

# Appraisal of the Choice of College among Management and Business Technology Freshman Students

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**Abstract**— This paper aimed to investigate who influenced the 211 freshman students from the College of Management and Business Technology (CMBT) to take their course. Their influencers' reasons for choosing the course and selecting the NEUST, San Isidro Campus (SIC) as their mother University.

A survey questionnaire was the instrument utilized to gather data and descriptive statistics such as frequency, percentage, and weighted mean were the statistical tools used in analyzing and interpreting the gathered data. Findings have shown that the advice of the respondents' parents played a big role in their choice of a college course. As to their reasons for taking their course, the course they have chosen is popular to the majority of their acquaintances and they chose NEUST SIC because of its scholarships and grants, excellent teachers and quality education.

**Keywords**— Choice of College, excellent teachers, parents' advice, quality education.

## I. INTRODUCTION

"Education is the most powerful weapon which you can use to change the world"...Nelson Mandela.

Most if not all of the parents want their children to have a good college education to be successful in life. According to the author in [1], "education is important for the personal, social, and economic development of the nation and the standard of living of its citizens is largely dependent on the level of education the citizens are able to acquire."

One of the universities in Nueva Ecija, the Philippines that offers good college education is the Nueva Ecija University of Science and Technology (NEUST). "It offers quality education to its clientele and the researches of this university focused on studies that will contribute to quality instruction, effective instruction services, globally competitive technologies, good governance and curriculum development [2]." "Likewise, to produce responsible and

productive citizens who are skilled in research is one of the aims of the university [3]."

Vital for all universities, including the NEUST, is knowing how students choose their college school. "Students are the lifeblood of the universities and student characteristics often define the distinctiveness of individual campuses [4]."

"Students have different preferences in choosing their courses and college although some may not have a solid decision on where to go in college and what degree program they may possibly take. They are planning to enter college without a clear idea of what career to pursue their future [5]."

Investigating several factors that may affect the judgment of students in picking the school and their college course can be a good source of insight for higher educational institutions like NEUST to offer quality services that will suit to the needs, expectations, and demands of the community. This is how this study was conceptualized. It aimed to investigate who influenced the students to take their course, what are their influencers' reasons for choosing the course and selecting the NEUST, San Isidro Campus (SIC), as their mother University.

## II. METHODOLOGY

The study used a descriptive method of research in an attempt to appraise, analyze and interpret the student's decision making in choosing their university and college course. The respondents of the study were 211 freshman students of the College of Management and Business Technology (CMBT) in NEUST San Isidro Campus, who are currently taking the course Bachelor of Science in Business Administration (BSBA) major in Marketing Management and Bachelor of Science in Entrepreneurship. The researchers-made questionnaire was the main instrument used by the researchers in conducting this study. However, the questionnaire used for obtaining respondents' reasons for choosing NEUST SIC was adopted from the study of the author in [6]. Frequency, percentage and weighted mean were utilized to compute and evaluate the data gathered in this study.

**III. RESULTS AND DISCUSSIONS***Table.1: Profile of the Respondents*

	Frequency	Percentage
<b>Sex</b>		
Male	59	27.96
Female	152	72.04
<b>Total</b>	<b>211</b>	<b>100.00</b>
<b>Address</b>		
San Isidro	57	27.01
San Antonio	50	23.70
Gapan	25	11.85
Jaen	34	16.11
San Leonardo	2	0.95
Cabiao	43	20.38
<b>Total</b>	<b>211</b>	<b>100.00</b>
<b>Family Monthly Income</b>		
P 30,000 above	5	2.37
P 25,000–P 29,999	24	11.37
P 20,000–P 24,999	35	16.59
P 15,000–P 19,999	78	36.97
P 10,000–P 14,999	37	17.54
P 10,000 below	32	15.17
<b>Total</b>	<b>211</b>	<b>100.00</b>
<b>Parents Highest Educational Attainment</b>		
<b>Mother</b>		
Elementary Undergraduate	86	40.76
Elementary Graduate	37	17.54
High School Undergraduate	25	11.85
High School Graduate	12	5.69
College Undergraduate	27	12.80
College Graduate	22	10.43
With MA Units	0	0.00
With MA Degree	0	0.00
With Doctorate Units	0	0.00
With Doctorate Degree	2	0.95
<b>Total</b>	<b>211</b>	<b>100.00</b>
<b>Father</b>		
Elementary Undergraduate	150	71.09
Elementary Graduate	32	15.17
High School Undergraduate	25	11.85
High School Graduate	3	1.42
College Undergraduate	0	0.00
College Graduate	0	0.00
With MA Units	1	0.47
With MA Degree	0	0.00
With Doctorate Units	0	0.00
With Doctorate Degree	0	0.00
<b>Total</b>	<b>211</b>	<b>100.00</b>

Majority of the CMBT freshman students are females and living in San Isidro, Nueva Ecija. This means that the course was dominated by females who are living within the vicinity of the campus. Their parents are both elementary undergraduates who are earning within the range of

P15,000.00 to less than P20,000. This implies that college education of their children is very important to the parents of the respondents despite the fact that majority of them did not reach high school and they belong to lower-middle-income class (Class D).

Table.2: Influencers of the Respondents to enroll in the Course

DESCRIPTION	Frequency	Percentage
It is my personal choice.	32	15.17
I followed my parents' advice.	100	47.39
My high school teacher inspired me to take the course.	42	19.91
My peers influenced me to enroll in this course.	37	17.54
<b>Total</b>	<b>211</b>	<b>100.00</b>

The respondents answered that their parent's advice played a big role in their choice of a college course. "There is no argument that child's upbringing has a significant impact on the person he becomes; therefore, it is entirely plausible to make the assumption that parents would have some level of influence over a child's post-secondary education career choices [7]". "Furthermore, high schools are a transition to higher institutions of learning and the world of work so they

have a critical role in assisting students to choose careers [8]" that's why their teachers in senior high school can also be an influence in their choice of course. Peer influence is also another factor that influenced students in their choices even in choosing their track in college. "It was proven that peer and friends have considerable impetus towards career decisions and academic choices [9]."

Table.3: Reasons for Taking the Course

	Frequency	Percentage
The course will give me a longer term of employment.	55	26.07
There are job opportunities after graduation.	33	15.64
I am good at this field.	2	0.95
The course is popular to the majority of my acquaintances.	76	36.02
The course is in demand in the country and abroad.	24	11.37
The field of work is elegant.	21	9.95
<b>Total</b>	<b>211</b>	<b>100.00</b>

Since students spend most of their times in school with their peers and friends, they are considered as a strong factor when they make decisions that's why the respondents disclosed that the course they have chosen is popular to the majority of their acquaintances.

Another top reason why the respondents choose their course is that of its stability. They want to take the course that will give them the long term of employment. The authors in [10] have "identified a range of factors influencing course preference among students and one of them is graduate employment from the course."

Table.4: Reasons for Choosing NEUST San Isidro Campus (SIC)

	WM	Verbal Description	Rank
1. NEUST offers quality education.	3.28	Agree	3
2. NEUST has high accreditation status.	3.27	Agree	4
3. NEUST has highly qualified teachers.	3.53	Agree	2
4. NEUST trains the students about the real world of work.	3.04	Moderately Agree	7
5. NEUST trains the students to be good and spiritual.	3.02	Moderately Agree	8
6. NEUST has scholarships, grants and affordable tuition fees.	3.54	Agree	1
7. NEUST trains the students to be catalysts in their field of specialization.	3.01	Moderately Agree	9

8. NEUST has well-known alumni.	3.26	Agree	5
9. Other people respect and admire NEUST's graduates.	3.25	Agree	6
Overall Weighted Mean	3.24	Agree	

Legend: 1.00 to 1.74 Disagree; 1.75 to 2.49 Slightly Agree; 2.50 to 3.24 Moderately Agree; 3.25 to 4.00 Agree

Top among the reasons why the students picked NEUST SIC is because the university has scholarships, grants and affordable tuition fees. It is followed by the university has highly qualified teachers and it offers quality education. The data suggest that the university was chosen by the students because of its scholarships and grants, excellent teachers and quality education. This finding coincides with the finding of the author in [6]. Foskett et al. (2006) as cited by authors in [10] found that "students consider more carefully economic factors in times of distress and financial difficulty. These factors include job opportunities to supplement their incomes, accommodation costs, and family home proximity." As to the teachers' quality, most of the teachers in the university are making their instructions effective, engaging and enjoyable [11] to cater to the needs of their students.

#### IV. CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the study, the researchers arrived at the following conclusions:

The advice of the respondents' parents played a big role in their choice of a college course. As to their reasons for taking their course, the course they have chosen is popular to the majority of their acquaintances and they chose NEUST SIC because of its scholarships and grants, excellent teachers and quality education. Based on the findings and conclusions, the following recommendations are given: a.the students should be well-informed with the jobs and careers that await them after college if they take up BSBA courses; b. the university must conduct a survey to different schools offering senior high school to identify the courses preferred by the students when they enter college; c.when the university use marketing strategies with the courses being offered, it should promote those characteristics of the institution that the students value most; and d.the university must continue to strengthen their programs in the BSBA equipped with the most academically qualified and well-experienced faculty members;

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