



**PLACEMENTS AND SUSTAINABILITY PROGRAM OF BUSINESS COURSES IN SELECTED
HIGHER EDUCATIONAL INSTITUTIONS IN METRO MANILA: BASIS FOR ACADEMIC AND
INDUSTRY PARTNERSHIP PLAN**

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Abstract

The present professional climate for graduates is very volatile, owing to the unpredictability of corporate restructures, technological advancements, outsourcing, and remote working, among other factors. This new professional context has prompted a philosophical rethinking of what constitutes acceptable employability learning. Due to restrictions imposed by the COVID-19 epidemic, many students doing professional placements and internships were forced to leave their actual location of employment. Some students completing professional experiences lost their orders, while others accepted job arrangements that required them to work remotely online. Work readiness and preparedness played a vital role in today's pandemic since it influences graduate success in the workforce. Many businesses want to hire new graduates because they believe they will bring new and innovative ideas to the company, but it is essential that the graduates be work-ready and prepared to do the job properly. The business provides work preparation and pre-employment training to freshly graduated employees. Furthermore, as the professional world moves toward a more flexible working arrangement that may include a remote workplace environment mixed with an office environment, this paper examines the potential benefit of their experiences in terms of being more capable in online work skills as a result of remote working.

Keywords: Employability, Sustainability, Internship, Placements, Partnership, Training, Industry.

INTRODUCTION

Academic sustainability for the sake of economic prosperity is becoming more vital nowadays. It is economically sound to state that global competitiveness necessitates a significant level of engagement by graduates in favor of placements and a long-term program at every educational institution. The pursuit of sustainability goals requires daily dedication on the part of all persons.

Achieving success in higher education used to be judged on how much knowledge and skills students had gained while enrolled in the school. In time, however, the phenomena of globalization and the large number of new jobs created in the industries have changed things to such an extent that an entirely new approach to higher education can be observed, one that consists in providing campus placement as the final component of higher education service. In today's society, providing successful students with on-campus work is increasingly considered a must, and colleges are evaluated based on the number of successful job placements they provide on-campus during the year, as well as the average wage they pay.

Every institution, school administration, OJT/internship advisor, and academic instructor should have employment of graduates as a top priority on their bucket list of priorities. The job placements of business graduates in a changing working environment are being investigated in order to determine the deeper significance of their professional lives in the sector. More specifically, job placements need the implementation of a sustainability program to guarantee that graduates adhere to the right curriculum while on internship.

Higher education and industry, which have traditionally operated in separate realms for a long time, are rapidly coming closer together in order to foster synergies and collaborations. As a result of the increased uncertainty that exists across many industries today, the constantly developing paradigms have compelled these two to work together to solve their problems. These arose as a result of the fact that universities are no longer just responsible for teaching, but also for programs of study and extension that require links or partnerships. Higher education institutions not only contribute to the development of professional human capital in the workplace, but they also provide assistance in a variety of intangible ways. It is critical for any educational institution to form partnerships in order to reduce the need for physical resources (such as buildings, houses, laboratories, etc.); to ensure the availability of training and employment opportunities for students and graduates; to increase the versatility of curricular offerings in order to meet the needs of corporations; and to

establish a credible institutional profile. Likewise, the industry collaborates with colleges to fill positions such as new employees, management, and other people needs. Such collaborations can include industry executives and managers participating in the development or modification of new or existing curricula, industry consultants serving as academic teaching speakers, industry building vocational training, and industry managers or supervisors serving as members of the university faculty, among other things.

In order to obtain this, the objective of the Higher Educational Institutions (HEIs) and its administration play a critical role in the development of their graduates' economic systems, which should be based on the dissemination of knowledge and innovation, the promotion of a more resource-efficient economy, and the promotion of competitiveness in their place of employment.

Job placements and internships, according to an academic expert, have a significant impact on employability skills and are thus important factors in determining industrial employment. The availability of placements, on the other hand, is, to put it bluntly, inconsistent.

The study's objective is to engaged in a well-mannered strategy for long-term collaboration that can extend a variety of methods, build internal capability, and design policies around partnership to assure continuity. Effective partnerships programs will adapt to current trends in recruiting and selection and will combine programs that assist business graduates in establishing economic opportunities. Thus, sustainability is concerned with meeting present demands without jeopardizing future generations' capacity to meet their own.

MATERIALS AND METHODS

The study put a greater emphasis on the use of quantitative research designs. The survey research design is also incorporated in the study to identify the procedure used in which researcher administer a survey to entire population of the people to describe the opinions, behaviors, or characteristics of the population. The importance of survey research design is a fact finding as it provides a great deal of accurate information. Using survey research design to administer the data needed is a powerful tool to gather all the information needed by the study. A population commonly contains too many individuals to study conveniently; it is therefore restricted to 300 respondents. The sample populations utilized in the study were 80 school administrators; 244 students and 69 industry partners. The used of purposive data sampling is observed in the study.

And a constructed survey questionnaire thoroughly examined by the expert panelists and properly approved by the research adviser. Identified the schools willing to cooperate in the conduct of the survey. Identified the industry respondents that are willing to provide the data needed by the study. The approved survey questionnaire is personally distributed by the researcher to the selected respondents. The survey questionnaires were retrieved, tabulated and analyzed all of the data from the survey forms.

RESULTS AND DISCUSSION

The Placement and Sustainability Program of Business Course in Terms of the following:

Objective

Rated by the respondents with an overall weighted mean of 4.31 school administrators. The industry partners rated 4.21 or verbally interpreted as Excellent; and student with a total weighted mean 4.16 or verbally interpreted as Very Good. The composite result has a grand mean of 4.22 or Excellent which shows that the respondents complied with the objectives of institutions and industry partners for the welfare of the student who performed On the Job Training (OJT). To equip today's students to become tomorrow's entrepreneurs, employees, or researchers to improve the world, it is imperative that colleges combine industry participation with traditional classroom instruction.

Administration

The grand mean of 4.11 or Very Good, was obtained from school administrator 4.23 or excellent; the industry partners obtained a total weighted mean of 4.04 or Very Good; and students obtained is rated 4.06 or verbally interpreted as Very Good. An internship serves as both the culmination of one's academic career and a first introduction to the challenges of taking on new responsibilities in educational leadership.

Planning

The response of the respondents shows that the plan is implemented with a grand mean of 3.98 or verbally interpreted as Moderately Observed. The school administrator obtained an overall weighted mean of 3.94 or verbally interpreted as Very good. The industry partner is rated with a weighted mean of 4.012 or very good; and the student obtained a total weighted mean of 3.98 or interpreted as Very Good. Planning is a managerial role that entails identifying objectives and determining a course of action to achieve those objectives. Planning allows industry, academics, and student interns to be aware of current environmental circumstances and foresee future situations.

Industry Employment

The responses of the respondents with a grand mean of 4.12 or verbally interpreted as Very Good. The

observation made by the school administrator that obtained a weighted mean of 4.14 or Very Good established the result that industry partners pushes to conduct job fair in the institution. The responses of the industry partner of 4.19 or Very Good pointed out that offers job opportunity for the student intern. And the observation of the student that obtained a weighted mean of 4.04 Very Good shows that student was encouraged to attend training program provided by the industry partner. The term "industry employment" is used categorically by employers in the industry, especially when looking for more workers who have the requisite skills for the job at hand.

Support

The responses of the respondents with a total grand mean of 4.09 or very good shows that support of industry partner and the school administrator in persuading the student to attend the meetings about internship program. The school administrator obtained an overall weighted mean of 4.14 or Very good. The industry partner is rated with an overall weighted mean of 4.16 or very good; and the students obtained an overall weighted mean of 3.98 or very good. Persuading the students to do good and performed well while completing his/ her number of hours in the industry may have the possibility that the industry might take the intern part of the industry after graduation.

Marketing

The response of the respondents with a grand total of weighted of 3.87 or very good, indicates that after the creation of partnership program between the industry partner and the institution, the latter can showcase the student performance to the industry base on the evaluation result. The school administrator obtained an overall weighted mean of 3.75 or very good; the industry partners is rated with an overall weighted mean of 4.13 or very good and the students obtained an overall weighted mean of 3.72 or Very Good. In developing nations, employability has received a lot of attention, particularly the enhancement of students' employability, which is stated as a significant objective in university curriculum where employability is listed as a fundamental purpose.

Sustainability

The responses of the respondents with a total grand mean of 4.01 or verbally interpreted as Very Good shows that problems were being addressed by the group of respondents. The school administrator is rated with a total weighted of 3.96 or very good; the industry partners obtained a weighted mean of 4.15 or very good, and the students shows a good response of 3.91 or verbally interpreted as Very Good. The sustainability program is designed to connect students with alumni and alumni with other alumni, and those connections can be powerful. Students and graduates have many reasons for taking advantage of their college alumni organization, including the chance to give back to their alma mater.

Monitoring and Evaluation

Rated with a grand weighted mean of 4.16 or very good the responses of the respondents such as the school administrator obtained an overall weighted mean of 4.22 or verbally interpreted as Excellent, the industry partners shows good result with an overall weighted mean of 4.13 or very good and the students is rated with an overall weighted mean of 4.12 or very good. Throughout the internship, the university adviser offers his or her assigned intern both group and individualized help. The adviser encourages ongoing reflection so that the interns may have a greater knowledge of the values and presumptions they bring to these positions, as well as of their own leadership practices and styles and the relationships between values, styles, and practices. As to the significant difference of the assessment of three groups of respondents on the placements and sustainability program of business courses in selected higher educational institutions.

The results show that the computed F-values are lower than the critical value. Hence, there are no significant differences on the placement and sustainability program of business courses as assessed by school administrators, industry partners, students. Therefore, the hypothesis is accepted.

As to the assessment of the status of employability of graduates of business courses.

The result shows that the status of business graduates employability obtained with a total grand mean of 3.96 or verbally interpreted as Agree. The school administrators rated with an overall weighted mean of 3.91 or agree, the industry partners obtained an overall weighted mean of 4.01 or agree, and the students obtained an overall weighted mean of 3.97 or Agree. Student experiences from industry partners provide undergrad students with the opportunity to enter the profession after graduation. Student interns will benefit from their experiences to become more employable after graduation. Thus, employability entails more than simply obtaining a job; it is about a wider set of abilities and traits that will enable a student to be competent during their employment.

As to significant relationship between the placements and sustainability program for business courses in selected Higher Educational Institutions and the employability of graduates.

The result shows that the computed r-values have significant relationship between the Placements and Sustainability Program such as: sustainability, monitoring and evaluation, support, industry employment,

planning and administration for Business Courses in Selected Higher Educational Institutions and the Employability of Graduates. Therefore, the hypothesis is rejected, except the computed r-value of objectives has no significant relationship between placement and sustainability program for business courses in selected higher educational institutions and employability of graduates. Therefore, the hypothesis is accepted. The assessment of the hindering and facilitating in the implementation of placements and sustainability program of business courses in selected Higher Educational institutions in Metro Manila.

The responses of the respondents obtained a weighted mean of 3.90 or verbally interpreted as Encountered. The school administrator is rated with an overall weighted mean of 3.89 or encountered; the industry partners obtained a total weighted mean of 3.95 or encountered, and the students response obtained a total weighted mean of 3.47 or encountered. The accessibility of the school website for the job vacancy in the industry rank 1.

The proposed academic and industry partnership plan is composed of activities that establish better linkages and relationship among industry partners employees.

The proposed academic and industry partnership plan found suitable, acceptable and feasible.

Conclusions

Based on the findings of the study, the following conclusions are drawn:

The placements and sustainability program of business courses in selected Higher Educational Institutions in Metro Manila such as: objectives, administration, planning, industry employment, support, market, sustainability and monitoring and evaluation found Very Good.

Among school administrators, industry partners and students have parallel assessment on the placements and sustainability program of business courses in selected Higher Educational Institutions in Metro Manila.

The status of employability of graduates of business courses have satisfactory met the requirements of the industry.

Among the placements and sustainability program of business courses in selected Higher Educational Institutions in Metro Manila such as sustainability, monitoring and evaluation, marketing, support, industry employment, planning and administration have relationship with employability of graduates except the objectives.

The hindering in the implementation of placements and sustainability program of business course is the failure of the OJT teacher to keep a record of the students and the address of the workplace, as well as the failure of the teacher-in-charge to conduct visitation, are the factors that have hindered the implementation of placements and the sustainability program of the business course, respectively.

The facilitating in the implementation of placements and sustainability program of business courses in selected higher educational institutions in Metro Manila, when a student is given the opportunity to develop his or her abilities in the business world.

The proposed Academic and Industry Partnership Plan model may inspire respondents' industry partners, school administrators, and students to develop an effective partnership plan that meets the requirements of all stakeholders.

The proposed action plan has satisfactorily fulfilled the suitability, acceptability and feasibility of the three groups of respondents.

Recommendations

Based on the findings and conclusions presented, the following recommendations are suggested:

School administrators need to establish strategic, long-term and productive collaborations by enhancing partnerships that focus the educational institution's creativity and talent on future innovations that can be taken to market by industry and deliver both benefits such as nurturing life-ready and job-ready graduates, and development of resilient and sustainable organization through improved operations.

Industry partners involvement in many ways beyond offering internships and co-op experiences that includes funding undergraduate scholarships and graduate research fellowships, provide access to faculty, funding research and hands-on to advance technology, student mentoring and partnering in an institute to help steer technology development, and participation in informational career events for students.

Students/Graduates strengthen the alumni network by participation in career services that will understand the right "fit" and able to match employers' current job demands.

Among school administrators, industry partners, internship coordinators and graduates a joint recognition on the competitiveness of the current jobs market by reviewing and updating curriculum that allows to incorporate the academic theory and class-based teaching to real world scenarios and live business projects to business students.

Develop an online database where more information available particularly the costs and benefits to

industry partners by providing work experience and work placement opportunities like resources involved in monitoring and controlling internship, and contribution to the workload as well as the extent to which placements build a talent pipeline.

Adopt and implement the academic and industry partnership plan.

Further enhancement of academic and industry partnership plan periodically in order to fully satisfied among stakeholders.

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