

## **EFFECTIVENESS OF CAREER PLANNING PROGRAMS ON THE EMPLOYABILITY RATE OF BSBA GRADUATES**

**May Ann T. Go**

*Guidance and Testing Office*

This mixed method study aimed to explore the effectiveness of the career planning programs to the employability rate of the graduates. The respondents were 59 BSBA graduates who were randomly selected from the list of traced employed graduates and who attended the three career planning programs (mock interview, career orientation and job fair). Six (6) out of 59 graduates were invited for an interview. Those students who attended the three activities and who were currently employed were identified. A researcher- made questionnaire was used to gather data for the quantitative portion of the study, and five interview questions were utilized to obtain qualitative data. The results showed that the three programs were very helpful to the graduates in obtaining jobs even before graduation. The study also showed that there was no significant difference among the three programs conducted by the Guidance and Testing Office.