

# Assessing the career plans: Basis for career development of ABMMA 2015-2016 job placement

Angelo C. Arguson, MIT, MOS  
St. Dominic College of Asia  
+63 (046) 417 7322 / 417 8161  
[acarguson@sdca.edu.ph](mailto:acarguson@sdca.edu.ph)

**Abstract** – *This study aimed to assess the career plans of ABMMA 2015-2016 graduates, determine the percentage of the graduates who are currently employed, have intentions to seek employment after graduation, and determine whether or not they continue enriching their credentials. The study also sought to determine the impact of SDCA's preparation plans, which will be the basis for improving the curriculum. Through rigorous research, the researcher found out that the issue of lacking career development plans for ABMMA graduates were not addressed nor being evaluated. A descriptive research design was used to assess the initiative of the respondents and the impact of the institution's preparations as Multimedia Arts graduates of St. Dominic College of Asia. An exit interview questionnaire was prepared and administered by the ABMMA program chair and his faculty as an evaluation tool to measure the effectiveness of the curriculum and assess the career plans of twenty two respondents. In addition, the output from the evaluation results could influence academic program quality. Based on the results of the evaluation, 77% of the graduates agreed to prioritize landing a job than to continue their education, while only 18% answered that they were currently employed. Ten (10) or 45% of the respondents had submitted their resumes to any company. The respondents proposed to have an international immersion intended for Multimedia Arts students, a chance that will allow them to have a plant/company visit abroad, and enough to awaken their skills to be more globally marketable.*

**Keywords** – *Assessment, career plans, SDCA, Multimedia Arts, graduates*

## INTRODUCTION

Giving young people the tools and knowledge to realistically plan for their futures is a primary goal of education. Career development is vitally important for today's youth, who are more than ever "motivated but directionless" (Schneider & Stevenson, 1999).

Swanson and Fouad (1999) recommend that the person-environment fit theory should be employed in STW interventions, specifically in the following areas: exploration of self-leading to self-knowledge; occupational knowledge; steps in decision-making; and opportunities to learn "on the job" in controlled, educational work environments.

According to the taxonomy of career development interventions devised by Dykeman and his colleagues (2001) in an effort to standardize career guidance language, the focus is primarily on advising and curriculum-based interventions. The former include those designed to provide direction and planning skills to students; the latter are interventions, such as career courses, designed to promote student knowledge and skills relevant to the world of work.

St. Dominic College of Asia was ISO certified by the Societe Generale Surveillance (SGS) in October 2014, and was given Level II accreditation by the PACUCOA in August 2015.

Multimedia Arts is a marriage between digital media and the internet. The program prepares students with a broad range of graphic design and technical knowledge for a career in Multimedia, 3D Animation, Digital Video Production, Website Development, and Graphic Design (<http://www.stdominiccollege.edu.ph>).

The said program was qualified for Level I accreditation by the PACUCOA on June 2016. As a special program that does not have a CHED Memorandum for curriculum, the ABMMA department continuously improved its curriculum with the help of full-time faculty members and special lecturers to make sure that the program's graduates will be equipped with technical knowledge and skills and be employed in the industry. Understanding that unforeseen opportunities may transpire in identifying room for improvement within the ABMMA program and the quality of their graduates, the researcher had made an endeavor to call attention to open doors for the graduates. Through exit interviews, the researcher attempted to assess their career plans and how immediately would they undertake them.

### **Objectives of the Study**

The general objective of the study is to assess the career plans of ABMMA 2015-2016 graduates and the impact of SDCA's preparation plans on them. Specifically, the objectives of this study would also like to:

1. Determine whether or not the graduates will continue enriching their credentials.
2. Determine if there are students currently employed or are seeking jobs after graduation.
3. Determine whether or not the career preparations made by the institution helped their career plans.
4. Identify what aspect of their education in the institution was the most useful in helping them prepare their career plans.

### **Statement of the problem**

The study determines the basis for career development of ABMMA 2015-2016 graduates. Specifically, the study seeks to answer the following questions:

1. What is the percentage of graduates who are currently employed, and who have the intention to seek employment after graduation?
2. What is the mindset of a fresh ABMMA graduate towards working after graduation?
3. Does the institution directly affect the career plans of the ABMMA graduates?
4. What aspects of the SDCA education are most influential in an ABMMA graduate's career plan?

The problem of the not having career development plans for ABMMA students was not being addressed nor being assessed. Thus, there are no studies found in the past relevant to their

career development. There was no study that showed the graduates' awareness of the outside world and how prepared they were to take the demands of the industry. Considering the predicaments cited, the researcher thought of making a study that will provide facts as basis prior to the assessment made by the ABMMA graduates of 2015-2016.

### **Review of Related Studies and Literatures**

#### *The Career Decision Profile: Using a Measure of Career Decision Status in Counseling*

The Career Decision Profile (CDP) is useful in career counseling. The CDP was developed from a three-dimensional model of career decision status (Decidedness, Comfort, and Reasons), and data on the validity and reliability for its six scales are provided. The CDP can be used by counselors to (a) explore clients' career indecision, (b) screen for readiness, (c) determine the appropriate level of career services needed, and (d) evaluate counseling outcomes. The researcher concludes with a description of the results from a survey of counselors who have used the CDP in career counseling. (Jones, L. & Lohmann, R., 1998)

#### *The graduate job search process – a lesson in persistence rather than good career management?*

The paper seeks to provide perspectives on the job search expectations and job-seeking strategies of Australian graduates, including their perceptions of University Career Centres or UCCs (Martin, C., Garcia, E., and McPhee, M., 2012). A total of 45 new graduates and representatives of five UCCs were interviewed. Both Australian graduates and UCCs were aware of the misalignment between graduates' high expectations and job search realities, but currently do little to proactively redress it. The study also found major inconsistencies between the viewpoints of graduates and UCCs regarding the usefulness of UCCs, as not only did most graduates not use these services, they were often completely unaware of them. This suggests that many graduates find employment based on learning through adversity and persistence rather than good career management (McKeown, T., and Lindorff, M., 2011).

#### *The Impact of the MBA and Business School Tier on Career Success Outcomes: A Comparative Study of MBA Graduates and Non-MBA Graduates*

The purpose of this study was twofold. First, the study examined an important yet under-investigated topic: the effect of the Master of Business Administration or MBA degree on career success. This study specifically addresses whether or not the attainment of the MBA degree is a significant explanatory factor as it relates to career success by comparing career outcomes achieved by MBA graduates with those of non-MBA graduates. Second, the study examines another area that has not been investigated: the impact of the perceived quality of the business school granting the MBA degree on career success. Salary, managerial attainment, and promotions are three objective career success measures used in this study. The study concluded that an MBA is a significant predictor of one's salary, promotion status, and managerial status. More specifically, having an MBA is associated with a higher salary and a greater likelihood of being promoted and being a manager (Wellman, M., 2005).

*A Tracer Study of the Business Administration Graduates of the School of Business and Computer Studies from the Years 2011 – 2014*

This study entitled “Tracer Study of the Business Administration Graduates of the School of Business from the Years 2011-2014” aimed to update the information needed by the School of Business and Computer Studies (SBCS) about their former students who have already graduated and be constantly kept in touch with, not only for whatever purpose SBCS may have but also for the updating of the records of SDCA’s Alumni Association. A descriptive research design was used to trace the whereabouts of the graduates and their employability or employment status as Business Administration graduates of St. Dominic College of Asia. Along with the said methodology, a survey questionnaire was administered to BSBA alumni. Results showed that nine (9) or 81.8% immediately applied for a job after graduation; five (5) or 45.4% of the graduates faced stiff competition from graduates of exclusive schools; eight (8) or 72.7% of the alumni were able to put into practice what they learned in school in terms of their field of study; and six (6) or 54.5% said that the school’s curriculum helped to enhance their work. The BSBA curriculum, the learnings that they gained and the trainings that they underwent were tremendous contributing factors for their being employed. (Licauco Jr., S. 2015)

## **METHODOLOGY**

### *Design*

A descriptive research design was employed in this study, and survey methodology was utilized to study the sampling of individual graduates and assess the career plans of the ABMMA graduates.

### *Sample*

The data were taken from the ABMMA graduates of 2015-2016, the respondents of the study. The graduates consist of twenty-two (22) individuals who were 20-21 years old. The researcher invited all the graduates to come over to the Mac Lab to participate in the study. They were told to answer an exit interview as part of their last requirement. Even though not all of the thirty-three (33) graduates participated in the study due to personal reasons, the current headcount was used in this study for sampling.

### *Instrument*

As the primary tool, a survey questionnaire was used to collect data. The questionnaire was approved by the Dean of School of Business and Computer Studies as part of the exit interviews. The questions were the following:

1. Did the graduates immediately apply for a job after graduation?
2. Are they planning to continue education?
3. Are you currently employed?
4. Have you submitted your resume to any companies?
5. What are your plans for immediate future?

6. How would you rate the usefulness of your education for your career?
7. In which aspects waste institution most important and most useful in preparing your career plans?

### *Procedure*

The researcher, in cooperation with a full-time faculty member, administered the questionnaires in the Mac Laboratory before the semester ended to ensure that the respondents would answer them personally. The professor also asked the respondents with open-ended undocumented questions to make it easy for them to express their ideas generously.

### *Data Analysis*

The information was ordered, arranged, and coded for investigation. The accompanying factual devices that were utilized were recurrence rate and weighted mean. There were ten (10) male graduates and twelve (12) female graduates who reacted. Four (4) of the graduates are employed.

## **RESULTS AND DISCUSSIONS**

According to the results of the evaluation on the ABMMA graduating students during their exit interview shown in Table 1, 17 out of 22 respondents or 77% answered “No” to question number one and wanted to prioritize landing a job to help their parents. Only five (5) out of 22 respondents or 23% answered “Yes” and expressed their intention to take another course or master degree in the future. In the second question, when the respondents were asked if they were currently employed or had a position lined up, only four (4) or 18% of the respondents replied "Yes" while eighteen (18) or 82% replied "No", implying that a large portion of them could not find an opportunity to look for work. When asked if they would look for work in the next three (3) months, 95% of the population or 21 out of 22 of the respondents replied "Yes" and only one (1) or 5% replied "No", showing that the graduates had arrangements made to look for work as early as three months after graduation, in reference to their reply on question number one. When asked if the respondents had submitted a resume to any company, 45% or 10 of the respondents said “Yes”, while twelve (12) or 55% of them replied with "No." This shows that some of the respondents had taken the preliminary steps to find work in hopes of getting a job as early as possible.

**Table 1. Results of the assessment of career plans of ABMMA graduates (N = 22)**

<b>Are you continuing your education?</b>	<b>F</b>	<b>%</b>
Yes	5	0.23
No	17	0.77
<b>Are you currently employed? Or have a position lined up?</b>	<b>F</b>	<b>%</b>
Yes	4	0.18
No	18	0.82
<b>Will seek employment in the next 3 months?</b>	<b>F</b>	<b>%</b>
Yes	21	0.95
No	1	0.045
<b>Have you submitted your resume to any companies?</b>	<b>F</b>	<b>%</b>
Yes	10	0.45
No	12	0.55

Table 2 demonstrates the respondents' perception of the preparations SDCA had made for them. The table reveals that in terms of how useful their educational preparations in SDCA were for their career, thirteen (13) or 59% of the respondents rated "helpful", while 41% or nine (9) of them rated "somewhat helpful".

In terms of which aspects of their SDCA education were most important and most useful to them in preparing their career plan, only one (1) or 4.5% of the respondents answered "International experience". Four (4) or 18% of the graduates answered "Curriculum", two (2) or 9% answered "Faculty engagement", three (3) or 14% replied with "Career planning development", and twelve (12) or 55% of the respondents answered "Internship." Most of the graduates concurred that an internship has had a noteworthy effect to their employability. This is evidence that the respondents were more than ready and prepared by the school for their employability.

**Table 2. Results of the assessment of SDCA preparation plans for the ABMMA 2015-2016 graduates (N = 22)**

<b>How would you rate the usefulness of your educational preparation in St. Dominic College of Asia for your career plans?</b>	<b>F</b>	<b>%</b>
Not helpful	0	0.00
Somewhat helpful	9	0.41
Helpful	13	0.59

Now helpful	0	0.00
<b>Which aspects of your St. Dominic College of Asia education were most important and most useful in preparing you and your career plans?</b>	<b>F</b>	<b>%</b>
International experience	1	0.045
Curriculum	4	0.18
Faculty engagement	2	0.09
Career planning development	3	0.14
Internship	12	0.55
Others	0	0.00

## CONCLUSION AND RECOMMENDATION

According to the results of the assessments made by the graduates, it is very evident that they had initiative to land jobs after schooling and be able to apply their technical skills and knowledge in the field of Multimedia Arts. Most of the respondents wanted to earn their salary so that they help their parents financially. The graduates also agreed that their education in SDCA has played a major role to help them take on the challenges of the corporate world. Internships have developed their technical skills and self-confidence. The researcher is exceptionally appreciative for the sort of training that SDCA gave them, for it transformed the students into better individuals and enhanced the ABMMA educational programs and its facilities. All of these guarantee to fill up the manpower market that industries will be looking for.

The respondents proposed to have an international immersion intended for Multimedia Arts students, a chance that will allow them to have a plant/company visit abroad. Enough to awaken their skills to be more globally competitive. They also proposed that the program should have a field to major in. Problems in the available licensed software should be a high priority as it is the major problem encountered by the graduates during their stay in SDCA. Moreover, they suggested the improvement of courses like photography, sound and video production, traditional and digital art drawings in terms of facilities, licensed state-of-the-art software, and instructions.

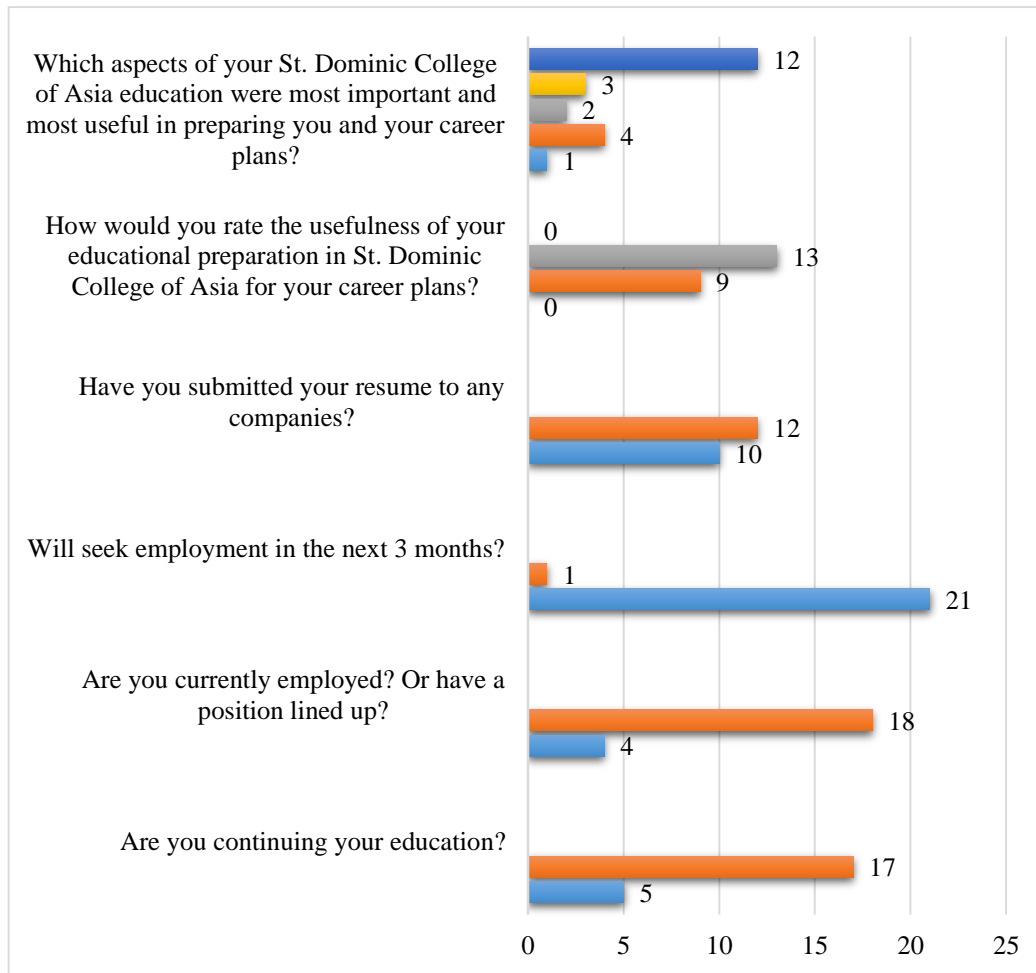
## APPENDIX

Photos taken during the assessment





Result of assessment of career plans and SDCA preparation plan of ABMMA graduates of 2015-2016



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