started: Service Business (Training Center for Job Overseas Applicant), Bicycle Shop, Online and Mini Shop, Delivery Service, Sari-Sari Store, Direct Selling, and General Merchandise. As shown in Figure 12, 87.5% of the entrepreneur run their business for about 0-5 years while 12.5% of them already established it for 6-10 years. Moreover, 50% of
the entrepreneur done it 1-2 years after graduation while the other 50% started it right away within 0-3 months after graduation. This is an example that UMTC-HRM graduates are innovative, and excellent in whatever field they are in.

![Figure 12. Years of doing business](image)

![Figure 13. Length of time to start Business](image)

f. Pursuit for Higher Education of the alumni

In today's economic and social climate, there are two main motives for earning a post-graduate degree: intrinsic motivation for growth and extrinsic motivation to fill gaps (Jung & Li, 2021). In addition, according to an old expression, "Jack of all trades, master of none," the goal of a master's degree program is to produce high-level work skills in order to strengthen a country's economy, whereas a bachelor's degree generates economically effective graduates. Employment opportunities for such graduates are critical for personal and economic growth (Alam et al., 2020). Moreover, in an interview with 154 graduates' employers that the researchers tracked down through graduation surveys. Approximately 93 percent of the employers polled said they were specifically searching for a postgraduate when hiring for a job. This indicates that firms aim to hire university graduates as employees because they believe they are better suited for jobs in terms of abilities than other graduates (Mahmud et al., 2018).

16% of the UMTC-HRM alumni sees the importance of pursuing higher education by enrolling to master’s or doctorate program. They considered vertical alignment in choosing their courses. The alumni considered the following courses to pursue: Master in Management (MM), Master in Business Administration (MBA), and Doctor of Management (DM). Aside from that, some also pursue Law. Among the school of choice majority of the alumni enrolled in UM Tagum College while others choose UM-Main, Ateneo de Davao University, and St. Thomas Moore of College. This exemplifies that the alumni still prefers to go back to UMTC as they are satisfied with the quality education that they get.
**HRM Program Contribution to HRM alumni**

As part of the continued service of the institution to our students and graduates, soliciting feedback as to how the program contributes to their current work field is a must. This is a way also to develop or improve some of the services that the program gave to its student. As presented in Table 1, Majority of the Skills got a very high rating, this means that HRM alumni confirms that such skills were well-delivered and is useful in their current work. But, two skills only got a high rating: writing skills and ICT skills. Although it does not entail negative impact as it is still in the 2nd rank from the top, there is still a must to improve this part.

**Table 1. Contribution of the Human Resource Management Program to alumni in their work career**

<table>
<thead>
<tr>
<th>Skills</th>
<th>Mean</th>
<th>Descriptive Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organizational Skills</td>
<td>4.37</td>
<td>Very High</td>
</tr>
<tr>
<td>Problem Solving Skills</td>
<td>4.25</td>
<td>Very High</td>
</tr>
<tr>
<td>Leadership Skills</td>
<td>4.44</td>
<td>Very High</td>
</tr>
<tr>
<td>Writing Skills</td>
<td>4.19</td>
<td>High</td>
</tr>
<tr>
<td>Communication Skills</td>
<td>4.47</td>
<td>Very High</td>
</tr>
<tr>
<td>Technical Skills</td>
<td>4.32</td>
<td>Very High</td>
</tr>
<tr>
<td>Decision Making Skills</td>
<td>4.36</td>
<td>Very High</td>
</tr>
<tr>
<td>ICT Skills</td>
<td>4.05</td>
<td>High</td>
</tr>
<tr>
<td>People Skills</td>
<td>4.48</td>
<td>Very High</td>
</tr>
<tr>
<td>Initiative / Risk Skills</td>
<td>4.36</td>
<td>Very High</td>
</tr>
<tr>
<td>Creativity</td>
<td>4.35</td>
<td>Very High</td>
</tr>
<tr>
<td>Team Orientation</td>
<td>4.52</td>
<td>Very High</td>
</tr>
</tbody>
</table>
h. Relevance of the HRM program of study to the alumni’s current job

Presented in Figure 14 is the alumni response on how relevant the HRM program of study to their current job. 53.1% respond that it’s very much relevant, 33.3% said it’s much relevant, 8.6% answered there’s a little relevance while the rest said it’s not relevant at all. Although, majority of the alumni has a positive response for it, it’s undeniable that there are some alumni that works in a different field not aligned on being an HR practitioner, some are underemployed, freelancer, and unemployed.

i. Overall experience with the UM Tagum College

Presented in Table 2 is the overall experience of the HR alumni at UM Tagum College. Majority of the area got a Very high descriptive level while three of it only got high level and these are: exposure to local community, Industry Linkages, and Laboratory Resources. Again, it does not connote a negative meaning but the HRM program should make ways on how to improve these areas into a better one. In general, the overall experience of HRM alumni at UM Tagum College is very much positive. Through teaching, research, and outreach initiatives, higher education institutions play a critical role in meeting the growing demand for highly trained human resources (Gines, 2014).

<table>
<thead>
<tr>
<th>Area</th>
<th>Mean</th>
<th>Descriptive Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality Instruction</td>
<td>4.48</td>
<td>Very High</td>
</tr>
<tr>
<td>Research Capability</td>
<td>4.42</td>
<td>Very High</td>
</tr>
</tbody>
</table>
### IV. CONCLUSION AND RECOMMENDATION

Below are the important points collated based on the data gathered in this Online Tracer Survey:

1. There are only 8 Human Resource Associate Passer as of August 2021;
2. A total of 13 Skills got a very high rating in the contribution of the Human Resource Management Program to alumni in their work career. But, two skills only got a high rating: writing skills and ICT skills; and
3. 53.1% of the HRM alumni responded that the HRM program of study is very much relevant to their current job; and
4. A total of 10 Areas got a very high rating in terms of the overall experience with the HRM alumni in UM Tagum College. But, three areas only got a high rating: exposure to local community, Industry Linkages, and Laboratory Resources.

In light of the above conclusion, the researcher recommends an enhancement program to enhance the competitive edge of the HRM students and alumni of UM Tagum College.

<table>
<thead>
<tr>
<th>Key Result Area</th>
<th>Performance Indicator</th>
<th>Strategy</th>
<th>Person Responsible</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exposure to Local Community</td>
<td>4.21</td>
<td>High</td>
<td></td>
</tr>
<tr>
<td>Range of Courses of Subjects</td>
<td>4.41</td>
<td>Very High</td>
<td></td>
</tr>
<tr>
<td>Teaching-Learning Environment</td>
<td>4.43</td>
<td>Very High</td>
<td></td>
</tr>
<tr>
<td>Industry Linkages</td>
<td>4.22</td>
<td>High</td>
<td></td>
</tr>
<tr>
<td>Library Resources</td>
<td>4.35</td>
<td>Very High</td>
<td></td>
</tr>
<tr>
<td>Laboratory Resources</td>
<td>4.19</td>
<td>High</td>
<td></td>
</tr>
<tr>
<td>Facilities</td>
<td>4.25</td>
<td>Very High</td>
<td></td>
</tr>
<tr>
<td>Student Subject Loads</td>
<td>4.38</td>
<td>Very High</td>
<td></td>
</tr>
<tr>
<td>Class Size</td>
<td>4.31</td>
<td>Very High</td>
<td></td>
</tr>
<tr>
<td>Class Schedules; and Co-curricular Activities</td>
<td>4.54</td>
<td>Very High</td>
<td></td>
</tr>
<tr>
<td>Overall Mean</td>
<td>4.35</td>
<td>Very High</td>
<td></td>
</tr>
<tr>
<td>Excellence in Professional and Student Skills</td>
<td>Number of YLEC Passer</td>
<td>Conduct enhancement program for STREAM students and Intervention program for STAR students based on previous YLEC result;</td>
<td>HRM Program Head</td>
</tr>
<tr>
<td>----------------------------------------------</td>
<td>-----------------------</td>
<td>---------------------------------------------------------------------------------</td>
<td>-----------------</td>
</tr>
<tr>
<td>Number of CHRA Passer</td>
<td></td>
<td>Conduct intensive information drive to HRM alumni and students about the importance of taking the Assessment Examination through Social Media and other platforms.</td>
<td>HRM Alumni Officers</td>
</tr>
<tr>
<td>Student Satisfaction Rating</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exit Interview Result</td>
<td></td>
<td>Look for a service provider that offers information system.</td>
<td></td>
</tr>
<tr>
<td>Number of identified Online Service Provider</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exposure to Local Community</td>
<td>Number of Banner Project</td>
<td>Require students to participate in the department’s banner project</td>
<td>SOCI Head</td>
</tr>
<tr>
<td>Industry Linkages</td>
<td>Number of partner industry with MOA</td>
<td>Look for more industry partners that will help cater Interns.</td>
<td>HRM Program Head</td>
</tr>
<tr>
<td>Laboratory Resource</td>
<td>Utilization records at the Office Practice Laboratory</td>
<td>Identify subject wherein there's a need to utilize the OPL to conduct role playing and familiarizing of office equipment.</td>
<td>HRM Faculty</td>
</tr>
<tr>
<td>Curriculum improvement</td>
<td>Program Advisory Council (PAC) Documentation</td>
<td>Conduct a Program Advisory Council (PAC) meeting regularly for curriculum development.</td>
<td>HRM Program Head</td>
</tr>
</tbody>
</table>
REFERENCES


