

## Acceptability and Awareness of Vision and Mission of the University, Institutional Objective and Program Objective of BS Business Administration

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**Abstract** - This study covers Bachelor of Science in Business Administration acceptability of Vision, Mission, Institutional Goals, and Objectives. The respondents of this study are students, faculty members, administrators and stakeholders of different academic programs. This study aimed to determine the awareness and acceptability of faculty members, administrators, staff, stakeholders, and students. This descriptive study was conducted in 2017 with the aid of questionnaire as data gathering instrument. Administrators have the highest mean on awareness of PSU Vision and Mission and Campus Goals. Stakeholders have the highest mean on awareness of Business Administration program objectives. Faculty and staff have the lowest mean on awareness of PSU Vision and Mission, Campus Goals and Business Administration program objectives. Stakeholders have the highest mean on the acceptability of PSU Vision and Mission and Business Administration program objectives while administrators have the highest acceptability of PSU Campus Goals. Faculty and staff have the lowest mean on the acceptability of University Mission and Campus Goals while students have the lowest mean on the acceptability of the University Vision and Business Administration program objectives.

**Keywords** – Vision and Mission of the University, Institutional Objective

### INTRODUCTION

The purpose of a university should be reflected in its vision and mission statements [3]. Often these are plastered on large signs, placed inside the classrooms, printed on university and campus-level papers and programs. Same as with the goals of Pangasinan State University (PSU) Lingayen Campus and objectives of its academic programs, these are placed on designated buildings and classrooms.

These statements, popularly known as VMIO, are developed by the University administrators. These are also approved by the Board of Regents for dissemination and perusal.

People work to satisfy economic, psychological and sociological needs. One author [1] refers to intrinsic job fulfillment, opportunities for growth, social interaction amongst others as important aspects of work. Authors [2] articulate a view of work that recognizes the significance of work as an activity and its meaning in our lives. Therefore,

people are working to meet social and psychological needs, to contribute to personal dignity, to develop relationships with others and to align with an institutional purpose or mission larger than oneself.

In a large institution like the PSU, hundreds of employees are working on a daily basis. This study is conceptualized to find out the relevance of work and VMIO. This simple study on awareness and acceptability of the students, faculty members, administrators, and stakeholders on the VMIO will serve as an instrument for sense-making and guide to personal-professional decisions and actions.

This study covers Bachelor of Science in Business Administration. The respondents of this study are students, faculty members, administrators and stakeholders of different academic programs. Administrators include the Campus Executive Directors, Associate Dean and Department Chairpersons. Stakeholders consist of community outreach and extension

beneficiaries, parents of students, alumni, and administrators from our partner agencies.

*Objectives of the Study*

This study aimed to determine the awareness and acceptability of faculty members, administrators, staff, stakeholders, and students.

It is guided with the following objectives: (1) To determine the awareness and acceptability of students, faculty members, administrators and stakeholders on the PSU vision; (2) To determine the awareness and acceptability of students, faculty members, administrators and stakeholders on the PSU mission; (3) To determine the awareness and acceptability of students, faculty members, administrators and stakeholders on the Campus goals; (4) To determine the awareness and acceptability of students, faculty members, administrators and stakeholders on the objectives of different academic programs?

*Scope and Delimitation*

The scope of this study is limited to the students of BS Business Administration of Pangasinan State University.

**METHODOLOGIES**

This descriptive study was conducted in 2017 with the aid of questionnaire as data gathering instrument. With the approval of the

Campus Executive Director, the researchers made a questionnaire using the current VMIO. In order to get data from the students, researchers asked the co-teachers for assistance. For instructors/professors, the faculty-in-charge for research distributed and retrieved the questionnaires. For stakeholders, purposive sampling was used. Faculty-in-charge for research made documentary analysis in order to determine their previous community outreach and extension activities to identify the whereabouts of stakeholders. Commencement Exercises programs were used to get a brief profile of alumni. Annual report, accomplishment report and other relevant documents were used to get a profile of different linkages or partner agencies of the Campus. Questionnaires were delivered and retrieved by the researchers. Some data gathered through the internet.

**RESULTS AND DISCUSSION**

Respondents of this study are three administrators, 19 staff, four faculty members, five stakeholders, and 284 students. Their awareness and acceptability to the PSU Vision, PSU Mission, PSU-Lingayen Campus Goals, and the Business Administration Program Objectives are presented in Tables 1 and 2.

**Table 1**  
 Awareness of the PSU Vision, PSU Mission, PSU-Lingayen Campus Goals, and the Business Administration Program Objectives

<i>Indicators</i>	<i>Administrators</i>		<i>Faculty and Staff</i>		<i>Stakeholders</i>		<i>Students</i>	
	Mean	DE	Mean	DE	Mean	DE	Mean	DE
<i>1. University Vision</i>	5.00	VMA	4.00	MA	4.93	VMA	4.21	VMA
<i>2. University Mission</i>	5.00	VMA	4.00	MA	4.59	VMA	4.49	VMA
<i>3. Campus Goals</i>	5.00	VMA	3.67	MA	4.80	VMA	4.05	MA
<i>4. Business Administration Program Objectives</i>	4.33	VMA	3.58	MA	4.80	VMA	3.85	MA
<i>Over-all Mean</i>	4.83	VMA	3.81	MA	4.78	VMA	4.15	MA

The table shows that administrators, stakeholders, and students are “very much aware” of the PSU Vision with a mean of 5.00,

4.93 and 4.21 respectively. Faculty and staff are “much aware” of the PSU Vision with a mean of 4.00. As to the University Mission,

administrators, stakeholders, and students are “very much aware” of the PSU Mission with a mean of 5.00, 4.59 and 4.49 respectively. Faculty and staff are “much aware” of the PSU Vision with a mean of 4.00. For the Campus Goals, administrators and stakeholders are “very much aware with a mean of 5.00 and 4.80 while faculty and staff and students are “much aware”

with a mean of 3.67 and 4.05 respectively. As to the Business Administration Program objectives, administrators and stakeholders are “very much aware” with a computed mean of 4.83 and 4.78 while faculty and staff and students are “aware” with a mean of 3.81 and 4.15.

**Table 2**  
 Acceptability of the PSU Vision, PSU Mission, PSU-Lingayen Campus Goals, and the Business Administration Program Objectives

<i>Indicators</i>	<i>Administrators</i>		<i>Faculty and Staff</i>		<i>Stakeholders</i>		<i>Students</i>	
	Mean	DE	Mean	DE	Mean	DE	Mean	DE
<i>1. University Vision</i>	4.33	VMA	4.25	VMA	4.59	VMA	4.02	MA
<i>2. University Mission</i>	4.33	VMA	4.00	MA	4.65	VMA	4.15	MA
<i>3. Campus Goals</i>	4.93	VMA	3.44	MA	4.80	VMA	4.08	MA
<i>4. Business Administration Program Objective</i>	4.33	VMA	4.00	MA	4.48	VMA	3.93	MA
<i>Over-all Mean</i>	4.48	VMA	3.92	MA	4.63	VMA	4.05	MA

The University Vision is very much accepted by the administrators, faculty and staff and the stakeholders with a mean of 4.33, 4.25 and 4.59 respectively while students are “much accepted” with a mean of 4.02. The administrators and stakeholders “very much accepted” the University Mission with a mean of 4.33 and 4.15 while faculty and staff and students are “much aware of University Mission with a mean of 4.00 and 4.15. The Campus Goals are “very much accepted” among the administrator’s and stakeholders with a mean of 4.93 and 4.80 while faculty and staff and students “much accepted” Campus Goals with a mean of 3.44 and 4.08. The Business Administration Program Objectives are “very much accepted” among the administrators and stakeholders with a mean of 4.48 and 4.63. The Business Administration Program Objectives are “much accepted” among the faculty and staff and students with a mean of 4.00 and 3.93.

The University Mission, Campus Goals, and Business administration Program Objective gained a descriptive equivalent of “very much

accepted” among the administrators and stakeholders and “much accepted” among the faculty and staff and students.

**SUMMARY OF FINDINGS**

Administrators have the highest mean on awareness of PSU Vision and Mission and Campus Goals. Stakeholders have the highest mean on awareness of Business Administration program objectives. Faculty and staff have the lowest mean on awareness of PSU Vision and Mission, Campus Goals and Business Administration program objectives. Stakeholders have the highest mean on the acceptability of PSU Vision and Mission and Business Administration program objectives while administrators have the highest acceptability of PSU Campus Goals. Faculty and staff have the lowest mean on the acceptability of University Mission and Campus Goals while students have the lowest mean on the acceptability of the University Vision and Business Administration program objectives.

**CONCLUSIONS**

Administrators have the highest

awareness of PSU Vision and Mission and Campus Goals based on the computed mean. Stakeholders have the highest awareness of Business Administration program objectives. Faculty and staff have the lowest awareness of PSU Vision and Mission, Campus Goals and Business Administration program objectives based on the computed mean. Stakeholders have the highest acceptability of PSU Vision and Mission and Business Administration program objectives while administrators have the highest acceptability of PSU Campus Goals based on the computed mean. Faculty and staff have the lowest acceptability of University Mission and Campus Goals while students have the lowest acceptability of the University Vision and Business Administration program objectives.

#### **RECOMMENDATIONS**

Dissemination of the PSU Vision and Mission, Campus Goals and Program Objectives should be done actively involving the faculty and staff, stakeholders and students. Recommended activities for dissemination of VMIO are an anniversary, recognition program, assemblies, and meetings.

Active involvement of faculty and staff, students, and stakeholders in the review and assessment of the PSU Vision and Mission,

Campus Goals and Program Objectives in order to increase its acceptability.

Wider dissemination of the VMIO through print and nonprint media.

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