

Examination of Influence and Intention towards Lyceum of the Philippines University and Career Choice of General Engineering Students

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Abstract

This study aimed to determine the first, second and third choice course of General Engineering students at Lyceum of the Philippines University-Batangas. It also aims to determine how the respondents become acquainted of the University, who influenced their decision to take engineering and enroll at LPU, their intentions and reasons for the selection of school based on quality of education, influence of people, personal preferences and proximity and accessibility of the campus. This study used descriptive type of research and all General Engineering students were included in the study. The BS Mechanical Engineering program topped the list of first choice and second course of General Engineering students, while BS Hotel and Restaurant Management topped the list in the Third choice program of the respondents. General Engineering students get to know LPU-Batangas in TV Commercials, followed by their classmates, Enrolment Campaign or Career Talk, Relatives, Tarpaulin and Radio Advertisement. The choice of school and course of General Engineering students are their own personal choice. The mothers have much influenced to the decision of General Engineering students in choosing the school and course compared to fathers. General Engineering students have chosen LPU because it is well known for its standards. The parents have the greatest influence in the selection of their present course

Keywords: Career Choice, Engineering, Interest

1. Introduction

Engineering as a degree program requires the students' inclination to mathematics to survive on carrying out various challenges of solving problems more analytically and critically (Laguador, 2013a).

Good career choice sometimes depends on how critical thinkers and keen observers the high school students are and how they really want to pursue a course in college. Most of them are still confused and undecided regarding what is the best course they are going to take and practice after graduation. Selecting a career path starts with the chosen college degree/program. Many high school students who entered college have no idea as to what career they would want to pursue in college. Some of them just relied their decision from someone they trust or from former teachers and friends. Some of them may have been influenced by their peers and relatives, the environment and culture where they belong, the behaviour that they possess and other personal reasons related to their interest towards the degree program (Ramirez & Dizon, 2014).

Like what Lyceum of the Philippines University faculty members, students and marketing staff are doing in Career Talk during enrollment campaign starting August until the month of graduation every year, they are trying to reach all fourth year high school students in Batangas and neighboring provinces in the region to help them decide what course will best suit their line of interest.

Young adults, through interaction with the context of family, school, and community, learn about and explore careers that ultimately lead to career choice. The interdependence of family, school, and community

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culture played a critical role in shaping the youth's occupational choice. The economic and social circumstances of the broader community colored and influenced the youth's perceptions of appropriate career choices (Ferry, 2006).

Some environmental factors really influence the choice of career of the students, mostly especially their parents. It is already a part of the culture of Filipinos to ask the parents regarding this decision because they are the ones who will provide financial support for the education of their children. The voice and opinion of parents in this matter are really powerful. But, it is still a part of the question of the present study whether the students are still following what their parents want them to be even if it is not their choice or they are the ones deciding for themselves.

Some students listen to the opinion of other people like their close relatives, friends and classmates. Sometimes due to inappropriate time for them to decide what to take, they just put their decision in the hands of other people instead of evaluating what is really their need and want based on their interest.

In this study, the researchers would like to determine, whether if not all of them or most of them enrolled in engineering programs are exactly the courses they really wanted to pursue, even if it is their personal choice or an opinion from other people.

This study aimed to determine the first, second and third choice course they want to take in college. It also aims to determine how the respondents become acquainted with Lyceum of the Philippines University, who influenced their decision to take engineering and enroll at LPU, their intentions and reasons for the selection of school based on quality of education, influence of people, personal preferences and proximity and accessibility of the campus. The intentions and reasons of the respondents for the selection of course based on interest towards the course and influenced of people are also considered. The output of the study is a marketing strategy for LPU specifically for COE departments on how they can attract more Engineering students to study at Lyceum.

The place of residence and high school they attended were also considered in the study to determine the number of students being reached and convinced by the career talk, enrollment campaign and other marketing strategies being employed by the Marketing office through the joint efforts of faculty members, students and marketing staff.

It is also one of the objectives of this study to determine the reasons and intentions of the presently enrolled students in LIMA and COE departments, why they chose Lyceum of the Philippines University to become their training ground for their future careers. Is it because of the quality standards where the Lyceum is known for or because of other people influenced them to choose LPU? It might also because their place of residence is near Lyceum or maybe it is their personal preference because they see the University is well known for its standard.

It is imperative that their intellectual capabilities be determined before instruction commences. The result of the study could hopefully be beneficial to the following: Engineering students, faculty members of College of Engineering, Marketing Office and other students from different colleges.

This study will attempt to provide information to the faculty members and students who join enrolment campaign and marketing staff regarding what the Lyceans had experienced in choosing their career and school. The result of the study will serve as guide for high school students to help them determine what course to take based from the decisions made by Lyceans taking maritime and engineering programs at LPU.

Objectives of the Study

This study attempted to determine who influenced the choice of present course and school of General Engineering students currently enrolled during 1st Semester of SY 2009-2010 at Lyceum of the Philippines University in Batangas City, specifically, to determine the profile of the respondents in term of Choice of courses, involvement in school organizations during high school, LPU Marketing Strategy; Persons who influenced the choice of the student to help them decide to take their present course and Enroll at LPU; intentions and reasons of the respondents for the selection of school based on Quality of Education,

Influenced of People, Personal Preferences and Proximity and Accessibility; to analyze the intentions and reasons of the respondents for the selection of course based on: Interest towards the course; and Influence of People; and to propose a program to attract more students to enroll in Engineering courses at LPU and increase the level of Students' Interest towards the Course.

2. Method

The descriptive type of research will be utilized in the study. Descriptive survey method is appropriate for data derived from simple observational situations, whether these are actually physically observed or observed through the use of a questionnaire or poll techniques (Costales and Zulueta, 2003). The total population of the respondents was used in the study.

Participants

All first year General Engineering students were the respondents of this study presently enrolled during the 1st Semester of SY 2009-2010 at Lyceum of the Philippines University under the College of Engineering.

Instrument

The instrument used in the study is a researcher-made questionnaire to determine who influenced the decision of the respondents to take their present course and to enroll in LPU was used to collect data and information. It is also a part of questionnaire to determine the intentions and reasons of the respondents for the selection of school based on quality of education, influence of people, personal preferences and proximity and accessibility of the school.

3. Data Analysis

The data collected were classified, tabulated and coded using SPSS for analysis. Frequency, weighted mean and percentage were the statistical tools used to analyze the data.

On the Scale for measuring the persons who influenced the choice of school and present course, the following arbitrary point scale was utilized:

- | | |
|--------------------|----------------------|
| 5 - Very Much (VM) | 2 - Very Little (VL) |
| 4 - Much (M) | 1 - Not at all (NA) |
| 3 - Little (L) | |

On the Scale for measuring the reasons for the selection of present course and school, the following arbitrary point scale was utilized:

- | | | |
|-------------|---|-------------------|
| 4.50 – 5.00 | - | Strongly Agree |
| 3.50 – 4.49 | - | Agree |
| 2.50 – 3.49 | - | Moderately Agree |
| 1.50 – 2.49 | - | Disagree |
| 1.00 – 1.49 | - | Strongly Disagree |

4. Results and Discussion

Table 1 shows the frequency distribution of chosen courses of First General Engineering students.

Table 1: Frequency Distribution of Chosen Courses of General Engineering Students

	First Choice		Second Choice		Third Choice	
	F	%	F	%	F	%
BSME	14	30.43	9	20.93	3	10.00
BSECE	11	23.91	2	4.65	-	-
BSCpE	3	6.52	5	11.63	1	3.33
BSIE	3	6.52	-	-	5	16.67
BSMT	2	4.35	2	4.65	2	6.67
BSA	1	2.17	-	-	1	3.33
BSBA	2	4.35	6	13.95	-	-
BSEE	2	4.35	1	2.33	1	3.33
Eng'g	2	4.35	1	2.33	2	6.67
BSIT	1	2.17	3	6.98	1	3.33
BSMarE	1	2.17	1	2.33	1	3.33
BSN	1	2.17	1	2.33	1	3.33
BST	1	2.17	-	-	1	3.33
Pol Sci	1	2.17	-	-	-	-
Mass Com	-	-	3	6.98	-	-
Architecture	-	-	2	4.65	-	-
BSCS	-	-	1	2.33	1	3.33
Seaman	1	2.17	1	2.33	-	-
BSCA	-	-	1	2.33	-	-
HRM	-	-	4	9.30	7	23.33
Med Tech	-	-	-	-	1	3.33
PMA	-	-	-	-	1	3.33
Criminology	-	-	-	-	1	3.33

The results revealed that BS Mechanical Engineering program topped the list of first choice course of General Engineering students with 14 or 30.43 percent, followed by BS Electronics Engineering (11 or 23.91%), BS Computer Engineering (3 or 6.52) and BS Industrial Engineering (3 or 6.52%).

Mechanical Engineering program again topped the second choice course of General Engineering with 9 or 20.93 percent followed by BS Business Administration (6 or 13.95%), BS Computer Engineering (5 or 11.63%) and BSHRM (4 or 9.30%).

BS Hotel and Restaurant Management topped the list in the Third choice program of the respondents with 7 or 23.33 percent followed by BS Industrial Engineering (5 or 16.67 percent) and BS Mechanical Engineering (3 or 10 percent).

This implies the majority of the respondents want to pursue BS Mechanical Engineering program.

Table 2 shows the frequency distribution of respondents according to membership and leadership status during high school.

Table 2: Frequency Distribution of Respondents According to Membership and Leadership Status during High School

	F	%
Active Member		
Yes	26	55.32
No	17	36.17
Active Leader		
Yes	19	40
No	22	47

Majority of the General Engineering students are active members of the organizations during high school which comprised of 26 or 55.32 out of 17 or 36.17 inactive members.

Most of the General Engineering students are inactive leaders of the organizations during high school which comprised of 22 or 47 percent out of 19 or 40 percent active leaders.

Table 3 shows the frequency distribution of respondents based on how they got to know LPU.

Table 3: Frequency Distribution of Respondents Based on How They Got to Know LPU

I get to know LPU through:	F	%
TV	40	85
Classmate	33	70
Enrolment Campaign	32	68
Relatives	30	64
Tarpaulin	24	51
Brochure	17	36
Radio	17	36
Internet	7	15
Newspaper	7	15

General Engineering students get to know Lyceum of the Philippines University in TV Commercials because television (40 or 85 percent) is the most effective medium for advertisement and most of the people love watching television shows most especially during their spare time after school or work.

It was followed by their classmates (33 or 70 percent), Enrolment Campaign or Career Talk (32 or 68 percent), Relatives (30 or 64 percent), Tarpaulin (24 or 51 percent), brochure (7 or 36 percent) and Radio Advertisement (7 or 36 percent). Even though, there are lots of tarpaulin being flaunted every part of Batangas Province most especially in Batangas City, there are still some parts of the CALABARZON Region which they can't see any tarpaulin or streamer of LPU.

Enrolment campaigns are only limited to public and private high school without offering College programs. But Marketing staff, the CATC personnel and some LPU faculty members from different Colleges were very dedicated and committed to give career talk to high school students and almost every part of Batangas, Laguna, Mindoro and Quezon Provinces are being visited by LPU for an enrolment campaign. Making it in the top 4 is not expected by the Researcher, enrolment campaign is expected to land in the top three list of the students.

The least among the list of marketing strategy of Lyceum are the Internet (7 or 15 percent) and Newspaper Ads (7 or 15 percent). This implies that there are only few of them are buying and/or reading the newspapers and maybe they are not aware that LPU has its own website.

Table 4 shows the weighted mean of who influenced the choice of course and school of the respondents.

Table 4: Persons Who Influenced the Choice of School and Course of General Engineering Students

	Course	Verbal Interpretation	School	Verbal Interpretation
Own	4.30	Much	4.69	Very Much
Mother	3.74	Much	4.09	Much
Father	3.44	Little	3.49	Little
Relatives	3.21	Little	3.30	Little
Friends	3.07	Little	3.43	Little
Bro/Sis	2.98	Little	3.44	Little
Teacher	2.59	Little	2.68	Little

The choice of school and course of General Engineering students are their own personal choice. The influence and advises of their parents are never been neglected because students recognize and respect the decision of their parents. But there are times, they reach the point when they encounter difficulties with what they are doing, they thought, they have chosen the course which is not their interest. Sometimes, the tendency of the students is to shift to another course.

Mothers have much influenced to the decision of General Engineering students in choosing the school and course compared to fathers with only little influence followed relatives, friends, brothers and sisters, and lastly their teachers.

Table 5 shows the weighted mean of reasons for the selection of school of General Engineering Students. According to the views of General Engineering students, they have chosen LPU because they strongly agreed that LPU is well known for its standards and LPU/LIMA is ISO Certified. They also agreed that graduates of LPU easily find jobs and LPU is home is board top notchers and passers. They still agreed that tuition fee compensates quality education but this is the least rated among the items. As a response to the needs of professional education in computer engineering, society and industries, academic institutions must provide an updated curriculum; modern facilities and equipment; efficient student services; responsive organization and administration; and educators must possess effective teaching techniques and strategies to ensure and maximize the learning of the students (Laguador & Dotong, 2013).

Table 5: Reasons for the Selection of School of General Engineering Students

Reasons for the Selection of School		WM	VI	Rank
Quality				
1.	Well known for its standards	4.53	SA	1
2.	LPU/LIMA is ISO certified	4.49	A	2
3.	Tuition fee compensates quality education	4.02	A	5
4.	Graduates of Lyceum easily find jobs	4.09	A	3.5
5.	LPU is home of board topnotchers and passers	4.09	A	3.5
People				
1.	Most of my friends/relative are enrolled here	3.24	MA	2
2.	Most of my HS classmates/friends would like to study in LPU	3.30	MA	3
3.	My close relatives were Lyceum Alumni	2.78	MA	4
4.	Parent's Choice	3.91	A	1
5.	Advice from teachers in High school	2.74	MA	5
Personal Preferences				
1.	Own Choice	4.74	SA	1
2.	Preferred course is offered here	4.11	A	2
Proximity and Accessibility				
1.	Near our place/residence	2.39	D	3
2.	Nearest University where my present course is offered	2.83	MA	2
3.	The Campus is accessible to transportation	3.13	MA	1

They have chosen LPU because it is their parents' choice. Most of their friends and relatives are enrolled here and most of their HS classmates/friends would like to study in LPU. But these two items fall within the Moderately Agree verbal interpretation which means that their friends, relatives and classmates have little influence or contribution to the selection of school of the respondents.

Their close relatives were Lyceum Alumni and Advice from teachers in High School obtained the least scores with verbal interpretation of Moderately Agree. When it comes to personal preferences, they strongly agreed that LPU is their own personal choice and they agreed that their preferred course is offered in LPU.

In terms of proximity and accessibility, the weighted mean score of 3.13 with moderately agree verbal interpretation for "The campus is accessible to transportation" it means that LIMA is not that accessible for transportation. They also moderately agree that LPU or LIMA is the nearest university where their present course is offered. They disagree that LPU is near in their place of residence.

Table 6 shows the weighted mean of reasons for the selection of present course of General Engineering Students.

In terms of their interest towards the course, they believed that they can be successful in the future along this field of specialization, engineering course is their top priority, they life the challenges that engineering field offers to them, they find this course stimulating and challenging.

Table 6: Reasons for the Selection of Present Course of General Engineering Students

Reason for the Selection of Course	WM	VI	Rank
Interest towards the Course			
1. This course is my top priority.	4.32	A	2
2. This course is my personal choice	4.28	A	5
3. It is the field that I think I can do better.	3.91	A	8.5
4. I enjoy doing the skills & operations involved in this field.	4.04	A	7
5. I believe I can be successful in the future along this field of specialization.	4.49	A	1
6. I like the challenges that this field offers to me	4.30	A	3.5
7. I believe that this course will take me for employment abroad.	4.23	A	6
8. I find this course stimulating and challenging	4.30	A	3.5
9. I believe I can handle the problems and activities of this course effectively.	3.91	A	8.5
Composite Mean	4.19	A	
Influenced of People			
1. Most of my friends/relative are enrolled in this course	2.76	MA	4
2. Most of my HS classmates/friends would like to take up this course	2.78	MA	2
3. My close relatives were graduates of the same course	2.45	D	6
4. Parent's Choice	3.74	A	1
5. Close relatives' choice	2.77	MA	3
6. Advice from teachers in High School	2.56	MA	5

They still believe that this course will take them for employment abroad, they enjoy doing the skills & operations involved in this field, It is the field that they think they can do better and they can handle the problems and activities of this course effectively. But these were rated lowest among the items of interest towards the course.

The persons who have the greatest influence in the selection of present course of General Engineering Students are their parents aside from their own personal choice which is not included in the items. The rest of the items were rated moderately agree except to one item which is "My close relatives were graduates of the same course" which is rated lowest with 2.45 weighted mean and Disagree verbal interpretation.

Engineering students have high level of study habits at home and very high at school (Laguador, 2013b). But still, students must exert much effort in developing good study habits. This is a strong

foundation of all good practices to learn more and be proficient not only in academics but also in acquiring easily the necessary skills in their chosen fields of specialization (Laguardor & Dizon, 2013).

Students must be given enough assignments, projects and exercises to work on during their spare time and at home to practice whatever they have learned during classroom discussion (Laguardor, 2013c) for them to appreciate and develop more their interest towards engineering.

5. Proposed Program

Faculty members of College of Engineering must always join enrolment campaign initiated by LPU Marketing Office. Faculty members must strengthen the Mechanical Engineering and Electronics Engineering programs to encourage and motivate more students to take this course through enhancing teaching skills and high percentage of board passers. Faculty members must also help the students increase the level of interest towards the engineering course to overcome the difficulties of the program through providing them insights regarding the engineering graduates' job opportunities and its advantages over other known courses. National and International company linkages must be given emphasis by the department to uplift the image of engineering in LPU.

6. Conclusion

The BS Mechanical Engineering program topped the list of first choice and second course of General Engineering students, while BS Hotel and Restaurant Management topped the list in the Third choice program of the respondents. Majority of the General Engineering students are active members of the organizations during high school and most of them are inactive leaders of the organizations. General Engineering students get to know Lyceum of the Philippines University in TV Commercials, followed by their classmates, Enrolment Campaign or Career Talk, Relatives, Tarpaulin and Radio Advertisement. The choice of school and course of General Engineering students are their own personal choice. The mothers have much influenced to the decision of General Engineering students in choosing the school and course compared to fathers.

General Engineering students have chosen LPU because it is well known for its standards and it is ISO Certified and it is their parents' choice. LPU is their personal choice. In terms of proximity and accessibility, they disagree that LPU is near in their place of residence. In terms of their interest towards the course, they believed that they can be successful in the future along this field of specialization and engineering course is their top priority. The parents have the greatest influence in the selection of their present course.

The Counseling and Testing center of the school should facilitate career orientation during the student-applicants' admission as regards to their National Career Assessment Examination

(NCAE) results for it may predict satisfaction with some area of employment or education (Mañibo & Lopez, 2014).

Everyone must be very particular and sensitive to the needs of each student. Through making the students feel satisfied to all the services being given to them is something enormous achievement for the university because it is a remark of commitment to quality education (Laguardor, 2013d) which is another way of marketing strategy through the word of mouth.

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