

# Internship Performance of AB Communication Students from 2014 to 2017

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**Abstract** –*This study aimed to determine the Industry Feedback on Trainees' Performance of Bachelor of Arts in Communication Students for A.Y. 2014 - 2017. The study made use of the descriptive and retrospective method and obtained data as revealed by the Student Trainee Performance Appraisal Report in the field of radio and television. It was found out that when it comes to knowledge and skills in print, radio, and TV, majority of the communication students are found to have a very good performance while excellent in attitude and personality. Further, there is a significant difference on the knowledge, attitude and personality of the communication students in the media outlets while highly significant in skills; knowledge of the communication interns is found to be the main problem encountered by the researchers while a plan of action was proposed to improve the OJT performance of the AB Communication students of LPU - Batangas. It was recommended that the Internship Office through the CEAS Dean may conduct seminars and activities that would hone students and familiarize them to the print, radio and tv industries before deploying interns to the different fields. Moreover, the Internship Director may sit down with the CEAS Dean and Program Chair to review the existing student appraisal sheet and include communication related skills in the evaluation.*

**Keywords** –*Industry Feedback, Trainees' Performance, Mass Communication Students, On-the-Job Training*

## INTRODUCTION

Learning should not only be limited to what is taught inside the four corners of the classroom. Aside from class lectures, students should be equipped with knowledge on how to apply learned basics from text manuals and classroom discussions through actual carrying out of productions. The practice of learning by doing is an effective way to help students prepare to

take over jobs in their fields by exposing them to real work settings.

The best technique to build up the competency of students and test their critical thinking skills is by requiring them to undergo On the Job Trainings (OJT). Internship is one of the mechanics of Universities in building up the required skills of its graduates. Its goal is to serve as a guide in building up the required knowledge needed for a specific occupation, and making the training a profitable working ground for gaining work experience [1].

On-the-Job Training is the culminating scholastic exercise for human administration students and students from an assortment of specializations in two and four-year academic programs. An OJT joins the theory that interns learned in school with useful work involvement that goes on for around three months to a year [3].

Internship is an imperative part of the academic curriculum because this is where the students start to have a glimpse of how their specific industry works. It is a stepping stone for students to have a feel of their future field while acquiring new learning through gained experiences during the duration of their training. Undergoing On the Job Training opens young minds to a bigger and broader world outside the campus. OJTs are effective instruments that help students use their basic knowledge and improves their set of skills to help boost self-esteem and decision-making.

In Lyceum of the Philippines University - Batangas, communication students are tasked to undergo a minimum of 300 hours and maximum of 600 hours of on the job training for each of the three media competencies: print, radio and television. LPU-B, through its Internship Office, has partnered with different media companies, radio stations, publications and publishing houses where student interns can complete their On-the-Job Training.

In the field of print, students are tested in terms of their journalistic skills and writing capabilities. Here, future media practitioners are taught how to go about the work assigned to writers, reporters and columnists.

Student can spend their internship in Philippine Daily Inquirer, Manila Bulletin, People's Journal and Philippine Star Ngayon for the Manila area.

Radio, as the next medium, helps students develop their communication skills through verbal approach. Public speaking skills and technical know-how of various softwares are taught in this field. Thus, students are tasked to go about the work assigned to radio broadcasters, technical directors/staff, researchers, and writers. In the radio competency, students can opt to undergo their internship in Spirit FM, Air1 Radio, DZBB 594 Super Radyo, DZMM Teleradyo and Manila Broadcasting Company.

Lastly, television. In the television field, students are exposed to the competitive world of the television industry. Students are trained to further their knowledge and test their skills in hands-on television production. Students are usually asked to take the post as researchers, personal assistants (PAs), and runners for such productions. ABS-CBN and GMA Network are two of the most prestigious television companies students are being sent to for their TV internship. ABS-CBN Southern Tagalog is another partner of LPU-B that caters to student interns for their TV deployment.

This review investigated the execution of the students enlisted in AB Mass Communication to analyze the areas for development in the program of study and how the interns can in any case create and improve their proficiency, skills and abilities to make them qualified future experts in performing basic and critical jobs in print, radio and TV fields. On-the-Job Training is a vital piece of Outcomes-based training that assesses the results of college instruction, in this way, it is important to constantly assess the outcomes of specific programs for continuous improvement.

With its commitment to provide quality education, the Department of Mass Communication found the need to evaluate the performance of students in their On the Job Training Programs to decide whether its Mass Communication students are furnished with abilities, such as knowledge, skills and proper mentality in the working environment from the viewpoint of their OJT heads. Through getting information from the OJT assessment report it is believed that improvements in various areas and subjects identified in the curriculum would be justified. It is suggested, as one of the initial steps, that the estimation apparatus being utilized by the Department be looked into and re-examined to make it more receptive to the requests of the industry and educational modules.

## OBJECTIVES OF THE STUDY

The study aims to discuss the On the Job Training performance of AB Communication Students from A.Y. 2014 - 2017. Specifically, it sought to answer the following: To determine the On-the-Job Training performance of AB Communication students with respect to: Knowledge, Skills, Attitude and Personality; to test the significant difference on the performance of students on their OJT when grouped according to profile variables; to assess the problems encountered in the OJT in terms of Knowledge, Skills, Attitude and Personality; and to propose an action plan to help improve the OJT performance of AB Communication Students.

## METHODS

### Research Design

The study made use of the descriptive and retrospective method. Retrospective study is looking back in time and examining outcomes established at the start of the study. In order to assess the performance of Fourth Year Mass Communication students in their practicum, for the last three years (2014 - 2017) the researchers look into the school evaluation report of mass communication students enrolled in Comm 20 (Internship/Practicum) as revealed by the Student Trainee Performance Appraisal Report in the field of print, radio and television.

### Participants of the Study

The participants of the study are all the Fourth year Mass Communication students enrolled in Comm 20 for the last three years (2014-2017) in different areas such as print with a frequency of 50, radio ;52 and TV ; 56.

**Table 1. Distribution of the Trainees Per Area**

Area	Frequency	Percentage
Print	50	31.65
Radio	52	32.91
TV	56	35.44

The study included the performance appraisal reports of all Fourth Year Mass Communication students enrolled in Comm 20 (Internship/Practicum), for the last three years (2014 - 2017). One hundred percent of OJT appraisal reports were collected and analyzed from the records of the College of Education, Arts and Sciences, Mass Communication Department.

**Instruments**

The instruments used in the research were the On-the-Job Training assessment forms used by the Internship Office to assess the over-all performance of its student trainees evaluated by the immediate superiors of the company where the trainees rendered a total of 300 hours of internship. These instruments were provided by the College of Education, Arts and Sciences, Mass Communication Department.

**Procedure**

The researchers sent a request letter to the Dean of the College of Education, Arts and Sciences (CEAS) and to the Department Chair for Mass Communication and Multimedia Arts to ask permission to have the copies of the data of the Fourth Year Mass Communication trainees for the years 2014 - 2017. The researchers secured the copy of the grading sheet and the compiled OJT assessment forms which were rated by the superiors of the interns.

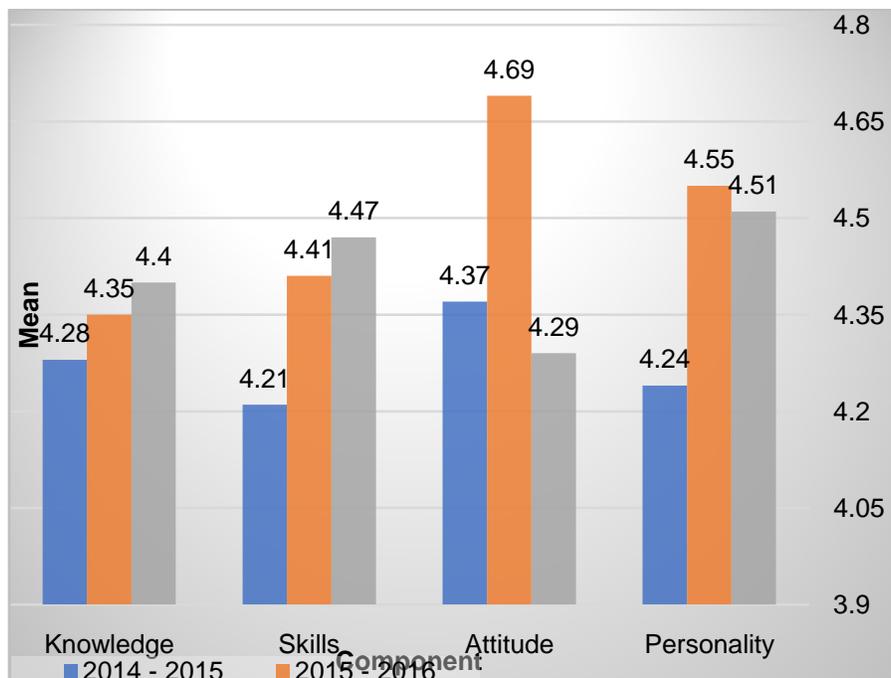
**Data Analysis**

The following data were used in analyzing the performances of the Mass Communication students who have taken their On the Job Training course. The

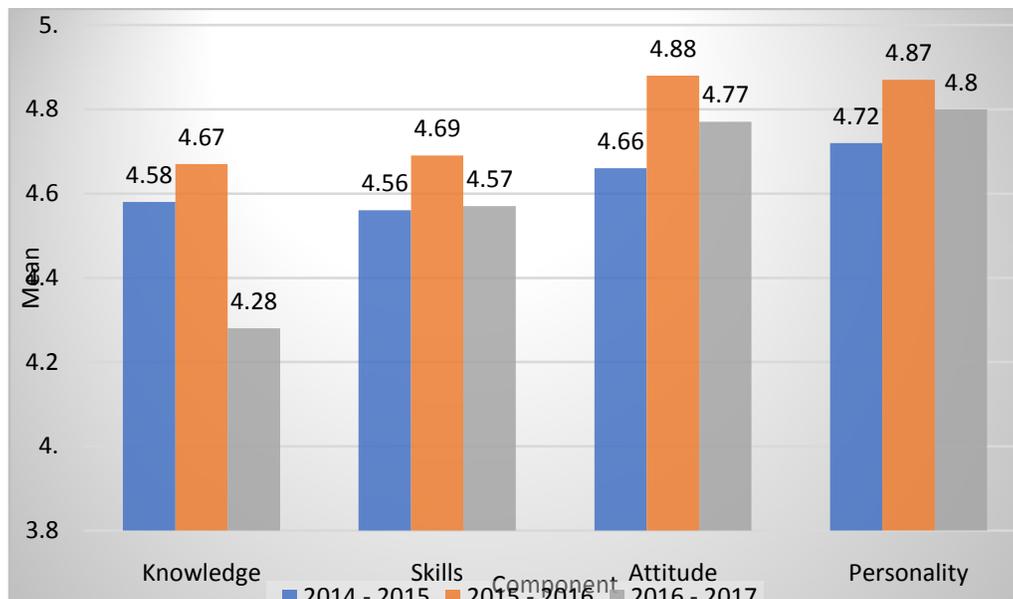
compiled data from the evaluation tool were interpreted using weighted mean and rank to determine the level of performance of OJT and academic performance of latest interns of mass communication program. The given scale was used to interpret the result of the evaluation tool: 4.50 – 5.00 = Excellent (E); 3.50 – 4.49 = Very Good (VG); 2.50 – 3.49 = Good (G); 1.50 – 2.49 = Fair (F); 1.00 – 1.49 = Poor (P). The given scale was used to interpret the result of academic performance: 1.00 = Outstanding; 1.25 = Excellent; 1.50 = Superior; 1.75 = Very Good; 2.00 = Good; 2.25 = Satisfactory; 2.50 = Fairly Satisfactory; 2.75 = Fair; 3.00 = Passing. In addition, Analysis of Variance (ANOVA) will be used to test the hypothesis of the study using 0.05 alpha level and treated using a statistical software, PASW version 18 to further analyze the results of the study.

To observe the highly confidential nature of the interviews, no particular names were mentioned in the report. The identity of the respondents was not revealed except they were fourth year AB Communication students for A.Y. 2014 - 2017. No personal opinion was given by the researchers, only information and results based on the data gathered.

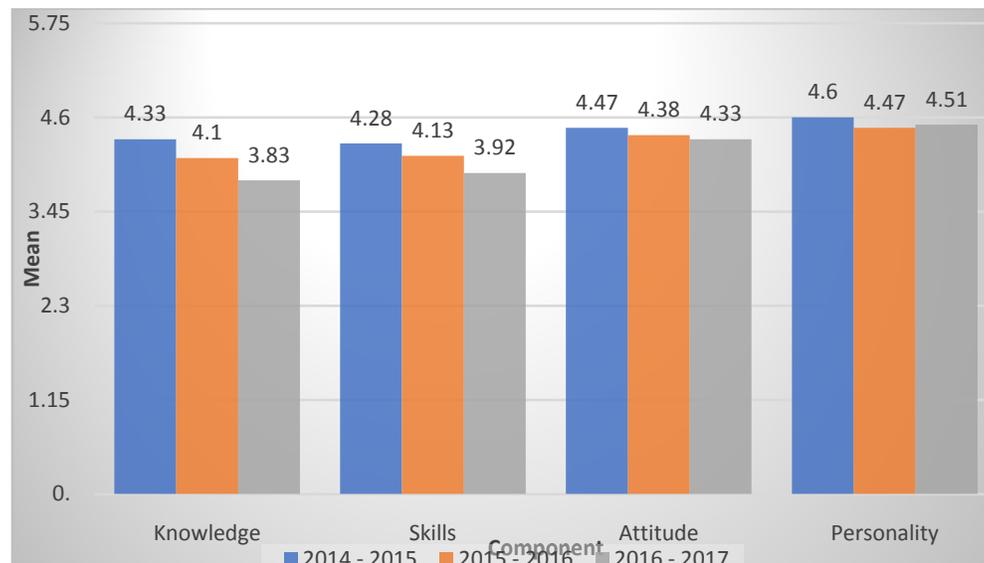
**RESULTS AND DISCUSSION**



*Figure 1. Evaluation of Interns Performance on Print*



**Figure 2. Evaluation of Interns Performance on Radio**



**Figure 3. Evaluation of Interns Performance on TV**

**Table 2. On-the-Job Training Performance of AB Communication Students With Respect to Knowledge**

Indicators	Print			Radio			TV			Over-all		
	WM	VI	R	WM	VI	R	WM	VI	R	WM	VI	R
1. The intern comprehends/follows instructions easily.	4.54	E	1	4.52	E	3	4.25	VG	1	4.44	VG	1
2. The intern understands the operating procedures and techniques.	4.38	VG	2	4.40	VG	5	4.21	VG	2	4.33	VG	2
3. The intern is competitive enough in his/her job assignment.	4.30	VG	3	4.54	E	1	4.13	VG	4	4.32	VG	3
4. The intern is able to organize work and analyze it.	4.26	VG	4.5	4.52	E	3	4.16	VG	3	4.31	VG	4
5. The intern has the command of relevant general information and technology.	4.26	VG	4.5	4.52	E	3	4.05	VG	5	4.28	VG	5
<b>Composite Mean</b>	<b>4.35</b>	<b>VG</b>		<b>4.50</b>	<b>E</b>		<b>4.16</b>	<b>VG</b>		<b>4.34</b>	<b>VG</b>	

Table 2 shows the performance of the students on OJT as to knowledge. Based from the result, the respondent's performance on print media was very good with a composite mean of 4.35. This shows that trainees particularly deployed in print media are well trained and equipped with the knowledge related to writing. According to an article in Print Journalism, career breaks in Print Journalism are ample. The newspaper and magazines presented in today's era have many errands to perform on fluctuating parameters. In the same run, there is a huge demand for professionally qualified journalist to work on.

Among the indicators cited, the intern comprehends/follows instructions easily got the highest mean score of 4.54 and rated excellent. This is in connection with the comments made by one media supervisor which claims that communication interns of LPU shows interest in what they do and can understand instructions easily. Another supervisor states that LPU interns follow the instructions on the given tasks and are always willing to work and meets deadlines for the day. It is of great importance that students are able to listen and follow instructions carefully. In the field of media and communication, accuracy in doing production work is very important. Since each level of duty requires certain know-hows and skills, workers must be able to have the capacity to think and react quickly in any given circumstance. Student interns must have sound learning and develop necessary abilities identified with the production procedure [2].

Other items were assessed as very good but intern is able to organize work and analyze it and intern has the command of relevant general information and technology obtained the lowest rank. This is in connection with the comments made by one media supervisor which claims that communication interns of LPU have strong points such as solid editorial judgment in the selection of stories or interesting angle and good writing skills but has the tendency to directly lift portions of stories from other sources without either proper attribution or paraphrasing. Mass communication students can be loaded with production work that is why they tend to miss some other workload. Due to the constant improvements and advances in technology, most mass communication students study and use latest software's for production work. Yet, some production companies stick to older versions or do not upgrade such software's. Thus, sometimes, there is no common software and technological know-how for the trainees and the production companies.

As to the performance on radio, the composite mean of 4.50 indicates that the interns performed very well and it was observable on interns whom are competitive enough in their job assignment. This is in connection with the comments made by one media supervisor which claims that communication interns of LPU has the skills and the talents needed in order to become effective radio broadcasters. This is because students of mass communication are immersed to an authentic radio production training through the use of the campus radio station. Students are not only taught to speak well as radio broadcasters but are also taught to use various sets of software for radio production. Laguador [4] states that learning happens in various roads and types of human presence. Formal instruction from scholastic foundations is fundamentally the proper setting for learning information and abilities important for future employment.

However, intern understands the operating procedures and techniques rated the least with mean value of 4.40. This is in connection with the comments made by one media supervisor which claims that communication interns of LPU after undergoing more radio broadcasting trainings and seminars can eventually become big radio personalities. Mass Communication students, although equipped with sufficient knowledge of radio production, sometimes lack the courage to do assigned work. This is because most students fear of committing mistakes while doing the assigned task.

With regards to the performance on TV, all items were assessed as very good. Intern comprehends/follows instructions easily ranked highest while intern has the command of relevant general information and technology ranked the least. This is in connection with the comments made by one media supervisor which claims that communication interns of LPU has proven that they can be dependable at work. They took to heart what was told of them to better function as production support for the program. Another supervisor mentioned that from the start the intern had no knowledge in FCPX since they use Adobe Premiere in editing but as days go on, they learn to use FCPX but not to the full extent due to limited time. Mass Communication students follow instructions easily as they are trained to be receptive of the tasks assigned to them by their production heads. Company employers strongly endorsed representatives, who are dedicated and centered around their works and limits; careful associates; with strong qualities and high sentiment polished philosophy. Companies support graduates who

are proactive, trainable, helpful agreeable people and who can pass on all commitments effectively. They eye for result-oriented people with high regards toward the achievement of the organization's primary objective [5].

Command of relevant information and technology ranked the least because mass communication students study updated software that some media production companies are still not using. Thus, students lack certain skills of operating specific software used by companies. Different companies have stressed the importance for students to develop aptitudes on analytical ability, computer applications, creative thinking, basic leadership and task-related characteristics [6].

Over-all, the table shows that Mass Communication students are able to comprehend and follow instructions effectively. They are equipped with basic knowledge and skills needed to work for a production outfit. Lyceum of the Philippines University teaches and instructs students to become part of a credible workforce by giving them reasonable learning opportunities that require skilled laborers ranking among the best in the world with respect to proficiency, state of mind, profession and concentrated capacities [7].

With the nature of the job in media, students are able to be competitive enough to go with the fast moving world of the production. Yet, students have to improve on the way they organize work and manage their

workload efficiently. Also, it is important for students to learn the ropes of various technological software most commonly used in productions. Thus, brushing up their technological know-how in different areas of specializations is key. Competencies are distinguished practices, knowledge, aptitudes, and capacities that emphatically affect the accomplishment of employees and organizations. Abilities can be unbiasedly measured, upgraded, and enhanced through honing and learning opportunities. Through this, students know the importance of competence, ampleness of learning and aptitudes that engage employees to act in a wide range of conditions [2].

Table 3 presents the performance of the students on OJT as to skills. Based from the result, the respondent's performance on print media was very good with a composite mean of 4.39. This shows that the trainees have the required understanding equipped with the skills related to writing. Different profession assignments that could be accomplished in news coverage field are reporters, columnists, editors, copywriters, sub-editor, photographer and etc. These assignments can be accomplished at print and online media outlets, for example, daily papers, magazines, news sites, and web journals. A writer may work for a neighborhood daily paper, national every day, magazine, an expert diary, an exchange paper or in radio or TV [9].

**Table 3. On-the-Job Training Performance of AB Communication Students With Respect to Skills**

Indicators	Print			Radio			TV			Over-all		
	WM	VI	R	WM	VI	R	WM	VI	R	WM	VI	R
1. The intern seeks to improve his/her skills by taking initiative to learn new paradigms and methodologies.	4.52	E	1.5	4.62	E	2	4.11	VG	4.5	4.41	VG	3
2. The intern is comfortable in presenting recommendations, suggestions and criticisms to his/her supervisors/peers and open to accommodate them with an objective and positive point of view.	4.24	VG	4	4.60	E	3	4.11	VG	4.5	4.31	VG	4.5
3. The intern is accurate and efficient in work.	4.20	VG	5	4.56	E	4	4.16	VG	3	4.31	VG	4.5
4. The intern makes productive use of resources e.g., terminals and or workstations assigned to him/her.	4.52	E	1.5	4.73	E	1	4.23	VG	2	4.49	VG	1
5. The intern delivers the required amount/volume of work output within the allotted time.	4.48	VG	3	4.50	E	5	4.30	VG	1	4.43	VG	2
<b>Composite Mean</b>	<b>4.39</b>	<b>VG</b>		<b>4.60</b>	<b>E</b>		<b>4.18</b>	<b>VG</b>		<b>4.39</b>	<b>VG</b>	

Among the indicators cited, the intern comprehends/follows instructions easily got the highest mean score of 4.52 and rated excellent. This is in

connection with the comments made by one media supervisor which claims that communication interns of LPU doesn't need to be told on what to do. Interns have

the initiative to do the monitoring of current events, trends and news and write about it. They are open to learning and accomplish tasks efficiently. It is important for the trainees to improve their skills and have the initiative because in the future they are the ones who will benefit from it. Thus, OJT is additionally an incredible resume-builder, since one of the real issues confronting fresh graduates is the absence of first-hand experiences in the workplace. OJTs will help a college graduate long after they have spent the compensation earned in the course of the semester [10].

Other items were assessed as very good but intern is able to organize work and analyze it and intern has the command of relevant general information and technology obtained the lowest rank. This is in connection with the comments made by one media supervisor which claims that communication interns of LPU shared the task and work hard to finish their assignments. However as a team, when one fails to observe policies such as deadlines everyone is affected in general they gave their best in accomplishing assignments and can become assets of the company they will work for. Students are triggered by the amount of work assigned to them yet Mass Communication students are known to be competitive, the trainees try their best to accomplish tasks are assigned to them. Villena [11] argued that being a trainee is very challenging. With an ever increasing number of offices, opening up each day the work has turned out to be increasingly challenging. The colossal development in this industry has drastically expanded the profession openings in the field.

With regards to the performance on Radio, all items were assessed as excellent. Intern makes productive use of resources e.g., terminals and or work station assigned to him/her had the highest rating while intern delivers the required amount/volume of work output within the allotted time ranked the least. This is in connection with the comments made by one media supervisor which claims that communication interns of LPU since the day they started their on-the-job training, we noticed that they have the potential of future broadcaster/reporter. They easily learn the trade. Mass Communication students were excellent in productive use of resources e.g., terminals and or work stations because they have been exposed to different working stations throughout the course of their study in the university. For instance, communication students make use of the photography laboratory, mass communication laboratory, and campus radio station during lectures, discussions and productions. Intern delivers the required

amount/volume of work output within the allotted time ranked the least because Mass Communication students can be loaded with work and they need more time to think and do the task assigned to them. According to Villena [11], to most mass communication students, practicum is the culmination of all the real subjects in their curriculum – the highlight of their academic life in school. Many anticipate it as their door to this present reality of print, radio and television; a preparation ground for future media professionals; a genuine trial of their communication competencies and production skills and an extraordinary chance to set up networking and linkages.

With regards to the performance on TV, all items were assessed as very good where intern delivers the required amount/volume of work output within the allotted time ranked first while intern seeks to improve his/her skills by taking initiative to learn new paradigms and methodologies and intern is comfortable in presenting recommendations, suggestions and criticisms to his/her supervisors/peers and open to accommodate them with an objective and positive point of view ranked least. This is in connection with the comments made by one media supervisor which claims that communication interns of LPU can work with minimal supervision. Strong in pursuing assignments, they will not stop until it gets done. By the strategies and methods of internship training, students procure general capabilities that they can exchange starting with one employment then onto the next and particular aptitudes that are one of a kind to a specific occupation. The introduction to on-the-job training includes written and verbal direction, perception and exhibit, and hands-on practice and imitation [8].

Intern delivers the required amount/volume of work output within the allotted time ranked as the highest because Mass Communication students practiced their skills in TV production by the use of their subjects in school related in TV prods.

Some Mass Communication students are timid and they fear of not doing their tasks well. Although they have certain knowledge regarding the assigned tasks to them they still have reservations as to how they should bring about the task because of the fear of committing mistakes. Communication skills of the assistants through giving them more verbal exercises as learning activity in school and furthermore more contextual investigations to separate and reproduce for better perception of the subject; along these lines, becoming more adept in the workplace [12].

Over-all the table shows that Mass Communication Students make productive use of resources e.g., terminals and or workstations assigned to them. Students have the understanding equipped with the skills in tri-media, they can accomplish their tasks with the allotted time for them and they know how to be productive. Yet some of them needs to improve their personality of being shy, they still have the competitiveness in them in order to have the skills needed for their future job. A substitute advantage from declaring quality students taking an interest in internships is that they may somehow consider seeking after an open area vocation because of inadequate information about the way government works. Internship projects can be significantly utilized for nations that receive common administration exams as an essential enlistment instrument. Since essential association exams, not by any stretch of the imagination, measure the genuine limit of fundamental laborers, internship can be utilized as an integral source of recruitment [13].

Table 4 depicts the performance of the students on OJT as to attitude. Based from the result, the respondent’s performance on print media was very good with a composite mean of 4.44. This shows that mass communication students specifically in print media possessed good character and positive attitudes which every industry needs now.

Attitudes are the character the trainees has and showed towards training like cleverness, reliability and activity [14]. As utilized as a part of this study, this term was used as a part of the assessment of the execution of the student intern. Attitude is associated with a man's standard in life and in this way influences hard working attitudes and work execution. Sony and Kim [15]

abridged the conceptualization of work ethics as the idea that has numerous implications and suggestion, relating to an assortment of perspectives identified with work, including work duty, work esteem, attitude toward work, word related esteem, authoritative responsibility, view of vocation improvement, and work accomplishment.

Among the indicators cited, the intern has the positive attitude towards criticism and towards superior/s got the highest mean score of 4.54 and rated excellent. This is in connection with the comments made by one media supervisor which claims that communication interns of LPU know how to learn from their mistakes and improve their abilities. They know how to adopt constructive criticism. As media practitioner, students should know how to handle, accept and deal criticisms came from the superiors. This will lead them to become stronger and more able person. There is nothing about criticism; people like to be right and correct to improve each aspect of individuals.

Other items were assessed as very good but intern is able to organize work and analyze it and the intern reports to the office with regular punctuality and finishes the duty as schedule obtained the lowest rank. This is in connection with the comments made by one media supervisor which claims that communication interns of LPU shared the task and work hard to finish their assignments. However as a team, when one fails to observe policies such as deadlines everyone is affected. In general, they gave their best in accomplishing assignments and can become assets of the company they will work for. This is because there are some factors/problems that affect the punctuality of mass communication students especially time management.

**Table 4. On-the-Job Training Performance of AB Communication Students With Respect to Attitude**

Indicators	Print			Radio			TV			Over-all		
	WM	VI	R	WM	VI	R	WM	VI	R	WM	VI	R
1. The intern reports to the office with regular punctuality and finishes the duty as scheduled.	4.30	VG	5	4.56	E	5	4.52	E	1	4.46	VG	5
2. The intern is reliable and imbues a sense o responsibility in handling the tasks assigned to him/her.	4.46	VG	3	4.71	E	4	4.50	E	2	4.56	E	4
3. The intern enjoys comfortable working relationship with his/her superiors or peers.	4.44	VG	4	4.85	E	2	4.43	VG	4.5	4.57	E	3
4. The intern applies the virtues of integrity and honesty in all aspects of his/her work.	4.48	VG	2	4.88	E	1	4.48	VG	3	4.62	E	1
5. The intern has the positive attitude towards criticism and towards superior/s.	4.54	E	1	4.81	E	3	4.43	VG	4.5	4.59	E	2
<b>Composite Mean</b>	<b>4.44</b>	<b>VG</b>		<b>4.76</b>	<b>E</b>		<b>4.47</b>	<b>VG</b>		<b>4.56</b>	<b>E</b>	

Thus, one of the main factors that cause time management and punctuality problems among students is their own personal attitudes and behavior. Time management and punctuality among students are the imperative issues that draw the consideration of numerous researchers as great time management is fundamental to progress for students at school.

As to the performance on radio, the composite mean of 4.88 indicates that the intern applies the virtues of integrity and honesty in all aspects of his/her work. This is in connection with the comments made by one media supervisor which claims that communication interns of LPU are responsible and display good moral values. They accomplish all the given tasks on time. They have the initiative to help others. Professors of mass communication students teach the value of honesty and integrity in the media industry as also stated in the code of ethics in mass media. However, the intern reports to the office with regular punctuality and finishes the duty as scheduled rated the least with mean value of 4.56. Due to overload works, students of mass communication could not balance their time properly. However, although good time management is basic in making success however the way that absence of time is a typical issue among students when it is not utilized as a part of legitimate conduct. In addition, self-control is likewise essential on how some deals with their chance. Steady school condition particularly educators may assume a critical part in enhancing promptness and time administration aptitudes for student trainees' scholarly achievement. Time management issue is likewise affected by discernment and practices on how people see and consider dealing with their opportunity.

With regards to the performance on TV, composite mean of 4.52 ranked highest where intern reports to the office with regular punctuality and finishes the duty as scheduled. This is in connection with the comments made by one media supervisor which claims that communication interns of LPU show interest and are very curious about the things that we do in the Recruitment team. I see the eagerness to learn new things. They are industrious and even extend their working hours as the program need their service. This is because mass communication students already know how to manage/balance their time in meeting deadlines especially in television productions. A good time planning is required for every instructor during the time spent educating keeping in mind the end goal to make efficient instructing situations that draw in students following the punctuality in their learning. School discipline, for example, defining proper standards and

controls are additionally vital keeping in mind the end goal to enhance student's time management and punctuality issues. If organization of the school is not systematic in honing the principles on train matters, it may be an effect on students conduct identified with promptness and time management issues. However, the intern enjoys comfortable working relationship with his/her superiors or peers (4.43). Some mass communication students display timidity or lack of confidence especially when they meet their superiors.

Over-all, the table shows that Mass Communication students have positive attitude towards work. They can finish the task assigned to them in given time and have the ability to work under pressure. Students are able to give their ideas whenever the superior needs their suggestions. Also, they are comfortable working with their workmates and ready to accept and handle criticisms coming from the people higher than them. It is necessary for them to take steps and have the initiative to improve the condition of their attitude. Bowling and Beehr [16], in an examination distributed in the "Journal of Vocational Behavior", note of that workers who have positive attitude have a tendency to be greatly improved agents for an organization than employees who have a negative attitude.

Table 5 illustrates the performance of the students on OJT as to personality. Based from the result, the respondents performance on print media was excellent with a composite mean of 4.50. This is because, students are equipped with journalism and writing for print classes making them well-trained in the print medium.

Moreover, as written in the article Print Journalism by Priyadarshini [9], career breaks in Print journalism are ample. The newspaper and magazines presented in today's era have many errands to perform on fluctuating parameters. In the same run, there is a huge demand for professionally qualified journalist to work on.

Among the indicators cited, the intern reports for work in attire and follows proper personal hygiene got the highest mean score of 4.64 and rated excellent. With the nature of the jobs in media, students are already familiar with the demands of the workplace and are able to follow rules such as observing proper dress code. Internship is work-oriented and aims to equip students with business related abilities and aptitude identified with their future vocation. By working in the industry amid their school years, students have the chance to apply information learned in the classroom and increase practical points of view with respect to work and society [17].

**Table 5. On-the-Job Training Performance of AB Communication Students With Respect to Personality**

Indicators	Print			Radio			TV			Over-all		
	WM	VI	R	WM	VI	R	WM	VI	R	WM	VI	R
1. The intern reports for work in attire and follows proper personal hygiene.	4.64	E	1	4.77	E	3	4.66	E	1.5	4.69	E	1
2. The intern exercise self-confidence and comfortable in airing his/her problems and difficulties with his supervisor.	4.34	VG	5	4.73	E	5	4.48	VG	5	4.52	E	5
3. The intern is flexible in work and in dealing with people.	4.48	VG	4	4.75	E	4	4.52	E	4	4.58	E	4
4. The intern accepts miscellaneous jobs and tasks with the proper attitude without complaining.	4.50	E	3	4.85	E	1.5	4.64	E	3	4.66	E	3
5. The intern shows interest and pride with the tasks assigned to him/her.	4.54	E	2	4.85	E	1.5	4.66	E	1.5	4.68	E	2
<b>Composite Mean</b>	<b>4.50</b>	<b>E</b>		<b>4.79</b>	<b>E</b>		<b>4.59</b>	<b>E</b>		<b>4.63</b>	<b>E</b>	

Other items were assessed as very good but the intern exercise self-confidence and comfortable in airing his/her problems and difficulties with his supervisor obtained the lowest rank. This is in connection with the comments made by one media supervisor which claims that communication interns of LPU after a short adjustment period, showed the ability to independently work using the strategies learned and instructions given for the task. They were shy and timid at first but has overcome this through the course of the internship. Students tend to be timid in voicing out their problems and difficulties with their supervisors because they are afraid of the consequences it may bring. Interns sometimes fail to be confident because of their inexperience in the field and fear of committing mistakes. The required knowledge are being reinforced with legitimate assessment of shortcomings for further change and improvement. Obedience of the students to their teachers helped them develop strong characters of adjusting to the essentials and requests of their bosses [18].

As to the performance on radio, the composite mean of 4.79 indicates that the interns performed excellently and it was observed in both indicators where intern accepts miscellaneous jobs and tasks with the proper attitude without complaining and intern shows interest and pride with the tasks assigned to him/her. This is in connection with the comments made by one media supervisor which claims that communication interns of LPU have the eagerness to finish tasks assigned to them on time. Some even work on overtime. They are smart, confident and knows the value of their work. They have the ability to work under pressure. They also treat their work with utmost maturity, resourceful and flexible with their work. Students are able to adjust to their workplace and cope with the demands of the industry. It is because all throughout their study as communication

students they have experienced working out several productions and doing various production work.

However, the intern exercise self-confidence and comfortable in airing his/her problems and difficulties with his supervisor rated the least with mean value of 4.73. Airing out and approaching their supervisor is a challenge for students because some lack the confidence to start a conversation. Since they are used to a small work environment inside the campus, going out and working for a big production makes them feel uneasy and adds up to the pressure they have in their work. Torre et. al., [19] contended that a few establishments favored most employees who have specialized abilities, relational abilities and relational aptitudes. The limits of the students are being shaped in the midst of the way toward understanding the importance and valuing the relationship of different difficulties and obligations of their profession.

With regards to the performance on TV, most items were assessed as excellent where both intern reports for work in attire and follows proper personal hygiene and intern shows interest and pride with the tasks assigned to him/her got a mean value of 4.66. This is in connection with the comments made by one media supervisor which claims that communication interns of LPU have initiative to do assigned tasks and accept miscellaneous work. Also, they have good working relationship with the production staff and co-interns. Students are exposed to production work as they are tasked to become production assistants in various events inside the campus. Thus, they know the things expected of them and the proper way of dealing with things. The intern exercise self-confidence and comfortable in airing his/her problems and difficulties with his supervisor ranked the least. This is in connection with the comments made by one media supervisor which claims that some communication interns of LPU are

quite and too shy. They need to improve their interpersonal relationship with other people. Expressing and airing out one’s opinion is a challenge for student interns. This is because they are used to working within small groups inside the campus setting. Thus, once they get out and work for big productions they experience a bit of a culture shock due to the sudden shift to a bigger environment. Positive attitude and good habits for the students are constantly the reason for the success of industries. Success is a result of doing the right and desirable things more than once. This happens when the students are habituated to work hard, work smart, work deliberately and perform reliably [20].

Over-all, the table shows that Mass Communication intern reports for work in attire and follows proper personal hygiene. Yet, students need to develop exercising self-confidence and being comfortable in airing his/her problems and difficulties with his supervisor. While knowledge and skills are essential, the capacity to utilize them is characterized by the demeanor and attitude of the interns. The state of mind that an intern will enable him to utilize his insight and abilities to perform in field [20].

Table 6 shows the summary of the On-the-Job Training Performance of AB Communication Students. Based from the result, the respondent’s performance on print media were very good with a composite mean of 4.42. This shows that students deployed in the print medium performed fairly well.

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Among the indicators cited, personality got the highest mean score of 4.50 and rated excellent. Other items were assessed as very good but knowledge obtained the lowest rank. This is in connection with the comments made by one media supervisor which claims that communication interns of LPU have positively

accepted matter meeting improvements in their job assignments. They have a very good attitude towards work and their co-employees. They show great interest in the completion of their tasks, although, they need more rigorous training in writing. Even if students are well-equipped and knowledgeable in print media, sometimes they display timidity and lack confidence in voicing out their opinions since they used to work in a small group of productions/campus setting. By using the knowledge and skills they have acquired through lectures, discussions, and productions they would be able act appropriately and efficiently in various situations. Academic foundations of higher learning are continually producing graduates who are fit for applying learning based information to the nature and demands of their work environment [18].

As to the performance on radio, the respondent’s performance on radio was excellent with a composite mean of 4.66. This is because, students are well-trained when it comes to radio scripts and production classes. Students are taught how to speak like real broadcasters in radio productions. Among the indicators cited, personality got the highest mean score of 4.79 and rated excellent. This is in connection with the comments made by one media supervisor which claims that communication interns of LPU are eager to learn new things that will broaden their knowledge in radio broadcasting. Interns are innovative, industrious and display initiative. However, the intern’s knowledge rated the least with mean value of 4.50. This is because, students are equipped and exposed to the system of their campus radio which is more high-tech than their working environment. Students also taught on how to handle various software’s for production work. Thus, the software’s and production materials used in the campus is not in sync with the production and technical materials being used in the production companies they are deployed insync with the production and technical materials being used in the production companies they are deployed in.

**Table 6. Summary Table on the On-the-Job Training Performance of AB Communication Students**

Indicators	Print			Radio			TV			Over-all		
	WM	VI	R	WM	VI	R	WM	VI	R	WM	VI	R
1. Knowledge	4.35	VG	4	4.50	E	4	4.16	VG	4	4.34	VG	4
2. Skills	4.39	VG	3	4.60	E	3	4.18	VG	3	4.39	VG	3
3. Attitude	4.44	VG	2	4.76	E	2	4.47	VG	2	4.56	E	2
4. Personality	4.50	E	1	4.79	E	1	4.59	E	1	4.63	E	1
<b>Composite Mean</b>	<b>4.42</b>	<b>VG</b>		<b>4.66</b>	<b>E</b>		<b>4.35</b>	<b>VG</b>		<b>4.48</b>	<b>VG</b>	

With regards to the performance on TV, most items were assessed as very good where personality got a mean value of 4.59. The knowledge indicator ranked the least with a mean value of 4.34. This is in connection with the comments made by one media supervisor which claims that communication interns have pleasing personality, were able to pass all of their working load, responsible enough to have or handle some works that are hard to do. Interns have the capacity to beat deadlines. Yet, every day the intern learn more techniques in editing but due to limited time they didn't accumulate enough knowledge in FCPX, which is used in editing. Although, students are well-trained to television works, sometimes they experience lack of confidence when they are already in a new environment. In response to the academic challenges of national and universal essentialness, higher education framework needs to concentrate on foundational change to strengthen and make more focused their yield and administrations [21]. Knowledge alone is not enough, the way one applies it is fairly important as well, keeping in mind that education is a regularly advancing field, building up the educational module ought to be attempted to suit the requirements of the business [8]. Experiences from industry-accomplices are basic contribution to the improvement of program educational programs with a specific end goal to decide the worries of the managers with respect to the required capabilities of the graduates [5]. Permitting the graduating students to apply what they have gained from books in a workplace would build up their work esteems and state of mind important to accomplish a definitive objective

of instruction to create productive and powerful pioneers and professionals in diverse and multidisciplinary endeavors [4].

Over-all, in the three fields of media, student interns' on-the-job training performance was very good with a composite mean of 4.48. Based from the result, respondents' personality got the highest mean score of 4.63 giving it an excellent rating. While, the knowledge indicator ranked least with an average mean of 4.34 giving it a very good rating.

Based from the result, all computed p-values were all less than 0.05 alpha level, thus the null hypothesis of no significant difference on the OJT performance on the three areas is rejected. This means that the performance varies according to area assigned. The result was supported using Post Hoc test that in terms of knowledge and skills, the performance of interns on Radio and TV differs. This means that there is significant relationship between the said profile variables and the problems they encountered in their internship. Thus, the performance of interns with respect to knowledge and skills, were considered factors contributory to the On-the-Job training performance of the students in their internship. Students deployed in radio posed a higher level of skills and knowledge in the field while students' performance in TV was relatively low.

Skills were found to be highly significant. This implies that there is a noticeable difference between the performance of interns in print, radio, and tv in terms of skills. For the radio competency, interns garnered a total mean score of 4.60, a lot higher than the 4.39 for print and 4.18 for TV.

**Table 7. Difference of Responses on the On-the-Job Training Performance of AB Communication Students when Grouped Based on the Area**

Indicators	Area	Mean	F-value	p-value	Interpretation
knowledge	Print	4.35	5.606	0.004	Significant
	Radio	4.50			
	TV	4.16			
skills	Print	4.39	9.746	0.000	Highly Significant
	Radio	4.60			
	TV	4.18			
Attitude	Print	4.44	5.884	0.003	Significant
	Radio	4.76			
	TV	4.47			
personality	Print	4.50	5.255	0.006	Significant
	Radio	4.79			
	TV	4.59			

Legend: Significant at p-value < 0.05

This may be because students of mass communication are immersed to an authentic radio production training through the use of the campus radio station. Students are not only taught to speak well as radio broadcasters but are also taught to use various sets of software for radio production. Mass Communication students were excellent in productive use of resources e.g., terminals and or work stations because they have been exposed to different working stations throughout the course of their study in the university. For instance, communication students make use of the photography laboratory, mass communication laboratory, and campus radio station during lectures, discussions and productions.

With regards to attitude, performance on print, radio and TV varies. Thus, intern’s performance in terms of attitude is an important factor to measure the on-the-job training performance of students. Yet, there is a noticeable difference in the student’s attitude given the differences of fields deployed with radio ranking highest and print ranking least.

Likewise, in terms of personality, radio and print also shows significant difference. This is because students had a higher performance with regards to personality in the radio competency while having lowest rating in print. According to Czarnecki [20], skills are competencies that are gained through experience and developed through training. Specialized abilities, communication abilities, logical aptitudes, and presentation aptitudes are some such skills that will help the students in their On-the-Job training performance. Esmerna [22] reiterated that On-the-job Training is an avenue for students to harness skills, knowledge and changed behavior. Skills are capacities with limits that are perceived as a result of preparation and experience, while knowledge is characterized as comprehension or standards identified with a specific subject or range. The performance of the students in the internship program served as part of the implementation of Outcome-based education [23-31] in preparation for their job placement and acquisition of necessary employability skills [32-43].

**Table 4. Proposed Plan of Action to Improve Student’s Performance in OJT**

Key Results Area(KRA)	Strategies/Activities	Persons Involved
<b>PRINT</b>		
1. Organization and analyzing work. Command of relevant general information and technology.	Attend journalism seminars and/or workshops in news writing and proofreading.  Incorporate activities that would hone students and familiarize them to the print industry such as field trips to printing and publishing houses.	Dean Department Chair of ABMC Faculty Students
2. Accuracy and efficiency in work.	Attend seminars and workshops to be updated on the trends and techniques used in writing for print. Utilize up-to-date references on journalistic writing order to observe rules in writing for print and follow the current trend in the industry.	Dean, Department Chair of ABMC Faculty, Students
3. Reports to the office with regular punctuality.	Incorporate personality development classes in order to establish the importance of time management. Attend seminars and workshops for personality development.	Dean, Department Chair of ABMC Faculty, Students
4. Exercise self-confidence and comfortable in airing his/her problems and difficulties with his supervisor.	Incorporate personality development classes in order to develop students’ confidence in speaking.  Attend seminars and trainings for speech development and public speaking.	Dean Department Chair of ABMC Faculty Students
<b>RADIO</b>		
1. Understands the operating procedures and techniques.	Incorporate hands on lessons on radio and broadcasting operations. Including lessons on technicalities of operating radio equipment. Attend seminars and trainings for radio broadcast writing, speaking and operating.	Dean, Department Chair of ABMC, Faculty, Students
2. Delivers the required amount/volume of work output within the allotted time.	Have a class on in-depth project planning and management so that students will know how to organize their workload and finish outputs on time.	Dean, Department Chair of ABMC, Faculty, Students
3. Reports to the office with regular punctuality and finishes the duty as scheduled.	Incorporate personality development classes in order to establish the importance of time management. Attend seminars and workshops for personality development and project management.	Dean, Department Chair of ABMC Faculty, Students
4. Exercise self-confidence and comfortable in airing the problems and difficulties with his supervisor.	Incorporate personality development classes in order to develop students’ confidence in speaking.  Attend seminars and trainings for speech development and public speaking.	Dean, Department Chair of ABMC Faculty, Students

**Table 4. Proposed Plan of Action to Improve Student’s Performance in OJT**

Key Results Area(KRA)	Strategies/Activities	Persons Involved
<b>TV</b>		
1. Command of relevant general information and technology.	Incorporate activities that would hone students and familiarize them to Television industry such as field trips and studio tours to TV networks.	Dean Department Chair of ABMC Faculty Students
2. Seeks to improve his/her skills by taking initiative to learn new paradigms and methodologies.  Comfortable in presenting recommendations, suggestions and criticisms to his/her supervisors/peers and open to accommodate them with an objective and positive point of view.	Have more extensive discussions on TV Production and Direction classes and incorporate individual outputs.  Incorporate personality development classes in order to develop students’ confidence in speaking.	Dean Department Chair of ABMC Faculty Students
3. Enjoys comfortable working relationship with his/her superiors or peers.  Positive attitude towards criticism and towards superior/s.	Incorporate personality development classes in order to develop students’ confidence in speaking.  Attend seminars and workshops for personality development.	Dean Department Chair of ABMC Faculty Students
4. Exercise self-confidence and comfortable in airing his/her problems and difficulties with his supervisor.	Incorporate personality development classes in order to develop students’ confidence in speaking.  Attend seminars and workshops for personality development.	Dean Department Chair of ABMC Faculty Students

**CONCLUSION**

When it comes to knowledge and skills in print majority of the communication students are found to have a very good performance while excellent in attitude and personality. There is a significant difference on the knowledge, attitude and personality of the communication students in the media outlets while highly significant in skills. Knowledge of the communication interns is found to be the main problem encountered by the researchers. A plan of action was proposed to improve the OJT performance of the AB Communication students of the University.

**RECOMMENDATIONS**

The Internship Office through the CEAS Dean may conduct personality development seminars before deploying interns to the different fields. The Internship Director may sit down with the CEAS Dean and Program Chair to review the existing student appraisal sheet and include communication related skills in the evaluation. The Communication Department may conduct studio tours to different media outlets to familiarize the area. The Internship Office and

Communication Department may consider advertising as another venue for practicum in lieu of print. Future researchers may conduct a similar study using different variables.

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