

**AWARENESS, ACCEPTABILITY AND RELEVANCE
OF THE URS VISION, MISSION, AND GOALS
OF THE COLLEGE OF BUSINESS**

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Abstract

The survey-type of descriptive research design was utilized in investigating the awareness, acceptability and relevance of the URS vision, mission and goals of the College of Business (COB). It presents stakeholders' perception specifically students, faculty, parents and Local Government Unit (LGU) on the different activities and programs relative to the attainment of the institution's desired goals. On the level of awareness, the students and faculty respondents are very much aware of the URS vision, mission and goals of the College of Business, On the other hand, the parents and LGU are aware of it. Furthermore, the students and faculty evaluated and perceived the level of acceptability of the URS vision, mission and goals of the College of Business as very much acceptable, while acceptable on the part of the parents and LGU. Finally, on the degree of relevance as shown in the promotion of affordable quality program in business education by providing clientele relevant resource development in the community, the students evaluated and assessed the relevance of the URS vision, mission and goals of the College of Business as highly relevant. Parents, faculty and LGU considered it as relevant.

Keywords: awareness, acceptability, relevance of vision, mission and goals

Introduction

Planning is significant in every organization and will provide positive effect on their performance.

Organizational statements such as mission and vision will serve as the foundation for effective strategic planning. The leaders' role in developing meaningful and attainable goals should be aligned with the existing mission and vision. This will help them determine the possible resources that they have to produce to realize the mission and achieve their vision. Oftentimes, organization's failure to constantly review its vision-where they are going and what they want to achieve ended into negative results in achieving their goals.

The mission statement is the external message to describe the institution's reason for existence. Its stated purpose and values are articulated and serve as its representation to its stakeholder. A strong mission will enable the stakeholders to become committed in the organization. On the other hand, the vision statement describes an ideal future that is credible yet not readily attainable. It is a goal or a desired future state that the organization attempts to realize. These statements will

serve to determine strategic direction of the organization. Hence, the need to resonate it with all the members, making them proud, and take part in the organization's journey. (Daft, Harrison & St. John and Hitt)

Mission and vision statements are the most frequently used strategic planning tools, practiced and implemented in universities worldwide, (Cortés-Sánchez, 2017)

The need to constantly review the vision, mission, and goals and derive inputs from the stakeholders will provide them an opportunity to "own" the said statements, (Hinton, K., 2012). The study of Gurley, Peters and Collins (2015) shows that graduate students have limited ability to recall the content of key organizational statements.

According to the study of Kuzu, Gokbel and Gules (2013), mission statements have been redesigned with key elements such as strategy and sustainable development. The participation in the said redesigning will be functional if students, academic and administrative employees as internal stakeholders and

alumni, business, central and local governments and civil society organizations will be part of it.

This study is focused on the awareness, acceptability, and relevance of the URS vision, mission and goals of the College of Business–Pililla Campus. The said college has a large number of students. The survey-type of descriptive research design is used and presents stakeholders' perception specifically students, faculty, parents, and Local Government Unit on the different activities and programs relative to the attainment of the institution's desired goals. The study is anchored on the Stakeholder theory that involves identifying and prioritizing key stakeholders. The said analysis can contribute to the establishment of priorities given to each stakeholder.

The above literatures and researches contributed in the development of the study and the survey questionnaire checklist.

The results of this study will be beneficial to the administrators in the formulation of strategies and program implementation. The output will further contribute to the values desired to be acquired by the graduates of the program. Modification of strategies will further inspire and encourage stakeholders to take part in the accomplishment of the institution's desires.

Moreover, the study following the pertinent provisions of RA No. 7722 otherwise known as the "Higher Education Act of 1994, as cited in CHED Memorandum Order (CMO) No. 39, Series of 2006.

The objective of the BSBA program is not simply to impart basic business knowledge but to instill and nurture important qualities and skills to students that are essential for future business leadership and organizational success.

This study can be replicated using other variables, institutions as part of the stakeholders.

Objectives

This study aimed to determine the awareness, level of acceptability, and the degree of relevance of the URS Vision, Mission, and Goals of the College of Business.

Specifically, this study sought the answer to the following questions:

1. What is the extent of awareness of the URS vision, mission and goals of the College of Business as perceived by the four groups of respondents;
2. What is the level of acceptability of the URS vision, mission and goals of the College of Business as perceived by the four groups of respondents;

3. How do the respondents assess the degree of relevance of the URS vision, mission and goals of the College of Business?

This study is focused on the stakeholders' level of awareness, acceptability and degree of relevance of the URS vision, mission and goals of the College of Business.

This was done to narrow the study to manageable but very accurate and reliable level.

The location, accessibility and cooperation of the respondents were the primary consideration in the study. The respondents' profile as to municipality, sex, age, civil status, highest educational attainment, professional examination taken, monthly income and length of service (for LGU, parents, and faculty) were gathered but not used as grouping variables in the analysis of data.

Theoretical Framework

This study is mainly anchored on the Stakeholder Theory, an analysis that involves identifying and prioritizing key stakeholders, assessing their needs, collecting ideas from them, and integrating this knowledge into strategic management processes such as the establishment of strategic direction and the formulation and implementation of strategies. Organizations can use the information they collect to develop and modify their strategic direction, strategies and implementation plans. (Harrison and St. John, 2002).

Methodology

To analyze the Awareness, Acceptability and Relevance of the URS Vision, Mission and Goals of the College of Business the survey-type of descriptive research was used based on the problems presented, related literature and studies. It is focused on the different activities and programs relative to the attainment of the institution's vision and mission and desired goals of the college.

The organizational statements remain unchanged and the respondents are the stakeholders of the University of Rizal System specifically focused on the students, faculty, parents and Local Government Unit (LGU) for Academic Year 2014-2015. The LGU respondents are regular municipal employees and 50 parents of students. Total enumeration was utilized, in selecting the 15 faculty respondents. For student respondents, systematic sampling technique was used (i.e., every 4th, 8th, 12th student were chosen inside the classroom as respondents). The Slovin's formula was

utilized to compute the total number of 580 student respondents and used the 7% margin of error.

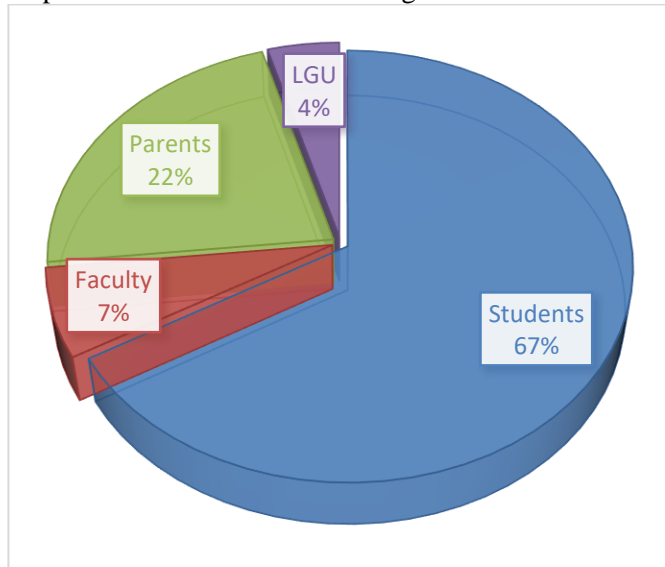


Figure 1. Distribution of the Four Groups of Respondents

The above figure shows LGU respondents with 10 or 4 percent, parents with 50 or 22 percent, faculty with 15 or 7 percent, and students with 150 or 67 percent. It implies that the majority of the respondents were student stakeholders.

The University-RDEP’s Notice to Proceed (NTP) was granted to the researchers. Furthermore, the researchers undertook the following detailed processes in the conduct of the study.

1. The instruments were prepared and content validated by chosen experts in the field of business and education.
2. Upon release of the NTP, researchers conducted and distributed the research instruments to randomly selected respondents.
3. Retrieval of the questionnaires was accomplished after one month.
4. Ensured consent and confidentiality of the participants
5. Results were tabulated, and interpreted, with the discussion of the results and justified implications.

Sources of Data

The researchers gathered primary data from the result of the survey and secondary data, from related literatures, relevant books, research journals and the internet.

Statistical Treatment of the Data

The following statistical tools were utilized to facilitate the analysis of data including their interpretation. After gathering all the completed questionnaires from the respondents, total responses for each item were obtained and tabulated.

Problem 1. To determine the profile of the respondents, this study utilized the frequency, percentage and rank distribution.

Problem 2 and 3. To determine the Awareness, Acceptability, and Relevance of the URS Vision, Mission and Goals of the College of Business, weighted mean, was utilized.

The questions were structured using the Likert format. Three (3) choices are provided for every question or statement. The choices represent the degree of agreement each respondent has on the given question. The scale was used to interpret using the following ranges.

Scale	Range	Level of Awareness	Level of Acceptability	Degree of Relevance
3	2.33–3.0	Very much aware	Very much acceptable	Highly relevant
2	1.67–2.32	Aware	Acceptable	Relevant
1	1.00–1.66	Not Aware	Not acceptable	Not Relevant

Findings

The findings show the presentation, analysis and interpretation of data gathered.

Table 1. General composite table on the level of Awareness, Acceptability and Degree of Relevance of the URS Vision, Mission and Goals of the College of Business

Respondent		Level of				Degree of	
		Awareness		Acceptability		Relevance	
		WX	VI	WX	VI	WX	VI
1.1	Students	2.5	Very Much Aware	2.39	Very much Acceptable	2.35	Highly Relevant
1.2	Parents	2.14	Aware	2.31	Acceptable	2.17	Relevant
1.3	Faculty	2.42	Very Much Aware	2.34	Very much Acceptable	2.29	Relevant
1.4	LGU	1.77	Aware	2.08	Acceptable	2.06	Relevant

The study on the awareness, acceptability and relevance of the URS vision, mission, and goals of the College of Business revealed consistent highest results from students' perception, while LGU showed the lowest results.

The awareness of the URS vision, mission, and goals of the College of Business revealed that the students are very much aware of the VMG as shown in item "orientation for freshmen students." while LGU are not aware as shown in item "information dissemination".

According to the study of Kuzu, Gokbel and Gules (2013), in the redesigning of the VMG, participation of students, academic and administrative employees as internal stakeholders and alumni, business, central and local governments and civil society organizations will be part of it.

The acceptability of the said organizational statements showed that it is very much acceptable to students, as shown in item "Stated in an inspirational and encouraging manner, while LGU respondents perceived it as acceptable. as revealed in item "Formulated to with the participation of the stakeholders."

The relevance of the URS vision, mission and goals of the College of Business showed that students perceived it as highly relevant, as shown in the "Promotion of an affordable quality program" while LGU perceived as relevant as shown in the "Institutionalized meaningful linkages".

This is similar to the study of Cortés-Sánchez, (2017) that mission and vision statements are the most frequently used strategic planning tools, practiced and implemented in universities worldwide,

It implies that the organizational statements are known and acceptable to the stakeholders of the institution. However, the results revealed that it was formulated without the needed participation from the said organizational constituencies.

Conclusions

The research study revealed that students and faculty respondents are very much aware of the URS vision, mission and goals of the College of Business are very much acceptable. The student respondents perceived the organizational statements as highly relevant as shown in the promotion of affordable quality program while the parents, faculty and LGU consider it as relevant.

Recommendations

Based on the results of the study, the following recommendations are given;

- The institution may consider a modification in the alignment of the program of activities with the revised URS vision, mission and goals of the College of Business towards quality education.
- Announcements of the revised URS vision, mission and goals of the College of Business through posting of signages and distribution of flyers.
- Continuous awareness of the organizational statements through the Parents and Students' annual orientation program and interviews with parents.
- Use of technology, websites, social media platforms aligned with the institution's standards, values and expectations
- This study may be replicated using other variables such as work experience (private/public) and businesses, civil society organizations and alumni, as respondents.

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