



A Tracer Study on the Employability of the Graduates of BSBA Marketing Management: Basis for Curriculum Enhancement

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ABSTRACT

This study examines the career trajectories and employment patterns of graduates from Rizal Technological University (RTU) who obtained a bachelor's degree in business administration with a specialization in marketing management. Data was collected through a survey questionnaire administered to 527 identified graduates of Marketing Management from RTU's Mandaluyong and Pasig campuses, employing a quantitative descriptive study methodology. The questionnaire addressed graduate profiles, program selection rationales, employability data, college competencies, and the relevance of current roles to marketing sectors. Demographic data has revealed a gender imbalance favoring women, along with a significant proportion of single individuals. This study indicates that numerous graduates secured employment within six months of graduation, reflecting a high level of employability among them. Over time, notable career advancements were observed, illustrating the program's effectiveness in promoting professional growth. Graduates prioritized critical thinking, problem-solving, communication, and interpersonal skills in their initial employment. Tailored professional development programs should address the diverse needs of students, while curriculum enhancements should focus on advancing disciplines such as sales, customer service, account management, sales promotion, and advertising. Enhancing practical skills is advisable, and fostering robust industrial partnerships is recommended to improve graduates' employability. This tracer study offers valuable insights by proposing curricular improvements to align graduates' competencies with industry requirements. Educational institutions can adequately address industry demands by using these strategies to ensure graduates are well-prepared for successful jobs in marketing management. Subsequent research initiatives explore innovative facets and adapt to the evolving market demands.

RESUMO

Este estudo examina as trajetórias de carreira e os padrões de emprego de graduados da Rizal Technological University (RTU) que obtiveram o diploma de bacharel em administração de empresas com especialização em gestão de marketing. Os dados foram coletados por meio de um questionário de pesquisa aplicado a 527 graduados identificados em Gestão de Marketing dos campi Mandaluyong e Pasig da RTU, empregando uma metodologia de estudo descritivo quantitativo. O questionário abordou perfis de graduados, justificativas de seleção de programas, dados de empregabilidade, competências universitárias e a relevância das funções atuais para os setores de marketing. Os dados demográficos revelaram um desequilíbrio de gênero que favorece as mulheres, juntamente com uma proporção significativa de indivíduos solteiros. Este estudo indica que muitos graduados conseguiram emprego dentro de seis meses após a formatura, refletindo um alto nível de empregabilidade entre eles. Com o tempo, foram observados avanços notáveis na carreira, ilustrando a eficácia do programa na promoção do crescimento profissional. Os graduados priorizaram o pensamento crítico, a resolução de problemas, a comunicação e as habilidades interpessoais em seu emprego inicial. Programas de desenvolvimento profissional personalizados devem atender às diversas necessidades dos alunos, enquanto os aprimoramentos curriculares devem se concentrar no avanço de disciplinas como vendas, atendimento ao cliente, gerenciamento de contas, promoção de vendas e publicidade. É aconselhável melhorar as competências práticas, recomendando-se a promoção de parcerias industriais sólidas para melhorar a empregabilidade dos diplomados. Este estudo traçador oferece informações valiosas ao propor melhorias curriculares para alinhar as competências dos graduados com os requisitos do setor. As instituições educacionais podem atender adequadamente às demandas do setor usando essas estratégias para garantir que os graduados estejam bem preparados para trabalhos bem-sucedidos em gerenciamento de marketing. Iniciativas de pesquisa subsequentes exploram facetas inovadoras e se adaptam às demandas do mercado em evolução.

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Introduction

In the contemporary, dynamic economy, a nation's economic progression is significantly contingent upon its human capital, encompassing the knowledge and skills of its populace. These criteria continually evolve due to external factors, technical advancements, and globalization (Hassard et al., 2008; Ramírez, 2014). Higher education institutions are vital in addressing the increasing need for highly qualified workers through their teaching, research, and outreach programs (Gines, 2014).

Graduates' employability and contributions to the labor market are significantly influenced by the quality of their education and the competencies acquired. Empirical research has revealed deficiencies in graduates' general and specialized competencies, including problem-solving, teamwork, and communication (Robinson & Garton, 2007; Gines, 2014). Ethiopia has expressed apprehensions over the quality, substance, and relevance of study programs, and the alignment of graduate skills with societal demands (Van Deuren et al., 2016; Ashcroft, 2010).

The major objective is to ensure the employability of graduates from higher education institutions. Employability assesses the effectiveness of educational institutions in equipping graduates with the knowledge and skills required by employers. This is increasingly significant in developing nations as work opportunities are surpassed by population growth (Ramirez et al., 2014). Employability is considered an indicator of educational efficacy and the economic value individuals have attained (Navarro et al., 2003).

Tracer studies are essential evaluative instruments as they monitor the outcomes of educational programs and provide critical insights for effective interventions (Millington, 2003). Typically conducted via graduate surveys, these studies yield quantifiable data regarding employment, career trajectories, and professional experiences (Schomburg, 2003). Higher education institutions face increasing pressure to ensure graduates' competitiveness in the global marketplace.

Tracer studies evaluate the efficacy of curricula and the adequacy of training, enabling programs to adjust to market demands and guiding policy decisions by regulatory bodies such as the Commission on Higher Education (CHED) (Quario, 2004; Ramirez et al., 2014). Investigations of employment outcomes and graduation attributes contribute to the enhancement of the curriculum (Campos et al., 2011). Tracer studies retain their significance and function by allowing educational institutions to adjust their courses following evolving student needs.

In response to industry demands, Philippine higher education institutions, particularly Rizal Technological University (RTU), have modified their curricula according on tracer study findings, incorporating new courses and competencies (Tutor et al., 2019). Research on the Bachelor of Science in Business Administration with a major in Marketing Management at

RTU illustrates that tracer studies are essential for monitoring graduates' employment status and informing curriculum enhancements.

This study aimed to monitor the job circumstances of graduates and assess their impressions of the Marketing Management major within the RTU Bachelor of Science in Business Administration program. The primary objective was to collect data that may be employed to improve the curriculum of the Marketing Management Department. The research questions encompassed several topics, including gender, marital status, academic major, graduation year, and campus profiles of BSBA-Marketing Management alumni.

The study evaluated employability for initial and current positions, identified college competencies relevant to first jobs, investigated the motivations behind graduates' pursuit of a BSBA in marketing management, and solicited suggestions for curriculum improvement based on the findings. The research sought to gather pertinent data for curriculum enhancement and elevate marketing management graduates' entire educational experience.

Literature Review

Theoretical Framework. This tracer research is based on the USEM employability model. Employability, as described by Knight and Yorke (2002), comprises a set of achievements, skills, knowledge, and personal attributes that enhance graduates' prospects of securing work and attaining success in their selected careers. Wilson (2013) contends that higher education institutions must enhance students' employability skills and generate successful graduates. Incorporating employable skills into the curriculum is deemed essential for students' academic success.

The USEM model facilitates curriculum reflection, fosters the development of efficacy beliefs and metacognition through assessment opportunities, and enhances a graduate's capacity to transfer knowledge to the workplace (Knight & Yorke, 2002). The model's components integrate personality and learning factors alongside self-reflection processes and skills to enhance graduates' employability.

Philippine Commission on Higher Education. The Higher Education Act of 1994, known as Republic Act No. 7722, established the Commission on Higher Education (CHED). The commission was established as a component of a broader movement to improve the educational system at the time (Commission on Higher Education, 2020). A multitude of individuals have sought excellence, not only in academia but across all sectors.

CHED characterizes "quality" as the creation of a civilized society and the preservation of a sustainable educational environment, aligned with the organization's vision, mission, and goals, demonstrated by exemplary results in service and education (Miranda & Reyes-Chua, 2021). To achieve this purpose, Higher Education Institutions (HEIs) and State Universities and Colleges (SUCs) have been directed to enhance instructional quality through the incorporation of technology into the curriculum.

Outcomes-Based Education Outcome-Based Education (OBE) is an educational framework that contests the conventional classroom model where the instructor controls the distribution of knowledge and information. Conversely, OBE prioritizes measurable and observable outcomes (Glavin, 2018). At this point, the instructors take on the role of facilitators, allowing the students to do tasks typical in professional settings. Continuous reforms, including Outcome-Based Education (OBE), are instituted to ensure resource mobilization and cost efficiency (Paqueo et al., 2012).

BSBA Graduates and the Industry. The concept of employability for BSBA graduates relates to the skills acquired during their academic tenure that affect their motivation to pursue employment, impacted by diverse social, economic, and cultural aspects. These characteristics significantly influence employment, personal life, health, and unemployment (Macalalad et al., 2016).

A critical factor in a university's effectiveness in delivering education is the employability of its graduates; hence, a significant amount of its efforts is dedicated to assuring quality. Competency is an all-encompassing notion that includes the fundamental components necessary to achieve the desired performance level in a particular domain: knowledge, skills, attitudes, values, and behavior (Morris et al., 2013). Competency, as described by Miller et al. (2012), refers to "the knowledge, abilities, and attitudes necessary for successful job performance."

The phrases "professional" and "generic" are utilized in the characterization of personnel competencies. Professional competencies refer to the specialized knowledge and skills required for a particular employment position. Conversely, generic skills refer to social and psychological abilities that influence an employee's behavior in the workplace. These qualities encompass proficient communication, problem-solving, and conflict resolution (Gawrycka et al., 2019).

Graduating students of the BSBA degree, or any program, depend significantly on their institutions' curricula, which provide essential skills for professional success.

Curriculum Enhancement. Modifications are executed to enhance student learning, engagement, experience, and overall results (University of Reading, 2019). In the Philippines, higher education institutions have consistently participated in curriculum enhancement and evaluation as integral components of their quality assurance and accreditation procedures. The accreditation of curricular programs in the Philippines, particularly for state universities and colleges, is governed by the Accrediting Agency of Chartered Colleges and Universities in the Philippines (AACUP), Inc. (Corpus, 2021). The accreditation organization is evaluating programs that position RTU among the universities under examination. Wijngaards-de Meij and Merx (2018) contend that curriculum alignment is essential for achieving learning objectives in higher education; yet, practical obstacles frequently hinder its execution.

Development

The researchers employed a quantitative descriptive research approach to analyze employment data obtained from alumni of the marketing management program. The aim of this design was to provide a comprehensive representation of the job conditions, characteristics, and trends demonstrated by the participants. The data collection approach was conducted by a survey questionnaire distributed via Google Forms, a recognized way for obtaining insights from a specific group of respondents (Bhat, 2019).

The study involved 527 Marketing Management graduates from the Pasig and Mandaluyong campuses, chosen through a combination of convenience and selective sample methods. The researchers employed the primary list of Marketing Management grads to verify the qualifications of the respondents. Sex, marital status, year of graduation, employment status, and present occupation were included in the participant profiles. The majority of participants were graduates of Rizal Technological University from the classes of 2019 and 2023.

A modified version of the graduate tracer study survey instrument established by the Philippine Commission on Higher Education (CHED) was employed to collect data. The document comprises four sections: work information, educational background, graduate profiles, and post-college programs completed. The researchers constructed a thorough educational profile of Marketing Management graduates from 2013 to 2023 using the RTU Portal. They subsequently employed several social media sites to locate and engage with the grads.

The researchers distributed survey surveys using messenger and email. Upon data collection, the acquired information was carefully organized and distilled into tables and summaries for statistical analysis and interpretation. This comprehensive methodology ensures a thorough investigation of the job histories and characteristics of Marketing Management graduates from Rizal Technological University.

Initially, a gender disparity exists, with females constituting 72.30% of the group. The data reveals a higher female inclination to engage in this program, aligning with the general enrolment trend. A substantial majority of 93.83% of respondents identify as single, indicating a prevalent focus on career and personal development post-graduation. The under-representation of married and single-parent responses highlights that the majority are in the nascent phases of their careers.

Results

Profile of the Respondents.

The analysis of the consolidated table reveals notable patterns in the respondent characteristics within the Marketing Management program, Table 1.

Table 1.
Consolidation of Respondents' Profile

<i>Category / Variable</i>	<i>Frequency</i> (n=527)	<i>Percentage</i>
Sex		
Male	146	27.70%
Female	381	72.30%
Civil Status		
Single	495	93.83%
Married	28	5.32%
Single Parent (born a child but not married)	4	0.76%
Year Graduated		
2023	114	21.63%
2022	113	21.45%
2021 and 2020	28	5.32%
2019	173	32.85%
2018 and earlier	30	5.70%
Campus		
Mandaluyong (Main Campus)	421	79.89%
Pasig Branch	106	20.11%

Initially, there exists a pronounced gender disparity, with females comprising 72.30% of the cohort. The gender distribution indicates a greater propensity of females for this program, consistent with wider enrolment patterns. Concerning civil status, 93.83% of respondents are single, signifying a predominant emphasis on job and personal development following graduation. The limited representation of married and single-parent respondents underscores the predominant early career period of most individuals.

A substantial majority graduated in 2019 (32.85%), with a marked decrease in the cohorts of 2020 and 2021. This fall corresponds with the initial two years of senior high school program implementation in the Philippines, which commenced in 2016 (Mocon-Ciriaco, 2016), indicating a transitional moment for both institutions and students. The diminished enrolment and graduation rates during this period may indicate the adaptations and difficulties encountered by universities and higher education institutions, Table 1.

Ultimately, the campus distribution reveals a pronounced predominance of graduates from the Mandaluyong Main Campus (79.89%).

Reasons for Taking up BSBA Marketing Management. The study results provide valuable insights into the factors influencing students' decisions to pursue the Marketing Management Program course, focusing on the role of family influence, Table 2.

Table 2.
*Frequency and Percentage Distribution of the Respondents
According to the Reasons for Taking the course*

Reasons for Taking the Course	Frequency (n=527)	Percentage
High grades in the course	27	5.12
Good grades in high school	55	10.44
Influence of parents or relatives	187	35.48
Peer influence	66	12.52
Inspired by a role model	71	13.47
Strong passion for the profession	137	26.00
Prospect for immediate employment	99	18.79
Status or prestige of the profession	50	9.49
Availability of course offering	77	14.61
The prospect of career advancement	137	26.00
Affordable for the family	121	22.96
The prospect of attractive compensation	27	5.12
Opportunity for employment abroad	16	3.04
No particular choice	16	3.04
Overcoming the fear in front of a crowd	5	0.95
Related to the course wanted	5	0.95
Based on the NCAE result	5	0.95

**NCAE Stands for National Career Assessment Examination*

Table 2 reveals that a significant percentage of participants (35.48%) cited parental or relative influence as the primary reason affecting their decision to register in the Marketing Management Program. This finding aligns with previous studies, as Khatri and Periwal (2020) emphasize the significant and positive influence that family members exert on the profession decisions of Indian students.

The association established in the study by Kocak et al. (2021) among familial influence, academic fulfilment, self-efficacy in career decision-making, and overall contentment offers more evidence of the significant impact of family on work decisions. This illustrates that family is crucial in career selection and contributes to overall job happiness and well-being. The students' clear appreciation for family perspectives as a guiding principle illustrates a holistic approach that combines professional experience, academic endeavors, and familial connections.

The study revealed that 26% of respondents viewed a strong enthusiasm for marketing management and job progression as complementing factors in their decision-making process. This corresponds with the comprehensive viewpoint presented by Wagani and Marathe (2021), which asserts that several internal and external factors, including personal preferences, risk tolerance, and interests, influence an individual's job choice. Students who choose careers aligned with their interests and preferences typically experience enhanced fulfillment, contentment, and worth.

According to Nyamwange (2016), student interest is a significant factor in influencing job decisions. The research highlights the importance of making informed professional choices to attain personal fulfillment and contribute meaningfully to an organization's success. The Marketing Management Program indicates that students' interest for the field substantially impacts their selection.

Mao's (2021) study on finance and banking disciplines corroborates the idea that students make decisions based on employment opportunities and the perceived worth of a profession. This aligns with the perspective of the Marketing Management Program participants, who believe the course will improve their employment prospects, underscoring the importance of practical considerations in career decision-making.

The research findings underscore the intricate and varied dimensions of career decision-making, encompassing pragmatic elements such as job prospects, familial responsibilities, and personal preferences driven by passion.

Employability of the Graduate-Respondent. The data delineates the categorization of participants into two distinct groups: "Employed" and "Not Employed," along with their respective proportions and frequencies. An overwhelming majority—88.80% of the surveyed graduates—are employed. This research indicates that graduates of the BSBA Marketing Management degree possess abilities and skills that are highly valued by organizations, consequently enhancing their employment opportunities.

Saong et al. (2023) contend that academic preparedness is essential for enabling graduates' transfer into the workforce. Their research illustrates the relationship between graduates' satisfaction with their education and the suitability of university curricula. The findings demonstrate a robust association between program quality and employability outcomes, implying that graduates' superior employability arises from their sufficient academic preparation at both local and international levels, Table 3.

Table 3
*Frequency and Percentage Distribution of the Respondents
According to Employment Data*

Employed	Frequency (<i>n=527</i>)	Percentage
Yes	468	88.80
No	59	11.20

Tayco et al. (2022) underscore the importance of graduates' career successes and the value of their higher education and acquired skills. Their research suggests that a substantial part of the high employability rates of their graduates can be attributed to the curriculum's effectiveness in preparing students for careers pertinent to their academic fields. The findings indicate a robust association between the abilities gained in academic programs and the employment performance of graduates. This underscores the necessity of connecting educational outputs with industry requirements to improve employability.

Mainga et al. (2022) offer substantial insights into the perspectives of post-graduation employability among business students. Their research highlights the importance of soft skills in improving graduates' employability. The previously listed capabilities include problem-solving, learning, and communication. The findings indicate that although students demonstrate adequate academic and collaborative skills, there is potential for enhancement, especially in innovation, creativity, and conflict resolution—skills essential for thriving in today's dynamic labor market.

By correlating these data with the study table on the employability of BSBA Marketing Management degree graduates from RTU, one may infer that these individuals are likely well-prepared to enter the professional realm. The BSBA Marketing Management degree is linked to high job rates and increased student satisfaction levels. These findings correspond with the study papers' emphasis on the significance of academic preparedness, curricular relevance, and vital soft skills. The findings highlight the essential role of higher education institutions in improving graduate employability through skill development, effective curriculum design, and alignment with industry needs.

By leveraging this employment data, educators and curriculum designers may adjust their programs to meet the changing requirements of the labor market and guarantee that graduates have the requisite qualifications for fulfilling careers in marketing management.

The research highlights that 11.20% of the questioned graduates are currently unemployed. Understanding the variables leading to their unemployment may provide substantial advantages for curriculum enhancement initiatives aimed at aligning the program with industry requirements and improving graduates' job prospects (Hwang, 2017).

Table 4.
*Frequency and Percentage Distribution of the Respondents
 According to Employment Status*

Employment Status	Frequency (n=468)	Percentage
Regular or permanent	262	55.98
Temporary	33	7.05
Casual	28	5.98
Contractual	128	27.35
Self-employed	17	3.63

The data reveals that a significant percentage of participants (54.98%) attained steady or long-term work, indicating that numerous new graduates have effectively acquired job possibilities. Hallasgo & Taja-on (2023) and Buenviaje et al. (2015) illustrate the degree to which the BSBA Marketing Management curriculum prepares students with the abilities and skills valued by organizations. Permanent roles are common, highlighting the demand for business sector experts and illustrating the program's capacity to equip graduates for ongoing professional growth and success, Table 4.

The survey underscores the importance of contract work for new graduates, with 27.32 percent of respondents engaged in such employment. A substantial proportion of graduates obtain full-time employment, whereas a considerable chunk begins their careers on a contractual basis, possibly pursuing additional professional development options. These results correspond with the study of Mao et al. (2022), indicating that in reaction to the COVID-19 epidemic, graduates have altered their employment expectations and choices, increasing contractual employment and temporary non-working arrangements.

A lesser percentage of alumni are engaged in temporary, transient, or self-employed roles, which further illustrates the many career paths undertaken by BSBA Marketing Management graduates. Toogood (2018) posits that the self-employment of certain respondents may signify a propensity for entrepreneurship among specific individuals.

Given that a significant proportion of individuals obtained their degrees during the COVID-19 epidemic, it is essential to understand the wider contextual factors affecting career prospects. Mao et al. (2022) observe that the labor market has influenced both the supply and demand sides.

Notwithstanding these hurdles, the research illustrates the resilience and versatility of BSBA Marketing Management graduates who adeptly maneuver across diverse work prospects by incorporating contract, temporary, permanent, and self-employed roles.

The data reveals a diverse range of occupations that participants have undertaken, both in their initial post-graduation employment and their current professional roles.

A majority of respondents, specifically 77.99%, indicated that their first positions were in clerical occupations. This indicates that a significant proportion of graduates commence their careers in support or administrative roles within the workforce. This research suggests that clerical positions may serve as an advantageous entry point for BSBA Marketing Management graduates to acquire practical experience and provide a foundation for future career advancement, Table 5.

Additionally, a significant percentage of individuals, 14.96%, reported that their initial employment encompassed professional positions. This indicates that certain graduates secure positions requiring specific knowledge and skills pertinent to their field of study. These professional positions provide graduates the opportunity to apply their expertise and effectuate a positive influence in their respective industries immediately.

Moreover, 4.70% of respondents, or a lesser proportion, indicated that their initial employment was in managerial positions. This research demonstrates that some graduates choose supervisory or leadership roles early in their employment, demonstrating their ability to exhibit leadership potential and accept increased responsibility.

Additionally, a small segment of participants, 2.35%, said that their initial job was as independent contractors. Certain graduates possess an entrepreneurial inclination, indicating their aspiration to establish their own enterprises or pursue independent ventures post-graduation. Comparable trends are observed, but with slight variations, when examining the respondents' current job positions. 67.09% of respondents, being the majority, are currently employed in clerical roles. This indicates that although a significant proportion of graduates commence in clerical roles, many are employed in administrative or support capacities.

Table 5.
Frequency and Percentage Distribution of the Respondents
According to the Job Level Position

Position	First Job		Current Job	
	Frequency (<i>n=468</i>)	Percentage	Frequency (<i>n=468</i>)	Percentage
Clerical	365	77.99	314	67.09
Professional	70	14.96	93	19.87
Managerial	22	4.70	44	9.40
Self-employed	11	2.35	17	3.63

A greater proportion of respondents, namely 19.87%, are presently engaged in professional roles. This signifies a transition towards specialized positions necessitating higher skills and competence, mirroring graduates' career advancement and professional growth. A heightened proportion of respondents, constituting 9.40%, are presently engaged in managing roles. This indicates that when graduates acquire experience and proficiency in their disciplines, they are increasingly inclined to undertake leadership positions and managerial duties inside organizations. A modest yet significant proportion of respondents, constituting 3.63%, are presently self-employed. This signifies a persistent entrepreneurial ethos among graduates, with some choosing to engage in independent enterprises or launch businesses as their careers advance.

The variance between respondents' present job roles and their initial employment roles offers additional insights into the career advancement and mobility of RTU BSBA Marketing Management graduates. Examining these disparities elucidates the evolving nature of their professional paths and the elements affecting their career trajectories.

A discernible tendency is a transition towards more specialized and advanced positions in respondents' current employment relative to their initial jobs. A substantial number of graduates commence their careers in clerical occupations and then advance to professional roles over time. This indicates that graduates experience professional progression and skill enhancement, allowing them to get roles that better correspond with their academic qualifications and proficiency. There is a corresponding rise in the proportion of respondents presently occupying managerial roles compared to their first employment. This upward mobility signifies graduates' advancement into leadership positions and their capacity to undertake increased organizational responsibilities. This may suggest that graduates have acquired significant experience and cultivated leadership skills that render them suitable for managing roles as their careers progress (Hallasgo & Taja-on, 2023; Buenviaje et al., 2015).

Moreover, the percentage of respondents who are presently self-employed has risen in comparison to their first employment. This indicates an increasing propensity for entrepreneurship among graduates as they acquire experience and confidence in their capabilities (Toogood, 2018). This may suggest that certain graduates have embarked on entrepreneurial endeavors or founded enterprises, utilizing the skills and information gained from their BSBA in Marketing Management.

Data indicates that 98.08% of respondents are employed locally, whereas merely 1.92% are employed abroad. This constitutes the predominant portion of respondents. The predominant number of graduates securing employment locally suggests ample job opportunities in the domestic market. This may result from various factors, such as the robustness of the local economy, the alignment of enterprises with graduates' skill sets, and cultural or personal inclinations for employment in familiar settings. Moreover, graduates may discover local employment opportunities to be more attainable and beneficial for professional advancement, especially when factoring in language proficiency, networking opportunities, and domestic support systems.

The comparatively low percentage of BSBA Marketing Management graduates employed abroad indicates that international job placements are less common among this group. While international career options can provide graduates with cultural exposure, new experiences, and perhaps higher salaries, challenges may encompass visa limitations, language problems, and competition from both local and international applicants, Table 6.

Table 6.
*Frequency and Percentage Distribution of the Respondents
According to Place of Work*

Year Graduated	Frequency <i>(n=468)</i>	Percentage
Local	459	98.08%
Abroad	9	1.92%

The study's results indicate that a substantial percentage of graduates obtain jobs within the local community, aligning with the findings of Saong et al. (2023). The report highlights that the majority of graduates obtain employment in roles relevant to their fields of study, demonstrating a strong relationship between their academic qualifications and job opportunities in the local region. This underscores the importance of aligning educational programs with the requirements of the area labor market to direct graduates towards successful and fulfilling career paths.

Moreover, the study's results concerning the preference for local employment correspond with the motivations highlighted by Arthur (2019). Filipino nationals often prioritize professional progress; for many, this involves seeking opportunities abroad to fulfill their aspirations and apply their academic qualifications. According to Castro-Palaganas et al. (2017), many recent graduates opt for domestic employment despite the opportunities for personal growth and access to advanced professional education and training, due to factors such as family obligations, work environment, culture, and work-life balance.

Uy (2016) references polls performed by the Department of Labor and Employment (DOLE) and JobStreet.com Philippines, offering further evidence of graduates' preference for

local career opportunities. The survey indicates that several job hopefuls choose to work in the Philippines due to work-life balance, familial ties, workplace climate, and cultural factors. The data indicate that graduates exhibit a pronounced preference for domestic career opportunities, notwithstanding the greater allure of international positions.

The data provided herein offers critical insights into the effectiveness and speed of the transition process, illuminating the time required for graduates to secure employment post-graduation. A majority of respondents (63.46%) indicated that they commenced employment within the first year post-graduation. Of the total, 46.15% obtained employment within one to six months post-graduation. This data indicates that numerous recent graduates joined the labor field promptly, likely due to proactive job-seeking methods or advantageous market conditions that facilitated early employment prospects.

A significant percentage of respondents (21.15%) reported obtaining employment within one to two years following the completion of their studies. Although this period extends beyond the initial months post-graduation, it nonetheless indicates that a significant percentage of graduates successfully obtained employment in their area quickly after completing their studies, Table 7.

Table 7.
*Frequency and Percentage Distribution of the Respondent
According to their Transition from Graduation to Employment*

Duration	Frequency (n=468)	Percentage
Less than 1 month	81	17.31%
1-6 months	216	46.15%
7-11months	27	5.77%
1 year to less than 2 years	99	21.15%
2 years to less than 3 years	36	7.69%
3 years to less than 4 years	9	1.92%

Moreover, a smaller percentage of participants reported experiencing prolonged unemployment after graduation, ranging from two to under four years. While these durations relate to a limited percentage of respondents, they highlight the challenges or delays that some graduates have in securing employment. Obstacles or delays may arise due to industry-specific needs, geographical limits, or personal situations.

Quinto and Posada's (2020) study revealed that 91% of participants secured job within a year after degree completion, mirroring the swift advancement observed in the current research, where the majority of graduates attained employment within the first year after graduation. The aforementioned parallelism indicates that Filipino graduates across many fields routinely enter the workforce soon upon completing their education programs.

Moreover, Absuelo (2014) highlighted the successful utilization of graduates with medical technology degrees from the Philippines, whose remuneration corresponded with their academic qualifications. Despite the variability in Absuelo's research topics, the recurrent theme of graduates securing work aligned with their qualifications indicates that BSBA Marketing Management graduates can proficiently apply their studies in the job market.

Tutor et al. (2019) provide the findings of the 4th Philippine Graduate Tracer Survey, which provides a more thorough overview of the chronology and career search process for graduates in the Philippines. The findings of this study align with the mean duration of job search, recorded at 4.6 months. Many grads secured work within the first six months post-graduation. The observed constancy in timeframes reveals a significant tendency in the job-seeking behaviors of Filipino graduates, highlighting the need of timely employment opportunities and efficient job placement processes.

Competencies Learned in College Useful in the First Job of the Respondents. Communication abilities were identified as the most commonly referenced competency, with 88.46% of respondents acknowledging its significance in their initial employment. This emphasizes the importance of good communication in the workplace, showcasing graduates' capacity to deliver information, collaborate with colleagues, and engage with clients or customers, which are vital abilities across diverse industries and job roles.

Likewise, 62.39% of participants indicated that interpersonal skills were beneficial in their initial employment. This underscores the need of interpersonal skills in cultivating constructive connections with coworkers, clients, and stakeholders. The capacity of graduates to traverse varied work contexts, mediate conflicts, and establish rapport enhances their success and efficacy in the job, Table 8.

Table 8.
*Frequency and Percentage Distribution of the Respondent
According to Competencies in College Useful in First Job*

Competencies	Frequency (n=468)	Percentage
Communication skills	414	88.46%
Human relation skills	292	62.39%
Entrepreneurial skills	176	37.61%
Problem-solving skills	253	54.06%
Critical thinking skills	267	57.05%

Despite being stated by a lesser percentage of respondents (37.61%), entrepreneurial abilities remain pertinent in their initial employment. This indicates that graduates recognise the significance of an entrepreneurial attitude and skills, including invention, creativity, and

adaptability, in tackling difficulties and uncovering chances for growth and development in their positions.

54.06% of respondents saw problem-solving skills as beneficial in their initial employment, underscoring graduates' capacity to assess challenges, formulate solutions, and make informed choices. Likewise, 57.05% of participants identified critical thinking skills, highlighting their ability to assess information, engage in critical analysis, and address problems methodically.

The significance of communication abilities is underscored by 88.46% of respondents acknowledging their utility in their initial employment, aligning with Deblois's (2021) claim that proficient communication skills are much esteemed throughout various sectors. This indicates that the BSBA Marketing Management degree successfully incorporates communication skills into its curriculum, equipping graduates to thrive in positions necessitating robust interpersonal communication and teamwork.

Moreover, 54.06% and 57.05% of respondents acknowledged the significance of problem-solving and critical thinking skills, underscoring its relevance in adapting to the swiftly evolving corporate landscape, as noted by Williams (2002). These competencies are essential for graduates to adjust to industry innovations and creative methods, hence maintaining their relevance and competitiveness in the labor market.

The recognition that graduates possessing only modest problem-solving and critical thinking abilities may find it challenging to adapt to industry improvements, as highlighted by Cruz and Nuqui (2014) and Abas and Imam (2016), emphasizes the necessity for ongoing skill enhancement and support. Graduates possessing superior problem-solving and critical-thinking abilities are more likely to be regarded for leadership positions and professional growth chances.

The distribution of responders across various marketing sectors highlights the broad roles and responsibilities assumed by graduates, revealing both strengths and opportunities for curriculum improvement.

Customer service is identified as the predominant area, with a notable 76.92% of respondents acknowledging its relevance to marketing. This highlights the necessity of developing robust interpersonal skills and customer-oriented strategies in the curriculum since graduates frequently assume responsibilities centered on fostering positive customer interactions and resolving inquiries or issues.

Likewise, 52.78% and 46.15% of respondents were engaged in sales or account management, indicating the prevalence of sales-oriented positions in the labor market. This underscores the necessity of imparting students with proficient sales approaches, negotiation abilities, and account management strategies to excel in competitive corporate landscapes.

Conversely, domains such as media strategy, company development, and product pricing exhibit comparatively lower relevance percentages. Although these activities may be

less common in contemporary employment roles, they remain vital elements of marketing strategy and management, highlighting the necessity for increased focus within the school curriculum, Table 9.

Table 9.
Relevance of Various Areas of Marketing to the Respondents' Current Job

Areas of Marketing	Frequency (n=468)	Percentage
Account Handling	216	46.15%
Advertising	180	38.46%
Creative	161	34.40%
Customer Service	360	76.92%
Direct Marketing	130	27.78%
Distribution	118	25.21%
Internet Marketing	142	30.34%
Market Research	147	31.41%
Media Planning	84	17.95%
Business Development	67	14.32%
Product Development	125	26.71%
Product Pricing	108	23.08%
Public Relations	115	24.57%
Retail	125	26.71%
Selling	247	52.78%
Sales Promotions	166	35.47%

Furthermore, the intermediate levels of importance assigned to creative, market research, and internet marketing highlight the intricate nature of marketing roles, which often require a combination of technical, creative, and analytical skills. By enhancing these areas within the curriculum, graduates may be more prepared to excel in many marketing contexts and adapt to the industry's continually evolving trends and technologies.

The tracer research offers insights into the effectiveness of the Bachelor of Science in Business Administration (BSBA) degree specializing in Marketing Management. These data also offer insights into the relevance of respondents' current employment across various marketing sectors. Alvarez (2021) emphasizes the importance of tailoring degree programs to align with students' abilities and capabilities to foster economic growth and national progress.

The study's findings reinforce this goal by assessing graduates' employability and pinpointing areas for improvement in college instruction and services.

Moreover, Matriano et al. (2017) underscore the significance of curricula in cultivating the skills and competencies demanded by the sector. This segment of the data illustrates the relevance of various marketing fields to the current job placements of graduates, so affirming the alignment between the BSBA Marketing Management program and industry requirements.

Conclusions

After thorough analysis of the research findings, numerous important conclusions may be drawn regarding the employability of graduates from the RTU BSBA Marketing Management program and the implications of enhancing the curriculum.

The survey indicates significant demographic trends among new graduates, including a gender imbalance favoring females and a predominance of single individuals. Students' choices to register in the Marketing Management program are significantly shaped by familial influence, highlighting the importance of family guidance and support in career decision-making.

The data indicates that a substantial percentage of graduates are employable, with most securing jobs within the first year after graduation. The swift assimilation of graduates into the workforce demonstrates that the BSBA Marketing Management curriculum effectively provided them with the requisite knowledge, skills, and industry standards.

Many recent graduates initially commence their employment in clerical roles, subsequently progressing to specialized and managerial positions. The aforementioned career evolution underscores the program's importance in promoting the professional development and advancement of its alumni.

Graduates greatly value qualities such as interpersonal interactions, problem-solving, communication, and critical thinking in their initial careers. These results highlight the importance of including experiential learning opportunities and practical skill development within the curriculum to enhance graduates' readiness for the professional landscape.

The study highlights customer service, sales, and account management as the most relevant employment positions for program graduates; these abilities should be emphasized in the curriculum. Improving these areas, alongside advertising, sales promotion, creativity, market research, and online marketing skills, can better align graduates' competencies with the evolving demands of the marketing industry.

Only a small number of graduates secure overseas employment, while the majority find local positions. Enhancing students' global competencies and familiarizing them with worldwide business practices can broaden their employment prospects and prepare them for diverse career trajectories beyond domestic markets.

Recommendations

Based on the findings of this tracer study, the following improvements are suggested to improve the efficacy of the BSBA Marketing Management program.

Due to the significant gender imbalance and the predominance of single responders, career development programs must be carefully designed to meet the varied requirements and preferences of students. Providing specialized career advising and counseling services can aid students in making informed choices and effectively managing their professional paths.

Furthermore, although the majority of graduates attain jobs within a respectable period, a minority of individuals remain unemployed. Comprehending the circumstances leading to their unemployment is essential for guiding initiatives aimed at curriculum improvement. Market demands, practical efforts, apprenticeships, or industry-specific training can enhance the career chances of fresh graduates.

It is essential to enhance the curriculum by incorporating courses or modules that emphasize expanding fields such as customer service, sales, account management, sales promotion, and advertising. By prioritizing the development of practical skills such as communication, problem-solving, and critical thinking, graduates can improve their employability and secure ongoing success in their chosen fields.

Integrating academic knowledge with practical applications in the business sector can be accomplished by fostering robust collaborations with key stakeholders and offering students opportunities for internships or industry experience. Educational institutions can improve the employability and competitiveness of graduates in the labor market by matching their courses with industry trends and demands.

To improve the employability of BSBA Marketing Management graduates, it is recommended to consider the implementation of focused career development programs, curriculum enhancement, partnerships with industry organizations, and experiential learning opportunities. By following the aforementioned advice, graduates will be better equipped to fulfil industry demands and obtain profitable careers in marketing management. By adopting the previously mentioned ideas, academic institutions can cultivate a more dynamic and adaptable learning environment, hence improving students' preparedness for successful jobs in marketing management.

This tracer study offers significant insights into the viewpoints of RTU BSBA Marketing Management alumni and suggests curricular improvements, although its limits should be recognized. The generalizability of the findings may be constrained due to the study's dependence on self-reported data. Furthermore, the research overlooked essential elements such as market dynamics and employer viewpoints, choosing to concentrate solely on graduates' opinions of their employability.

Notwithstanding these constraints, the research establishes a basis for subsequent investigations into novel methodologies and the adaptation to the changing demands of

marketing management education. Academic institutions, by recognizing these limitations and integrating the study's findings, might enhance their curricula to better equip graduates for successful jobs in the evolving marketing sector.

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