

ACTIVITY REPORT TITLE
(Individual Report)
AY 2022 - 2023, TERM 3

Academic Industry Board is set up to meet and talk about the recent trends in the academe and industry. To better help our students be updated with the current trends, it is best to hear from our industry partners what are the skills set that they are looking for a candidate.

Date: April 19, 2023

Venue: 12th Floor Multipurpose Hall, Annex Building, National University

Reporting with: Prof. Rhodora Tabal (same table with HR practitioners)

Attendance: (or participants)

1. Avillardo V. Clarin (Fulltime Regular Faculty)
2. Rhodora Tabal (Fulltime Regular Faculty)
3. Dan Jeward C. Rubis (Fulltime Probationary Faculty)
4. Rhea Manalo (China Bank)
5. Mhikko Ilagan (Payreto Services Inc)
6. Karla Stephanny Barretto (AIG)
7. Arnel Tamodra (First Oceanic Property)

Programme:


FINANCIAL MANAGEMENT/BS REM PROGRAM	
Company Name	Representative and Position
Asian Consulting Group (ACG)	Ms. Karla Stephanny Barretto Human Resource Officer
	Ms. Michaella Joy S. Del Rosario Administrative Assistant
China Banking Corporation	Ms. Rhea R. Manalo Strategic Talent Sourcing Department
Payreto Services Inc.	Mr. Mhikko Ilagan Vice President, People Services
	Mr. Mark Christian Abanez People Attraction Specialist
First Oceanic Property Management	Mr. Arnel Tamodra, AFPM, CHRP, CCBP Corporate Services Division Head with 1 HR Officer
FACULTY IN-CHARGE	
Prof. Dan Jeward Rubis	Program Coordinator, BSBA Finance
Prof. Rhodora A. Tabal	Fulltime Faculty, BSBA
Prof. Avillardo Clarin	Faculty, BSBA Finance

Discussions/Presentations:

SALIENT POINTS FROM HR PRACTITIONERS:

1. Industry partners put emphasis on the importance of the basic programming skills as needed by some positions. Students must be at least intermediate level on the use of basic MS Office programs, particularly MS EXCEL.
2. Student's attitudes must be strong to the point that they can handle stress. Most Gen Z graduates, quit their job once they felt uncomfortable or felt pressure from the job and environment.
3. We must continue developing their public speaking skills and presentation, they should be able to express themselves comfortably at least decently to a group.
4. It was recommended by majority of HR Practitioners that we can modify our curriculum to give way to an early Internship Program on the 2nd year level, this is to at least give them early exposure of what the corporate world looks like.
5. All of the HR practitioners put emphasis on the importance of soft skills. For them, this is the most important skill set that a fresh graduate should have and should maintain all through his or her career. Soft skills includes interpersonal (people) skills, communication skills, listening skills, time management, problem-solving, leadership, and empathy.
6. Our curriculum is just fine, however, some HR practitioner put emphasis on the importance of the new software used in Business Analytics and some certification to help them get the edge. Business Analytics is the new trend and will be the main trend for the next years to come as business evolve with technology and artificial intelligence.

Prepared by:


Avillardo V. Clarin
Faculty Full Time
CBA – BSBA FM

- END OF REPORT -

NATIONAL UNIVERSITY
COLLEGE OF BUSINESS
AND ACCOUNTANCY

2ND ACADEME INDUSTRY BOARD MEETING

APRIL 19, 2023
1:00 - 5:00 PM

**MULTIPURPOSE HALL
12TH FLOOR, ANNEX BUILDING**

NATIONAL UNIVERSITY
COLLEGE OF BUSINESS
AND ACCOUNTANCY

**2ND
ACADEME
INDUSTRY BOARD
MEETING**

INVOCATION.....	OPENING PRAYER NATIONAL ANTHEM
WELCOME REMARKS.....	PROF. CATHERINE F. ENTERIA PROGRAM CHAIR, BS BUSINESS ADMINISTRATION
INTRODUCTION OF ACADEME INDUSTRY BOARD MEMBERS	PROF. MAE ANN CARINO BSA INTERNSHIP COORDINATOR PROF. DAN JEWARD RUBIS BSBA INTERNSHIP COORDINATOR
INTRODUCTION OF..... CBA FACULTY MEMBERS	PROF. CATHERINE F. ENTERIA PROGRAM CHAIR, BS BUSINESS ADMINISTRATION PROF. TESSIE C. CUA PROGRAM CHAIR, BS ACCOUNTANCY
MEETING AGENDA.....	PROF. MARIA LOUELLA P. STA. MARIA OIC DEAN, COLLEGE OF BUSINESS AND ACCOUNTANCY
BREAKOUT SESSION PER PROGRAM	
AWARDING OF CERTIFICATE... & TOKEN OF APPRECIATION	PROF. MARIA LOUELLA P. STA. MARIA OIC DEAN, COLLEGE OF BUSINESS AND ACCOUNTANCY
CLOSING REMARKS.....	PROF. TESSIE C. CUA PROGRAM CHAIR, BSA
NATIONAL-U HYMN	
PROF. ARLENE A. SAN PABLO MASTER OF CEREMONY	







