

INSTRUCTIONAL STRATEGIES OF THE BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION PROGRAM UNIVERSITY OF SAINT ANTHONY, IRIGA CITY

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Introduction

Technological advancement now a days is trendy for new generation in this modern times of industrial era. Changes in our educational system especially medium of instruction is abrupt and give new roles for subject instructors.

Instructional strategies are techniques teachers use to help students become independent learners. These strategies become learning strategies when students independently select the appropriate ones and use them effectively to accomplish task or meet goals. Approaches in teaching find their way into school system.

(<https://www.education.alberta.ca>) Instructional strategies is important and allow teachers to make the learning experience more fun, practical and can also encourage students to take more of an active role in their education. The objective of using it beyond subject comprehension is to create students who are independent strategic learners.

(<https://www.tophat.com>,)

Moreover, instructors have to relate themselves with the students to communicate with them about favorable learning goals and achievements.

The goal of every teacher is to provide and meet student's expectation in the assimilation of any lesson taught. It is therefore proper to know what appropriate instructional strategy and approach is necessary to ensure the right direction to minimize instructor's waste of time and effort.

Statement of the Problem

This Action Research aims to assess the Instructional Strategies of the Bachelor of Science in Business Administration (BSBA) Program University of Saint Anthony, Iriga City.

Specifically, it seeks answers to the following questions: What is the profile of the BSBA instructors as to: Age, Gender, Civil Status, Educational Attainment and Monthly Income. What instructional strategy is used by the BSBA instructors during the delivery of instruction along: Business Economics, Financial Management, Human Resource Management and Marketing Management?

What type of instructional material is used in the delivery of instruction along: Business Economics, Financial Management, Human Resource Management and Marketing Management? What are the problems encountered by the respondents in the delivery of instruction? What enhanced instructional approach can be designed based on the findings of the study?

Research Methodology

The Descriptive research was used in the study and data gathering through survey questionnaire and statistical tools were used such as Percentage Technique, Likert Scale and Weighted mean.

Findings

The findings revealed that the profile of the respondents as to Age, Gender, Civil Status, Educational Attainment and Monthly Income varies. Majority of the respondents were 50-59 years old, Female, Married, Doctoral Degree (DBA) and a Monthly Income of Php10,000.00 - 19,000.00. Majority of instructional strategies used by the BSBA instructors of the four (4) programs during their delivery of instruction were Discussion with a weighted mean of 4.52 as Strongly Agree. That, the type of instructional materials used by the BSBA instructors of the

four (4) programs were Printed Materials such as Textbook, Pamphlets, Hand- outs and Study guide with a weighted mean of 4.54 as Strongly Agree. The problems encountered by the respondents in the delivery of instruction was lack of professional knowledge and technical know –how with a weighted mean of 4.56 as Strongly Agree. To enhance the professional and technical knowledge of the respondents a Training Workshop in Preparing and Presenting an Educational Communication Technology Instruction for BSBA instructors should be conducted before the start of classes.

Conclusions

Based from the findings of the study the following conclusion were drawn:

In this research, there were Nine (9) respondents who participated in the study and majority were 50-59 years old, Female, Married, Doctoral Degree (DBA) and with a Monthly Income of Php10,000.00 – 19,000.00.

The instructional strategy used by the BSBA instructors of the four (4) programs during their delivery of instruction was Discussion.

The type of instructional materials used by the BSBA instructors of the four (4) programs during their delivery of instruction were Printed Materials such as Textbook, Pamphlets, Hand- outs and Study guide.

The problems encountered by the respondents in the delivery of instruction was lack of professional knowledge and technical know –how.

Recommendations

The study recommends to have more electronic and multi-media activity that will improve their technological skills in using modernize gadgets, computers software/programs for them to develop their self-esteem and strong personality to face different challenges of change.

A Guidebook for BSBA Tertiary Level Instructors entitled “Modular Instructional Approach for Tertiary Level Education”, can be used. The guidebook will provide insights of what to do and what to expect while on the program.

A Training Workshop in Preparing and Presenting an Educational Communication Technology Instruction for BSBA instructors should be conducted before the start of classes.

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