

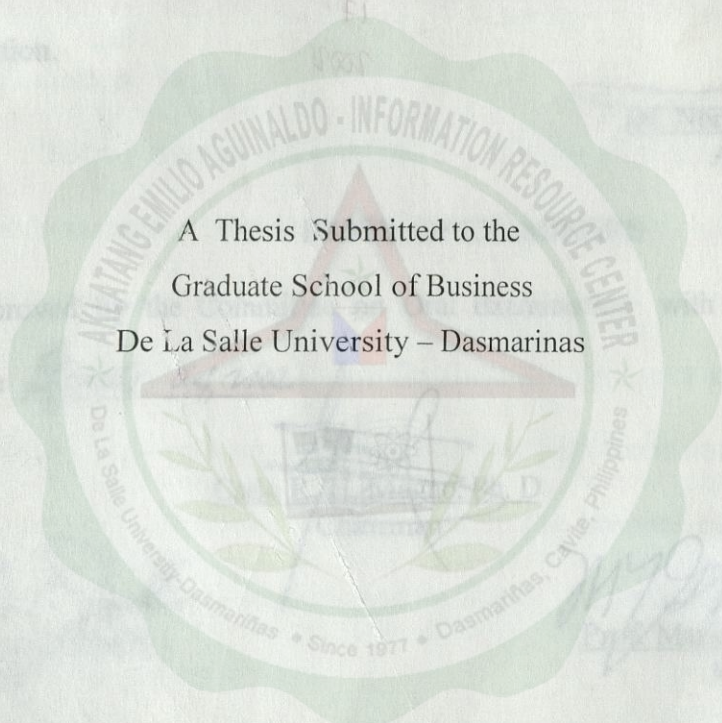


APPROVAL SHEET

THE INFORMATION TECHNOLOGY
AMONG UNIVERSITIES IN THE CITY of MANILA

AMONG THE UNIVERSITIES IN THE CITY OF MANILA, prepared and submitted by LEAH ZAGALA, approved and accepted as partial fulfillment of the requirements for the degree of Master of Business Administration.

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A Thesis Submitted to the
Graduate School of Business
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For the Degree of Master of Business Administration

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ABSTRACT

TITLE: **THE INFORMATION TECHNOLOGY
AMONG UNIVERSITIES IN THE
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SUMMARY

The advent of information technology in general has revolutionized the conduct of business in various sectors including the academic community. The resurgence of internet technology has tremendously changed the delivery of educational services, transcending beyond geographical borders and in real time scenario. In some advance countries, classrooms have become less relevant, and learning or transfer of knowledge can now happen even without physical contact between teachers and learners as web-based or internet technologies are now playing a major role. This reality brought local universities, particularly those in



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the City of Manila or Metro Manila in general to acquire computers and various support systems to ride on the trend of the new millennium. This reality in turn has challenged the proponent to look into the matter by way of studying the aspects of use of information technologies among universities in the City of Manila. The City of Manila, being the premier city of the country and where a lot of major universities are located, is the geographical area of study..

The study gathered secondary and primary data by way of survey questionnaire along with follow up personnel interviews as necessary. Eighteen universities were surveyed, thirteen or 72.22 % of which are private universities, and 5 or 27.78% are public or state universities. Baseline data on information technology provisions of schools surveyed revealed varied levels of use of such technologies in aid or support of delivering educational services.

The study revealed that 15 of the 18 universities appeared to have appropriately prepared themselves for the challenges of the information technology by way of embracing or adopting computers to varying degrees and extent in the pursuit of academic and non academic services. The prognosis is anchored on the data generated principally in the form of establishment of organic or full-time units mandated to handle computer or information technology-related programs and necessarily, substantial capital infusions were made to procure computers and related support systems. Sixteen of the 18 schools surveyed have their electronic homepage or websites with 15 of them



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maintaining local area network, indicating that these schools are internet ready or capable of offering services typically available to cyber space users.

While these schools have the essential physical provisions, active web-based program or modules were not yet on stream or in place indicative of shortcoming or limited utility of the technological provisions. The more obvious use of information technology systems in aid of instruction has been limited so far to usage of multimedia systems, overhead projectors, accessing some sharable hardwares and softwares, and to certain video conferencing.

Even the existence or prevalence of hardwares/computers among school surveyed, curricular responses or offerings were still limited. Not one of the school surveyed has ever developed online or internet – based course offering a full baccalaureate degrees (e.g., 4 or 5 year courses) with the exception of DLSU-Manila which has maintained existing arrangements with CISCO's Networking Academy.

Given the challenges and opportunities as well, posed by the resurgence of information technologies and the existence of the basic infrastructure or technological provisions among school surveyed, and given the findings of this study, school administrators of traditional educational institutions like those covered by this study need to institute coping up strategies not only to compete but also to benefit from an immense body of knowledge and information on the internet system.



Specifically, this study suggests or recommends the following:

1. Administrators of schools which are not yet equip with IT centers should redefine their position in the academic community and visualize the future of the institution.
2. Budget allocation should prioritize the development and enhancement of information technology provisions.
3. Improve, update and expand the level of use of computers and other supports of information technology.
4. Improve and expand hardware and equipment provisions to be technically competitive which is substantial to the information technology learning process, not only for the benefit of the students and faculty members in the academic level, but also for the support personnel of the schools.
5. Forge collaboration and partnership with local and international service providers in the area of academic offering.
6. To have a speedy, consistent, and precise support work system schools administrators should capitalize on the strength and benefits offered by information technology in registration, library services, personnel tracking and identification, accounting and finance based services , and distance education.



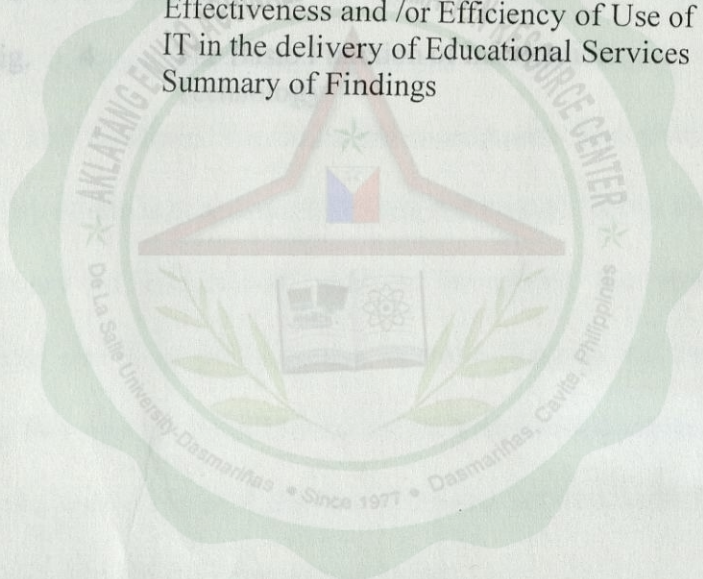
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Chapter I

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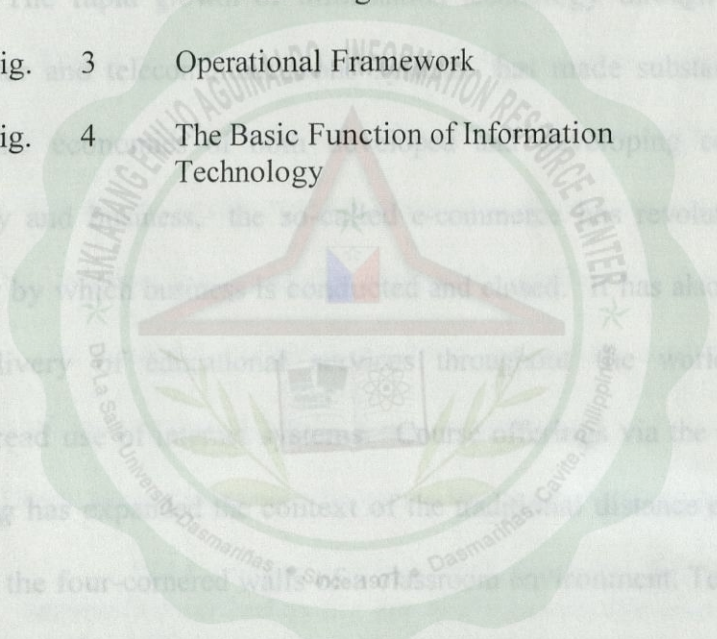
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While the Philippines can not as yet compete with the developed countries, its education sector should not just remain a constant spectator to this phenomenon. The education system of the Philippines can not be blind to the evolving trend towards the massive application of information technologies or systems for educational purposes. And it seems that in recent past there has been a lot of effort or activities aimed at pursuing this