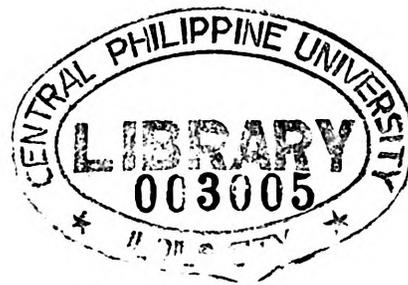


**QUALITATIVE ASSESSMENT OF THE INDUSTRY LINKAGE OF THE
DIFFERENT CPU COLLEGES**

A Research Report

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ABSTRACT

QUALITATIVE ASSESSMENT OF THE INDUSTRY LINKAGE OF THE DIFFERENT CPU COLLEGES

by

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This study aimed to describe the industry linkage and the curriculum content of the different colleges of Central Philippine University as perceived by the deans. The study used the qualitative method to describe the linkages the colleges had with industrial firms.

Viewing industry linkage as beneficial to the academe, the deans affirmed that there have been linkages between the different colleges of the university and the industrial firms which come in the form of: a) consultation by the faculty, b) field trip, c) faculty as lecturers or trainers, d) practicum and OJT of students, e) scholarship offers of firms, f) hosting of shows and conferences, g) license grant, h) serving as host for product launching, i) industry and energy research forum, j) visiting lecturer from industry sector, k) medical supplies and donations, and l) Memoranda of Agreement for linkages. The colleges based its curriculum design from CHED provisions although they enhanced, modified or reconfigured the curriculum to suit preferences. The ratio of teachers involved with industrial firms as consultants or lecturers vary among the colleges, with some having 100% faculty involvement and the rest with only 80%, 50% or 5% involvement. Hindrances to better linkage with industrial firms were identified as:

a) lack of a separate unit taking charge of this, b) teachers who are already loaded with their teaching, c) lack of information dissemination in the colleges and from the business sector, d) a feeling of no necessity for this linkage, e) recent existence of a college, and f) teachers not freed to have a continuing education lectures. The need for a separate organization that takes charge of university linkages with firms was identified by most colleges.

The existence of different forms of linkages with business firms in CPU is a positive sign that its programs are not totally theory-centered, but are, to some extent, sensitive to the needs of the firms. Although the colleges used OJT feedback and enhanced the CHED requirements in the curriculum, they did not yet have enough inputs from the industry sector. The majority of the faculty members of the colleges who are not involved with the business firms when their fields of specializations are industry-related. indicates either lack of motivation on the part of the teachers to market their respective expertise, or lack of reputation in terms of competence that can lead a business firm to hire their services as consultants or lecturers.