

Graduate Tracer Study on BSBA Programs of Financial Management and Marketing Management: Basis for Curriculum Development

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Abstract

This paper aimed to conduct a Graduate Tracer Study on the BSBA Programs of Financial Management and Marketing Management graduates from Batch 2013-2022 under the College of Business Education, Nueva Vizcaya State University-Bayombong, Nueva Vizcaya. A survey questionnaire was utilized to gather purposive qualitative data. Out of 200 questionnaires were floated, 85 returned an answered questionnaire and some are interviewed. This research traced and profiled the graduates in their current jobs, positions and whereabouts and the results are interpreted into frequency counts, percentage and ranks. The findings revealed that majority of the graduates are employees and some of them are executives and employers. They are employed on middle-scale industries such as wholesale and retail trade industries, hotels and restaurants, financial intermediation, real estate businesses, health and social work, social and personal service activities and other line of businesses or companies such as in Provincial and Local Government Agencies. Other graduates who pursued postgraduate

studies in local and international universities, received both local and international recognition and outstanding contributions in their field of specialization. However, Graduates that are unemployed are challenged due to no job opportunities and inadequacies of work experience. Lastly, this study recommends that the BSBA curriculum of Financial Management and Marketing Management should strengthen producing more executives and employers. Graduates should consider employing in industries like community, social and personal service activities and education. Also, there should be student's involvement in academic competitions and feedback from graduates' employers in abroad and therefore should be included on the curriculum development of both programs towards excellence of international standards and for further collaborations. Graduates should be encouraged to join free trainings and seminars organized by the University and the College with other government agencies for them to have more job opportunities.

Keywords: *tracer studies, BSBA graduates, programs, employability, job opportunities*

Introduction

The success of an institution lies in its graduates. The quality of graduates is measured through the employability and transformation they gained as they exposed themselves to the real world. And to find out if an institution is effective in helping its graduates become more successful employable, tracer studies are conducted.

A Graduate Tracer Study is a very powerful tool that can provide valuable information for evaluating the whereabouts and performance of the graduates in the workplace. This have come to represent one of the key approaches for enhancing study programme effectiveness in contemporary higher education. This has led to a surge in graduate tracer studies by Philippine higher education institutions. (Mantua, 2009)

Global Perspective of Graduate Tracer Studies

Tracer study data from the Career and Development Centre of Universitas Padjadjaran, how graduates' first income is associated with GPA, study duration, and job wait time. This study also linked public relations education with graduates' current position in their work based on their self-assessment. According to Sharma (2014), Asian nations such as the Philippines have seen significant growth in undergraduate and graduate enrolment as a result of the governments' requirement for highly trained and competent teachers to teach at the university level.

Philippine Perspective of Graduate Tracer Studies

In the challenges of 21st century education, higher education stands out as one of the major keys to cope with reforms through instruction, research, and extension. It has become a big challenge for all Philippine Higher Education Institutions (HEIs) to cater these reforms. One way of addressing these concerns is by producing fully-equipped graduates who would use what they have learned in school and apply them in their respective work (Tertiary Education Commission, 2009). According to CHED Memorandum Order (CMO) 19, series of 2012, mandates Higher Education Institutions (HEIs) and the Nueva Vizcaya State University, Bayombong Campus-College of Business Education five developmental goals 1) Globally Competitive Graduates 2) Internationalization 3) Research and Development cum 4) Community Engagement 5) Technology Commercialization 6) Administrative Efficiency to conduct graduate tracer studies to assess graduates' employability and the alignment of university programs with industry needs.

In NVSU, Bayombong Campus-College of Business Education graduate tracer studies are conducted two years after graduation. However, these are the encounters, few of them comprehensively respond and arduous to trace them because they are working in Metro Manila, Visayas, Mindanao and abroad. Other than that, this affects the improvement of the BSBA programs and curriculum when it comes to their on-the-job training, linkages abroad and other employability.

Purposes of Research

The study aimed to keep track of the BSBA-Financial Management and BSBA-Marketing Management graduates from 2013-2022, with these objectives: 1) ascertain the employment status, those who pursue post-graduate studies, local and international recognitions, feedback from employers, outstanding contributions, job experiences of the graduates and reasons why some are not employed. 2) suggest recommendations for the curriculum development of both programs.

Theoretical Background

This study will utilize a theoretical/conceptual framework. This framework is formulated with its objectives and the result. The objectives are as follows: 1) Level of attainment of program educational objectives 2) Percentage of BSBA-Financial Management and Marketing Management who pursued Post-Graduate Studies, 3) number of BSBA graduates of Financial Management and Marketing Management Graduates who received recognition, 4) feedback from employers regarding the work performance, 5) graduates who have outstanding contributions, 6) reasons why some graduates are unemployed and its output.

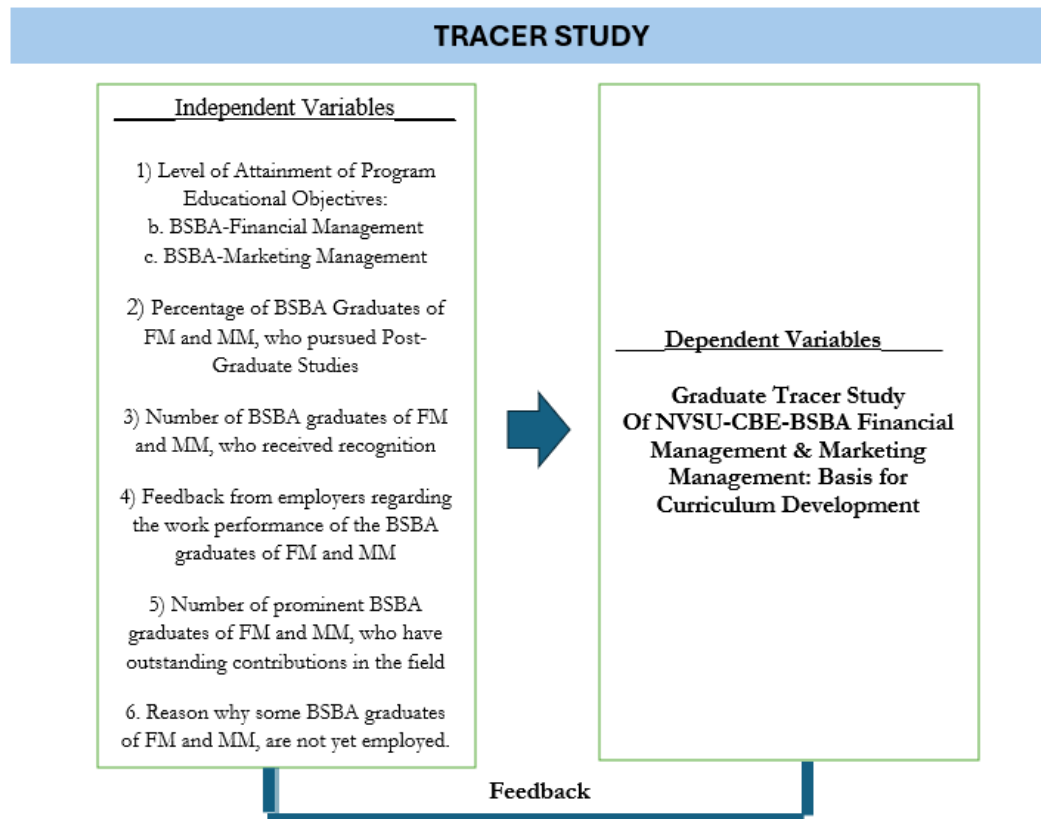


Figure 1. Research Paradigm

Objectives:

General Objective:

It specifically sought to fulfill the following goals:

- To identify the Graduate Tracer Study on BSBA Programs of Financial Management and Marketing Management as a basis for curriculum development.

Specific Objectives:

1. Describe the personal demographics profile of Graduates Tracer Respondents on BSBA Programs of Financial Management and Marketing Management in terms of the following:
 - 1.1 Age of the respondents.
 - 1.2 Gender of the Respondents.
 - 1.3 Employment Status of the respondents.
 - 1.4 Major line of Business of Employer
2. Describe the level of attainment of program educational objectives.
 - 2.1 Bachelor of Science in Financial Management
 - 2.2 Bachelor of Science in Marketing Management
3. Ascertain the percentage of BSBA graduates of Financial Management and Marketing Management, who pursued post-graduate studies.

Specific Objectives:

 - 3.1 Master's Degree and Doctorate Degree Studies
4. Ascertain the number or percentage of BSBA graduates of Financial Management and Marketing Management who received recognition.
 - 4.1 Local and International Recognitions
5. Ascertain the feedback from employers regarding the work performance of the graduates.
 - 5.1 Bachelor of Science in Business Administration-Financial Management
 - 5.2 Bachelor of Science in Business Administration-Marketing Management
6. Ascertain the number or percentage of prominent BSBA graduates who have outstanding contributions in the field.
 - 6.1 Bachelor of Science in Business Administration- Financial Management
 - 6.2 Bachelor of Science in Business Administration- Marketing Management
7. Ascertain the reason why some BSBA- Financial Management and Marketing Management graduates are not yet employed.

Methodology

Research Design

The study was utilized using purposive sampling qualitative research approach. It requires a purposeful qualitative data collection, data analysis and interpretation of the evidence to enable a more purposeful and scenic view of the Nueva Vizcaya State University-College of Business Education, Bachelor of Science in Business Administration Major in Financial Management and Marketing Management. This uses qualitative approach by purposive sampling, observations, floated 200 survey questionnaires, one-on-one interview with fifteen (15) successful Financial Management and Marketing Management graduates and six (6) local employers. Moreover, this research also uses ethnography to know more about their beliefs, norms and cultures of the graduates and employers and the Use of AI such as Google Scholar and Chat GPT for the resources of data.

The purposive sampling will also be relevant in profiling the personal demographics of respondents using the descriptive design and the techniques of interview and document scanning technique and analysis to arrive at the most objective results.

Research Environment

This study was conducted in the College of Business Education, Nueva Vizcaya State University, Bayombong, Nueva Vizcaya, Philippines.

Research Respondents

This study uses purposive sampling method. There were 85 graduate tracer study respondents, fifty (50) are graduates from the Bachelor of Science in Financial Management and thirty-five (35) are graduates from Bachelor of Science in Marketing Management. The graduates are from batch 2013-2022.

Research Instrument

1. **Demographic Profile with questions (Part 1).** This part was used to get the demographic profile of the respondents namely: (personal demographics) such as age, permanent or present address, gender, employment status and agency or company.
2. **Survey Questionnaire and Interview (Part 2).** This was used to gather information on the graduate tracer study respondents from Financial Management major and Marketing Management major in their answers and details on the following who pursued post-graduate studies on Master's Degree and Doctor of Philosophy, recognitions received from local and international, feedback from employers regarding their work performance, outstanding contributions in their field and reasons why some BSBA Financial Management and Marketing Management graduates are not yet employed.
3. **Document Scanning and Analysis.** To triangulate the survey questionnaire, some pertinent documents were scanned and analyzed. These records included records from: (a) AACCUP Instrument of Accreditation (2023); (b) the College of Business Education Tracer Study file from 2012-2022; (c) the Graduation Invitations from 2013-2022. Records had to do with the tracer study information of the graduates of Financial Management and Marketing Management of the College of Business Education, Bayombong, Nueva Vizcaya.
4. The survey also gathered information on some sectors and the graduates of BSBA-Financial Management and BSBA-Marketing Management are employed in the province, in the Philippines and outside the country.
5. The survey also gathered information on feedback of some employers of the graduates of BSBA- Financial Management and BSBA-Marketing Management regarding their work performances.
6. The survey also gathered information on some reasons the graduates of BSBA-Financial Management and BSBA-Marketing Management are unemployed.

Data Gathering Procedure:

To gather the needed data, the researcher strictly followed the data gathering procedures of the NVSU Research and Extension Office:

Before the start of the data gathering procedure:

- a) **Finalization of the Proposal manuscript.** The proponent integrated the comments and suggestions of the members of the examining panel during the in-house review at NVSU Bambang last October 14-15, 2024;
- b) **Validation of the Tool.** The researcher-made demographic profile survey was also expertly validated by the panel and a staff from the Research and Extension Office;
- c) **Finalization of the Tool and Crafting of the Informed Consent Form.** After finalizing the survey questionnaire and feedback form to employers regarding their work performances, the proponent sought informed consent from the graduate tracer study respondents;

- 1) **Ocular Inspection of Employers.** This activity was scheduled for the researcher to have a grasp or understanding of the breadth and depth of employers of the graduates.
- 2) **During the data gathering period.**
 - a) **Techniques.** Three techniques were used in gathering the needed data. These were by personal interview and or by online means using graduates and employer's social media Facebook and the use of google graduate tracer study form. Apart from the informed consent, a short letter included in the survey and the interview guide informed them of the main purpose of the study and the specific aims, as well as voluntary, confidentiality, benefit, vulnerability and risk clauses; and
 - b) **Communication Protocol.** The survey and informed consent form were accompanied by the proponent's email address, mobile phone number and messenger account in order for the respondents to reach her when problems arise during the data gathering;
 - c) **Floating and Retrieval Phases.** Survey questionnaire, google form and personal interview to gather relevant information. Retrieval of questionnaire then ensued. Collection of survey, google survey and interview were through online means and or by personal submission;
 - d) **Documentation.** Documentation was done in all phases of data gathering. The secondary data obtained from records of the college were also analyzed to affirm the insights and experiences of the respondents.

Treatment of Data:

To treat the gathered data, the following tools and techniques were used:

1. To describe the demographic profile of graduate tracer study respondents, frequencies, percentage and ranks were used;
2. To identify the level of attainment of program educational objectives, graduates who received recognitions, feedback from employers regarding work performances of the graduates, graduates' contributions and reasons why some graduates are unemployed, the following techniques were used;
 - a. **Open Coding and Sorting.** The transcribed answers from the survey were openly or freely coded in excel format and then sorted into categories reflecting the graduate tracer study respondents' answers on the program educational objectives, recognitions, feedback from employers, graduates' contributions and reasons why unemployed domain and as a whole; and
 - b. **Thematizing or Synthesizing.** The insights and experiences were thematized or synthesized (clustered) to create patterns in the key informants' insights and experiences.
3. To identify the reasons why some graduates are unemployed gleaned from the transcribed answer from survey questionnaire;

Results and Discussions

There are 85 Graduate Tracer Study respondents who answered on Google Forms and Survey Questionnaire, 50 respondents from BSBA-Financial Management and 35 respondents from BSBA-Marketing Management and the graduate respondents are from the batch of 2013 up to 2022.

BSBA Programs		Graduate Tracer Study	
		Respondents	
BSBA-Financial Management		50	
BSBA-Marketing Management		35	
Total		85	

Graduate Tracer Study Respondents	BSBA Program	
	BSBA-FM	BSBA-MM
Batch 2013-2018	6	0
Batch 2019-2022	44	35
Total	50	35

Table 3

Section 1. Describe the personal demographics profile of Graduates on BSBA Programs of Financial Management and Marketing Management:

Table 4 illustrates the features of the samples in terms of age and gender. It could be gleaned that there are 40 or 47% from BSBA-FM ages 22-25 and 30 or 35% from BSBA-MM. 9 or 11% from BSBA-FM ages 26-30 and 5 or 6% from BSBA-MM. 1% from BSBA-FM ages 31-35 and 5 or 6% from BSBA-MM. Most of the graduates from BSBA-FM are female with 37 or 43. 53% and BSBA-MM with 28 or 32.94%.

A. Distribution of Graduate Tracer Study Respondents by age and gender.

AGE			
Course	Age	Frequency (n=85)	Percentage (%)
BSBA-FM	22-25	40	47%
	26-30	9	11%
	31-35	1	1%
BSBA-MM	22-25	30	35%
	26-30	5	6%
Total		85	100%

GENDER			
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Course	Gender	Frequency (n=85)	Percentage (%)
BSBA-FM	Male	13	15.29%
	Female	37	43.53%
BSBA-MM	Male	7	8.24%
	Female	28	32.94%
Total		85	100%

Table 4

B. Distribution of Graduate Tracer Study by Employment

1.1 Distribution of graduate tracer study currently engaged as employers.

BSBA Programs	Frequency (n=85)	Percentage (%)
BSBA- Financial Management	7	8.24%
BSBA- Marketing Management	6	7.06%
Not engaged as employers but rather as employees	72	84.70%
Total	85	100%

Table 5

Table 5 exhibits The Graduate Tracer Study respondents in terms of currently engaged as employers are 7 respondents from BSBA-FM and 6 respondents from BSBA-MM and 72 respondents have no answers respectively.

1.2 Distribution of Currently employed and unemployed

BSBA Programs	Employed/Unemployed	Frequency (n=85)	Percentage (%)
	Currently employed	48	57%

BSBA-Financial Management	Currently unemployed	2	2%
	Currently employed	30	35%
BSBA-Marketing Management	Currently unemployed	5	6%
	Currently employed		
Total		85	100%

Table 6

Table 6 reveals Graduate Tracer Study respondents in terms of currently employed and unemployed, from BSBA-FM, 48 are currently employed and 2 are not employed. From BSBA-MM, 30 are currently employed and 5 are not employed.

1.3 Distribution of graduate tracer study by employment status.

BSBA Programs	Type of Employment	Frequency (n=85)	Percentage %
A) BSBA-Financial Management	Regular or Permanent	22	44%
	Temporary or Probationary	2	4%
	Casual or Contractual	8	16%
	Self-Employed	13	26%
	Sub-total	45	90%
	<i>Unemployed</i>	5	10%
B) BSBA-Marketing Management	Regular or Permanent	16	45.71%
	Temporary or Probationary	0	0%
	Casual or Contractual	8	22.85%
	Self-Employed	4	11.43%
	Sub-total	28	80%
	<i>Unemployed</i>	7	20%

Table

Table 7 reveals that most of the FM and MM graduates had a regular or permanent status on their employment with 22 or 44% of FM and 16 or 45.71% of MM followed by 2 or 4% of FM as Temporary or Probationary. The rest are casual or contractual of FM are 8 or 16% and MM are 8 or 22.85%, self-employed from FM are 13 or 26% and MM are 4 or 11.43%.

1.4 Major line of Business or Employer

Major Line of Business or Employer	Graduate Tracer Study Frequency, Percentage and Ranks					
	BSBA-Financial Management		Ranks	BSBA-Marketing Management		Ranks
	Frequency	Percentage		Frequency	Percentage	
	N=50	%		N=35	%	
1. Electricity, Gas and Water Supply	2	4%	5	1	2%	7
2. Construction (Office Jobs)	3	6%	4	2	6%	6
3. Wholesale and Retail Trade, repair of motor vehicles, motorcycles and personal and household goods	10	20%	2	10	28%	1
4. Hotels and Restaurants	6	12%	3	3	8%	5
5. Financial Intermediation	17	34%	1	4	10%	4
6. Real State, Renting and Business Activities	2	4%	5	4	12%	3
7. Education	1	2%	6	1	4%	7
8. Health and Social Work	2	4%	5	3	8%	5
9. Community, Social and Personal Service Activities	1	2%	6	2	6%	6
10. Other line of business or	6	12%	3	5	16%	2

company (Government Agencies)				
Total	50	100%	35	100%

Table 8

Table 8 shows BSBA-FM and BSBA-MM graduates are currently employed in the business sectors of Electricity, Gas and Water Supply, Construction Firms, Wholesale and Retail Trade, repair of motor vehicles, motorcycles and personal and household goods, Hotels and Restaurants, Financial Intermediation, Real State, Renting and Business Activities, Education, Health and Social Work, Community, Social and Personal Service Activities and other line of business or company like in online jobs, Local Government Units and other government agencies.

Moreover, the BSBA-Financial Management graduates that are employed are ranked in this categories respectively, Rank one (1) Financial Intermediation, Rank two (2) Wholesale and Retail Trade, Rank three (3) Hotel and Restaurant and other line of business or company like in online jobs, Local Government Units and other government agencies, Rank four (4) Construction, Rank five (5) Electricity, Gas, Water Supply and Real Estate and in Rank six (6) Community, Social and Personal Service Activities.

In BSBA-Marketing Management graduates that are employed are ranked in this categories respectively, rank one (1) wholesale and retail trade, rank two (2) other line of business or company (government agencies), rank three (3) real estate, rank four (4) financial intermediation, rank five (5) hotel and restaurant, rank six (6) community, social and personal service activities and construction and in rank seven (7) electricity, gas, water supply and education.

Section 2. Describe the level of attainment of program educational objectives.

The two (2) programs of the Bachelor of Science in Business Administration Major in Financial Management and Marketing Management have passed the areas of Instruction for 4.22, extension of 4.00, linkages of 4.05, faculty development of 4.07 and a grand mean of 4.07. With this, the Level III status are granted for this programs effectivity or date of duration from June 1, 2023 to May 31, 2027. Summary of Ratings for both programs are shown below:

SUMMARY OF RATINGS:

BSBA -Financial Management and BSBA-Marketing Management	
AREAS	RATING
Mandatory:	
1. Instruction	4.22
2. Extension	4.00
Options:	
3. Linkages	4.00
4. Faculty Development	4.07
GRAND MEAN	4.07

Source: AACUP Technical Review and Recommended Board Action File

Table 9

Section 3. Ascertain the frequency and percentage of BSBA graduates of Financial Management and Marketing Management, who pursued post-graduate studies.

Post-Graduate Studies				
		Frequency N=85	Percentage %	Remarks
BSBA - FM	Master's Degree	3	6%	Currently Enrolled in their Master's Degree
	PhD Degree	1	2%	Currently Enrolled in Doctorate Degree
	No answer	46	92%	Currently employed or running a business
Total		50	100%	Total No. FM Graduates Respondents
BSBA-MM	Master's Degree	2	5.71%	Currently Enrolled in their Master's Degree
	PhD Degree	0	0%	No MM Graduate enrolled in Doctorate degree
	No answer	33	94.29%	Currently employed or running a business
Total		35	100%	Total No. MM Graduates Respondents

Table 10

Table 10 illustrates the percentage of BSBA graduates of Financial Management and Marketing Management, 3 or 6% of BSBA-FM alumni graduates are currently enrolled in master's degree, these graduates are enrolled at Nueva Vizcaya State University, Bayombong Campus and 1 or 2% is currently enrolled in doctorate degree who is currently enrolled in Japan International University. From BSBA-MM graduates, 2 or 5.71% are currently enrolled in master's degree, these graduates are enrolled here in the local Universities. Other respondents did not answer since they are currently on fulltime employment or running a business.

Section 4. Ascertain the number of BSBA graduates of Financial Management and Marketing Management who received recognition.

Local and International Recognitions			
		Frequency N=85	Percentage %
BSBA-FM	Local	12	14.11%
	International		

	International	0	0%
BSBA-MM	Local	9	10.59%
	International	0	0%
	No answer	64	75.30%
Total		85	100%

Table 11

Table 11 describes in terms of local and international recognitions, twelve (12) BSBA-Financial Management alumni graduates respondents and nine (9) BSBA-Marketing Management alumni graduate respondents have received local awards such as With Honors (cum laude) and Dean's lister Award, no graduate respondent have received an international award, and sixty four (64) graduate respondents have no answers on this part.

Section 5. Ascertain the feedback from employers regarding the work performance of the BSBA-Financial Management and Marketing Management graduates.

The employers of the BSBA-Financial Management and Marketing Management graduates are given an evaluation form regarding their work performance, the Evaluation form is based from the Standard of Instruction and Alumni affairs of the College. This form is a rating scale on the different basic skills acquired and develop during their college years and in curriculum such as communication skills, interpersonal skills, organizational skills and management skills.

5.1 Bachelor of Science in Business Administration – Financial Management

BASIC SKILLS AND COMPETENCIES FROM THE CURRICULUM OF BSBA -FM	FREQUENC Y	RANK
1) COMMUNICATION SKILLS	220	3
2) INTERPERSONAL SKILLS	230	2
3) ORGANIZATIONAL SKILLS	250	1
4) MANAGEMENT SKILLS	235	4

Table 12

Table 12 describes feedback from employers regarding the work performance of the BSBA-Financial Management alumni graduates' respondents have fulfillment into Organizational in rank one (1) Interpersonal Skills in rank two (2), communication skills in rank three (3) and management skills in rank four (4).

5.2 Bachelor of Science in Business Administration – Marketing Management

BASIC SKILLS AND COMPETENCIES FROM THE CURRICULUM OF BSBA -MM	FREQUENCY	RANK
5) COMMUNICATION SKILLS	135	2
6) INTERPERSONAL SKILLS	132	3
7) ORGANIZATIONAL SKILLS	130	4
8) MANAGEMENT SKILLS	150	1

Table 13

Table 13 describes the feedback from employers regarding the work performance of the BSBA-Marketing Management alumni graduate's respondents have fulfillment into Management Skills in rank one (1), communication skills in rank two (2), interpersonal skills in rank (3) and organizational skills in rank four (4).

However, there is no feedback from employers in overseas due to limited time to wait for their response.

Narrative Evaluation: (Over-all impression about the BSBA- Financial Management and Marketing Management Graduates):

The Bank of the Philippines Islands-Solano Branch BSBA-Financial Management graduates are always on time, never leave early and adhere to all company break times. They are well groomed and proven to be a reliable on the job training by arriving each day prepared to tackle your work with a positive attitude. Also, they are detail-oriented and are appreciated on how they share knowledge about the latest trends in the business. (Tagalog translation: Ang mga BSBA-Financial Management graduates mula sa NVSU ay maayos manamit, maagap, masipag at marunong sumunod sa mga panununtunan ng Bangko.)

The Provincial Local Government Unit of Bayombong, NV-BSBA-Financial Management graduates performs their job well, multitasking, disciplined and always willing to learn from their superiors. (Ilocano Translation: Iti CBE graduates kit nagagit, disiplinado ken nalaing maki-trabaho panggib ti opisina.)

The Producers Savings Bank Corp.- Bayombong Branch- The CBE-FM graduates are good performers in terms of doing bookkeeping, filing and other office tasks but they need more training.

The Savemore Supermarkets of Solano and Bayombong BSBA-Marketing Management graduates is habitually punctual, stays after shift to complete work in the business operations, motivated, good team, player, always dresses, acts and speaks in a professional and appropriate manner; they are very dependable. Overall high quality of work, has enthusiasm for work and assignments; displayed aptitude and willingness to learn.

The Centro Department Store- Solano, NV- BSBA-Marketing Management graduates are efficient and with positive attitude, very friendly to their co-workers but sometimes not listening to their supervisors but they can be trained.

The Local Government Unit – Santa Fe, Nueva Vizcaya-BSBA Marketing Management graduates performs their office jobs well, multitasking, disciplined to do fieldworks and always

willing to learn. (Ilocano Translation: Ti Marketing Graduates ti CBE kit maabilidad, nasirib nga agtrabaho kit mayat da agaramid ti nagadu ti maysa nga tiempo.)

Section 6. Ascertain the number and percentage of prominent BSBA-FM and MM graduates who have outstanding contributions in the field.

6.1 and 6.2 Bachelor of Science in Business Administration major in Financial Management and

BSBA COURSES	Frequency N=85	Percentage %
BSBA-FM	6	7%
Did not respond	44	52%
BSBA-MM	4	5%
Did not respond	31	36%

Marketing Management alumni graduates who have outstanding contributions in their field.

Total	85	100%
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Table 14

Table 14 reveals BSBA majors in Financial Management and Marketing Management alumni graduates who have outstanding contributions in their field, six (6) respondents are from BSBA-Financial Management and four (4) respondents are from BSBA-Marketing Management and the rest do not have response. Their outstanding contributions are in their respective workplaces that they have achieved an excellent performances and triumphed of an awards.

Section 7. Ascertain the reason why some BSBA-Financial Management and BSBA-Marketing Management graduates are not yet employed.

Reasons why some BSBA graduates are not yet employed	Frequency	Rank
a. Advance or further study	0	5
b. Family concern and decided not to find a job	4	4

c. Health-related reason (s)	3	4
d. Lack of work experience	1	2
e. No job opportunity	1	1
f. Did not look for a job	2	3
g. Other reason (s)	1	4

Table 15

Table 15 describes the following reasons why some BSBA graduates are not yet employed. No job opportunity, lack of work experience and did not look for a job were on the top three level of reasons. Family concern and decided not to find a job, health-related reasons, other reasons and advanced or further study were on the fourth and fifth. With this, The Dean, faculty and the college administration found this as a gaps and challenges and would make this reasons as part of the revisions and enhancement of the prospectuses of Financial Management and Marketing Management. In addition to this, this is a big count to make them eligible, qualified and become one of the best candidates for the positions they will apply in their future.

5. Conclusions and Recommendations

Conclusions

Based on the findings revealed in this study, the following conclusions were derived:

1. Most of the BSBA Financial Management and Marketing Management graduates that are respondents are aged 22-25 and mostly are female. Majority of them are employees, few of them are engage as employers. The rate of employment is high exceptional, casual or contractual and self-employed are unnoticeable as to the unemployed is very minimal.
2. The BSBA-Financial Management graduates that are respondents are employed in this categories and ranked respectively, (1) Financial Intermediation, (2) Wholesale and Retail Trade, (3) Hotel and Restaurant and other line of business or company like in online jobs, Local Government Units and other government agencies, (4) construction (office jobs), (5) Electricity, Gas, Water Supply and (6) Real Estate and in (7) Community, Social and Personal Service Activities. While, the BSBA-Marketing Management graduates that are respondents are employed in this categories and ranked respectively, (1)Wholesale and retail trade, other line of business or company (government agencies), (2) real estate, (3) financial intermediation, (4) hotel and restaurant, community, social and personal service activities and (5) construction companies (office positions) and in (6) electricity, gas, water supply and (7) education.
3. The BSBA-Financial Management and BSBA-Marketing Management have attained level three (3) accreditation status with a grand mean of 4.07 in terms of Instruction, Extension, Linkages and Faculty Development.
4. Very few graduates who pursued postgraduate studies in local and international universities.
5. Few graduates have received both local and international recognition.
6. Feedback from employers regarding the work performance of the graduates of Financial Management and Marketing Management are excellent in terms of the high-quality of work, team effort, multitasking, willing to learn in actual business perspectives.

7. Few numbers of prominent graduates who have outstanding contributions in the field. Their outstanding contributions are in their respective workplaces that they have excellent performance and triumphed of an award.
8. The reasons why some BSBA graduates that are not yet employed have no job opportunities, lack of work experience and did not look for a job due to their budget constraints and etc.

Recommendations

In the light of the findings and conclusions derived from this study, the following general recommendations are highly advanced:

1. The BSBA-Financial Management and Marketing Management curriculum are working towards the achievement of excellence and quality that results to very high of employability, However, the curriculum should strengthen on producing financial management and marketing management executives and employers. Financial Management graduates should consider employing in industries like real state, renting and business activities, community, social and personal Service Activities and education. Marketing Management Graduates should also consider employing in this industries like hotel and restaurant (office jobs), community, social and personal service activities and construction companies (office positions) and in electricity, gas, water supply and education. Also, these job categories are aligned to the programs of financial management and marketing management that have competitive salaries and good working environment to attain more number in terms of employment of the graduates.
2. The Financial Management and Marketing Management programs should include in its curriculum development the student's vast opportunities regarding their academic performances such as involvement in national competitions, participation in their national organizations such as JFINEX and PJMA and other activities here and in abroad to gain more recognition.
3. There should be feedback from the employers of Financial Management and Marketing Management graduates from abroad. This would help with the improvement of the curriculum and other program activities.
4. The curriculum should also create more on-the-job training centers for example international private entities and non-government to gain work experience and contributions to their field of expertise.
5. The BSBA-Financial Management and Marketing Management Graduates should be encouraged to join free trainings and seminars and job fairs provided by the NVSU-CBE, government agencies and private entities that would add to their resume or portfolio for more job opportunities.

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