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A SURVEY OF TECHNICAL-VOCATIONAL MANPOWER
DEMAND IN DASMARINAS, CAVITE AND A PROPOSED
CAREER GUIDANCE PROGRAM FOR
ILIO AGUINALDO COLLEGE-CAVITE

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PART I
A SURVEY OF TECHNICAL-VOCATIONAL
MANPOWER DEMANDS IN DASMARINAS, CAVITE

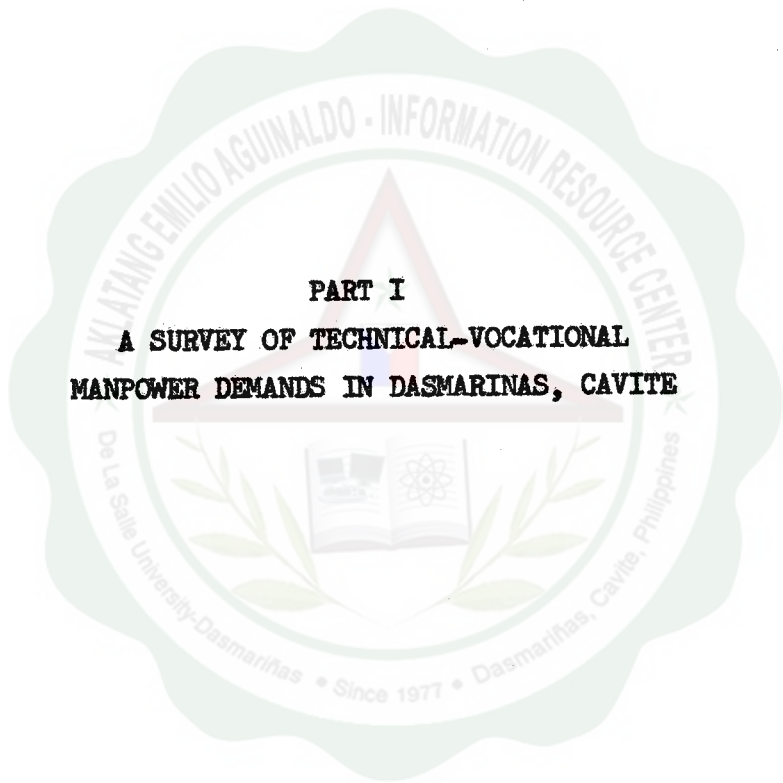
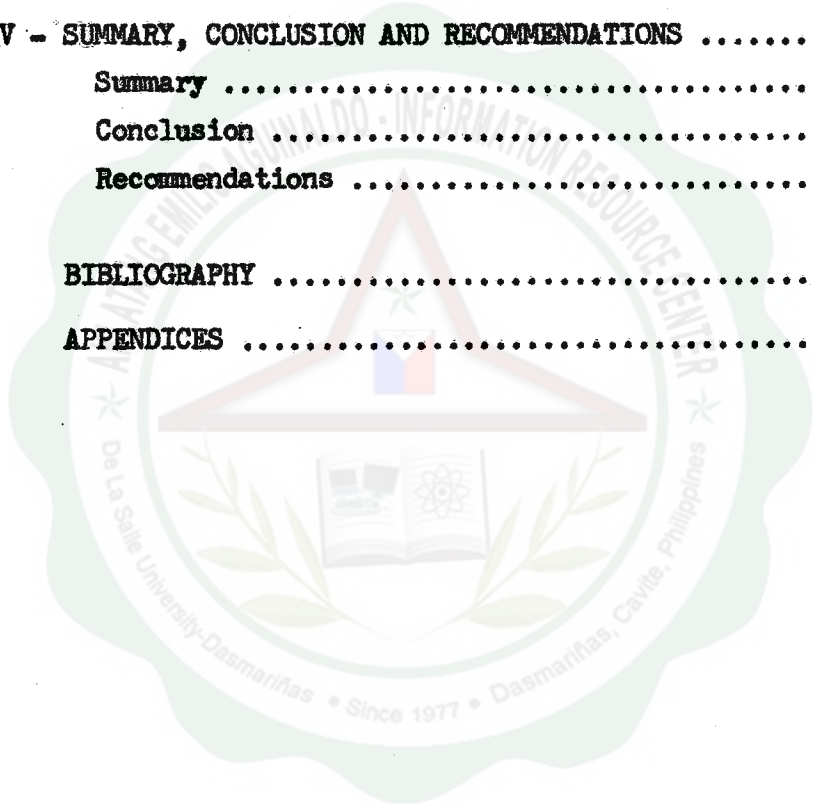


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CHAPTER I

INTRODUCTION

The Philippine educational system has, since 1971, implemented the National College Entrance Examination (NCEE). Under this system graduating high school students are required to take the exams to determine if they will be able to cope with their studies in college. Although the system, on the basis of examination results, has become selective in the kind of students to accept in college, some educational institutions have not, on their part, given importance on the subject of possible job opportunities that await their graduates.

Statistics show that 700,000 high school seniors took the NCEE on October 11, 1981. By past records (1981) 455,000 students did not pass, and should go into vocational courses. However, this seems not to be the case. Many among those who failed would try to take the NCEE again until they qualify to go to college. As a consequence, some schools are offering more courses just to accommodate more students in their colleges. In the NETC report on the 1981 NCEE it was noted that the number of freshmen enrolled in Commerce and related degree programs (Business Administration, Economics, Management, etc.) rose from 31,536 in SY 1973-1974 to 64,850 in SY 1980-1981. Figures show that commerce and related programs is one of the most crowded courses. Thus, the NETC report concludes; "If inadequate restriction is imposed on the entry of students into this field, there is no telling how many of them will end up unem-

ployed or underemployed after the next few years." (Rotary Club of Manila, 1982)

Also, there is a growing awareness in the country of the great imbalance between available job opportunities and the number of college and university graduates. The imbalance between the supply of graduates and the demand for specific manpower skill was found to be one of the weaknesses of the present educational system as a result of a study conducted by the Presidential Commission in 1970.

Each year, colleges and universities turn out thousands of graduates who have been trained for jobs that are not available. This is one of the country's problems: how and where to put people after they graduate in their field of specialization. Unemployment and are at the top of the list of eight major problems of the Philippines today. It was reported that members of the Philippine cabinet noted these problems when they met at the end of 1981 to assess the government plan for 1983-1987. The employment problem becomes more and more acute as an estimated 750,000 young people join the labor force each year, especially now that the country is encountering an economic crisis. And in the Manpower demand report of the President, transmitted to congress, March 1970, it was stated that young people encounter difficulties in the job market by their being young and lacking in work experience. Local college graduates indeed experience inadequate education and training, and lack of guidance about job opportunities for training and jobs, or if they have

the training, it is not for the skills that are in demand.

The brief history in Vocational Guidance reveals a period of extending through the thirties of what may be termed a trait-centered approach in matching men and jobs. Frank Parson (1963) states that "the choice of vocational consists of three phases : a) a clear understanding of aptitudes, abilities, interests, ambitions, and their causes; b) a knowledge of the requirements and conditions of success, advantages and disadvantages, compensations, opportunities, and prospects in different line of work c) true reasoning on the relations of the two groups of facts. "He further stressed in his theory that "Vocational counseling should focus on helping the individual to study both himself and possible occupational opportunities and to work out compromise between abilities, interests, and opportunities. On the other hand Super (1960) states that career development includes the development of concepts regarding work and knowledge about occupations. "Strangely enough, almost every industry needs workers in key areas. The streets are filled with workers looking for jobs, while personnel managers can not find suitable workers for the job they have" (James Reuter). In this regard, the school has an obligation too, to expose their students to the world of work and the jobs that are available to them. Harris(1972) states; "Although creating new jobs and employment opportunities for young people is, in part, a responsibility of local, state and national

agencies, schools have a most important obligation to young people looking for employment". Placement is indeed an important function of the guidance staff in a school. (Bottoms, 1972)

With the growth of industry, it is but fitting that companies require their employees to be skilled enough to be able to cope with the demands of their job. "The need of highly specialized and skilled technicians is urgent since Philippine industries are expanding very rapidly and with it is the demand for more adequately trained manpower" (Gasapin, 1965). Such skills may be acquired not often through education and actual experience. As a result many schools, as part of their service offer on-the-job training to their students in companies that can help enhance their ability and give them the actual feel of the job/work to which they will be exposed in the future. The colmination of such educational service is the possible job placement in firms requiring skilled labor for which their students have been trained. It is significant to note that with the rise of various industries it follows that the necessary skills and training at an early stage can offer. Infact the second priority identified by the Technical and Vocational Education group during the 1983 Educational executive congress held in Baguio City was to survey manpower needs of the region and realign the present technical and vocational education curricula based on these needs and in the light of regional socio-economic conditions.

Statement of Problem

This study is an attempt therefore to survey the job opportunities in Dasmarinas Cavite, for placement purposes of the graduates of Emilio Aguinaldo College (EAC).

Specifically, the researcher looked into the following:

- 1) the different companies in Dasmarinas Cavite and their classification according to types of company
- 2) the available job opportunities in these companies
- 3) the manpower demands for the next 5 years
- 4) hiring requirements, procedures and preferences
- 5) benefits and opportunities for employees
- 6) promotion criteria

Significance of the Study

The analysis of job opportunities in Dasmarinas, Cavite, as career information material for placement service, can be of multifold

assistance to the students of the college and to the local community in particular (Cavite).

The findings of this study will contribute in making the students become full aware with occupational opportunities in the community. It is also a means of aiding students to study intensively the selected occupations training facilities which can serve as basis in career decision making.

The results of this survey can be utilized by administrators of colleges in Dasmariñas, Cavite for curricular evaluation and revision in the light of whether they are meeting the manpower needs of the community. This is also a big help to determine what kind of students they are going to produce.

The results of this study are intended to be available to the local community so that the people can be made aware of the existing things in the locality. It is seen that with sufficient information regarding employment opportunities and job prospects, migration and displacement of people particularly in the community will hopefully be minimized.

Limitations of the Study

- a) The information that were gathered were obtained only from fifteen companies in Dasmarians, Cavite thus, information and conclusions drawn from this study would pertain only to the same group of companies or firms.
- b) The degree of cooperation of the company people involve determined the relevance of the data to be obtained.
- c) Most of the respondent companies did not answer some of the questions in the questionnaire due mainly to the confidentiality of the subject matter involved. (e.g. salary scales, benefits and manpower demands)
- d) The personnel managers who were identified as the primary respondent of this study were not available at the time of the survey although prearrangement were made. However, the researcher was referred to the personnel managers' secretary or to the engineer of the company.
- e) The present economic crisis in the country has greatly affected a lot of business establishments mostly manufacturing concerns. The rising costs of raw materials as well as its limited availability has reduced the available job opportunities in these companies.

Definition of Terms

- a) Job opportunities - refer to openings, existing and available positions, and newly created posts of employment that call for workers in plants, business establishments or other organizations.
- b) On-the-job training - A training scheme where students undergo work experience in industry in cooperation and coordination of the school. (Veo, 1974)
- c) Companies - All private and public organizations organized groups or corporations that employ manpower, such as industrial or business establishment, banking and financing institutions, hospitals and etc.
- d) Career information - refers to any information occupational, educational or personal-social that has implications for an individual's career decision making activities at any time in his life.
- e) Placement - the assignment of a person to a suitable job. (Pinner & Altman, 1966)
- f) Career - pertains to all dimensions of life, as interrelated parts of the whole person. It includes a variety of possible patterns of personal choice related to each individual's total life-style.