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Employers' feedback on the competency and performance of Bachelor of Science in Business Administration major in Marketing Management graduates: A case study of Nueva Ecija University of Science and Technology

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Abstract

This study evaluated the competencies and performance of Bachelor of Science in Business Administration (BSBA) graduates major in Marketing Management from Nueva Ecija University of Science and Technology (NEUST), as perceived by their employers. The research aimed to assess how well these graduates met industry expectations and identify areas for improvement. Utilizing a descriptive quantitative research design, data were collected from 96 employers through a Google Form questionnaire employing a 4-point Likert scale. The analysis focused on key aspects: communication skills, problem-solving and critical thinking, technical knowledge and application, teamwork and collaboration, adaptability and flexibility, and ethical decision-making and professionalism. The findings indicated that graduates demonstrated high competence in communication skills and adaptability. In contrast, areas such as technical knowledge and teamwork showed more varied results. Recommendations included updating the curriculum to enhance practical skills and providing targeted training to address specific areas for improvement. This study provided valuable insights into the alignment between academic training and professional requirements, contributing to enhanced educational practices and better preparation for the workforce.

Keywords: Adaptability; Communication; Competency; Problem-solving; Technical Knowledge

1. Introduction

In the contemporary competitive job market, the efficacy of higher education institutions is increasingly measured by their ability to produce graduates who are not only academically proficient but also practically competent. The landscape of business education, particularly in fields such as marketing management, is under constant scrutiny to ensure that academic programs adequately prepare students for the complexities of the professional world [1]. This study focused on evaluating the competencies and performance of graduates from the Bachelor of Science in Business Administration (BSBA) program with a major in Marketing Management at Nueva Ecija University of Science and Technology (NEUST). Given the rapid evolution of the business world, especially in marketing, it is crucial to assess how well these graduates meet the expectations of their employers and to identify potential areas for improvement.

The primary purpose of this research was to conduct a thorough evaluation of NEUST BSBA Marketing Management graduates' performance from the perspective of their employers. This assessment was driven by an increasing need to ensure that academic programs are not only theoretically sound but also aligned with the practical demands of the business environment. In today's job market, employers are not merely seeking candidates with strong theoretical knowledge; they require individuals who can effectively apply this knowledge in real-world scenarios [2]. By analyzing

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feedback from employers, this study aimed to provide valuable insights into the preparedness of these graduates and their ability to meet industry standards. This evaluation is essential for understanding how well the NEUST program equips its graduates to contribute effectively to organizational success and for identifying any gaps that may need to be addressed.

This study addressed a critical gap in understanding the practical impact of academic training on job performance. Many educational institutions emphasize theoretical learning, but there is often a disconnect between what is taught and what is required in the workplace [3]. This research sought to bridge that gap by evaluating the competencies deemed important by employers and assessing how well NEUST graduates meet these requirements. The findings from this study could provide actionable insights for educators at NEUST, helping them refine their curriculum and better align academic training with industry expectations. This alignment is vital for ensuring that graduates are well-prepared to face the challenges of the modern workforce and can contribute meaningfully to their employers' success [4].

Furthermore, the implications of this research extend beyond NEUST. The study could contribute to a broader understanding of the effectiveness of business education programs in general. As marketing practices become increasingly sophisticated, with a greater emphasis on digital tools and data-driven strategies, academic programs must evolve to keep pace with these changes [5]. This research offers a benchmark for evaluating how well marketing management programs prepare students for contemporary challenges. The feedback obtained from employers can serve as a valuable resource for other educational institutions seeking to adapt their programs to meet the demands of the modern workforce.

The study also holds significant implications for employers who rely on the competence of graduates to drive their business operations. Understanding the strengths and weaknesses of recent hires can help employers make more informed decisions about recruitment and training. By highlighting areas where graduates excel or require improvement, the research provides actionable insights that can guide both hiring practices and the development of targeted training programs. Employers benefit from having a clearer understanding of the competencies crucial for success in the marketing field, which can lead to more effective onboarding processes and professional development strategies [6]. This alignment between employer expectations and graduate competencies is crucial for optimizing workforce performance and achieving organizational goals [7].

Moreover, this research has the potential to influence policy and practice within higher education institutions. By demonstrating the impact of employer feedback on graduate performance, the study advocates for a more responsive approach to curriculum development and program evaluation. Educational institutions can use the insights gained from this study to enhance their programs, ensuring they better meet the needs of both students and employers. This proactive approach to program development can lead to improved educational outcomes and better preparation for graduates as they enter the workforce [8]. The study thus contributes to the ongoing effort to bridge the gap between academic training and the evolving demands of the business world.

The significance of this research lies in its potential to bridge the gap between academic training and practical job requirements, offering valuable insights for educators, employers, and policymakers. By addressing these critical issues, the study could contribute to the enhancement of business education and supports the alignment of academic programs with the demands of the modern workforce. This research plays a crucial role in ensuring that higher education continues to provide relevant and effective training that prepares graduates for success in their professional careers.

2. Material and methods

The research design employed in this study is descriptive quantitative, focusing on evaluating the competencies and performance of Bachelor of Science in Business Administration (BSBA) graduates with a major in Marketing Management from Nueva Ecija University of Science and Technology. This design is well-suited for systematically gathering data about the specific attributes and performance indicators of graduates as perceived by their employers. By using a quantitative approach, the study aims to quantify the level of competency across various aspects such as communication skills, problem-solving, technical knowledge, teamwork, adaptability, and ethical professionalism.

The study involved 96 employers who have hired graduates from the BSBA Marketing Management program. The sampling method used was purposive sampling, which means that the study specifically targeted employers who confirmed that they have hired BSBA Marketing Major graduates of any batches from NEUST and those who expressed their willingness to participate and provide feedback. This approach ensures that the data collected is directly relevant to the research questions [9] [10], though it also means that only the responses from the participating employers are

considered. The purposive sampling method helps in obtaining insights from a select group of individuals who have firsthand experience with the graduates' performance in real-world settings.

Data collection was conducted via a Google Form, which provided a convenient and efficient means for distributing the questionnaire and collecting responses. The questionnaire utilized a 4-point Likert scale to measure various dimensions of employee competency, ranging from "Highly Competent" to "Not Competent." This scale allows for a nuanced assessment of the graduates' performance as perceived by their employers, facilitating a detailed analysis of strengths and areas for improvement.

Table 1 Scale of the survey questionnaire

Scale	Range	Description
4	3.25 - 4.00	Highly Competent: Demonstrates a high level of proficiency and skill. Consistently exceeds expectations and performs at an exemplary level.
3	2.50 - 3.24	Competent: Demonstrates a solid level of proficiency and skill. Meets expectations and performs effectively in most situations.
2	1.75 - 2.49	Somewhat Competent: Shows an adequate level of proficiency and skill but may require occasional guidance or support. Occasionally meets expectations.
1	1.00 - 1.74	Not Competent: Lacks sufficient proficiency and skill. Frequently requires assistance and does not meet expectations.

3. Results and discussion

The results and discussion of findings provide a comprehensive analysis of the competencies and performance of NEUST BSBA Marketing Management graduates as evaluated by their employers, highlighting both strengths and areas for improvement across various skill sets.

Table 2 Communication Skills

Statement	Mean	Verbal Description
Clearly communicates ideas and information.	3.76	Highly Competent
Demonstrates clarity in written reports and documents.	3.24	Competent
Presents concepts confidently in meetings.	3.53	Highly Competent
Listens actively and provides thoughtful responses.	4.00	Highly Competent
Adapts communication style to different audiences.	3.52	Highly Competent
Conveys complex information in an understandable manner.	3.00	Competent
Uses persuasive communication effectively.	3.24	Competent
Provides constructive feedback to colleagues.	3.75	Highly Competent
Manages professional communication with others.	3.55	Highly Competent
Demonstrates proficiency in using communication tools and platforms.	3.02	Competent
Grand Mean	3.46	Highly Competent

The communication skills of NEUST BSBA Marketing Management graduates have been assessed through ten distinct statements, yielding a grand mean score of 3.46, which is classified as "Highly Competent." This suggests that, on the whole, graduates are perceived to have a high level of proficiency in communication skills. The detailed results reveal both strengths and areas where further development may be beneficial.

Firstly, graduates excel in several key areas of communication. The statement with the highest mean score, "Listens actively and provides thoughtful responses" (Mean = 4.00), indicates that graduates are particularly strong in active listening and thoughtful engagement. This skill is crucial in any professional environment as it fosters effective interpersonal interactions and ensures that communication is not just one-way but involves meaningful exchanges. This high score suggests that graduates are adept at understanding and responding to others' inputs, which can enhance teamwork and problem-solving.

In addition to active listening, graduates also perform exceptionally well in "Clearly communicates ideas and information" (Mean = 3.76) and "Provides constructive feedback to colleagues" (Mean = 3.75). These high scores reflect their capability to articulate their ideas clearly and offer useful feedback, both of which are vital for effective collaboration and leadership. Their proficiency in presenting concepts confidently in meetings (Mean = 3.53) further underscores their strength in communicating effectively in group settings, which is essential for successful project management and client interactions.

However, there are areas where the results suggest room for improvement. For example, the mean score for "Conveys complex information in an understandable manner" is 3.00, placing it in the "Competent" category. This indicates that while graduates generally manage to convey complex information, there may be occasional challenges in ensuring that such information is consistently understandable. This area could benefit from targeted training to enhance their ability to simplify and clarify complex data and concepts.

Similarly, statements such as "Demonstrates clarity in written reports and documents" (Mean = 3.24) and "Uses persuasive communication effectively" (Mean = 3.24) also fall into the "Competent" category. These scores suggest that graduates are competent in these areas but are not as proficient as in others. Improving clarity in written communication and honing persuasive skills could further enhance their effectiveness in professional roles, particularly in marketing, where clear and persuasive communication is critical.

The grand mean of 3.46 indicates a strong overall performance in communication skills among the graduates, with notable strengths in listening, clarity, and confidence in communication. While there are areas for potential improvement, such as conveying complex information and using persuasive communication effectively, the results

Table 3 Problem-Solving and Critical Thinking

Statement	Mean	Verbal Description
Analyzes complex situations effectively.	3.51	Highly Competent
Develops creative solutions to problems.	3.00	Competent
Identifies key issues in projects.	3.76	Highly Competent
Demonstrates logical reasoning in decision-making.	3.21	Competent
Anticipates potential challenges.	3.50	Highly Competent
Uses data and information to inform decisions.	3.00	Competent
Approaches problems with an open mind.	3.77	Highly Competent
Demonstrates resourcefulness in finding solutions.	3.10	Competent
Evaluates the impact of decisions on outcomes.	3.51	Highly Competent
Quickly adapts solutions when initial approaches are unsuccessful.	3.05	Competent
Grand Mean	3.34	Highly Competent

The assessment of problem-solving and critical thinking skills among NEUST BSBA Marketing Management graduates reveals a solid overall performance, with a grand mean of 3.34, classified as "Highly Competent." This suggests that the graduates generally exhibit a high level of proficiency in these critical skills, essential for navigating complex business environments and making informed decisions.

Graduates demonstrate significant competence in several aspects of problem-solving and critical thinking. For instance, the statement "Identifies key issues in projects" has the highest mean score of 3.76, indicating that graduates excel at

pinpointing the crucial elements of a project. This ability is fundamental for successful project management and ensures that they can focus on the most impactful areas. Similarly, the mean score for "Approaches problems with an open mind" is 3.77, reflecting graduates' capacity to consider diverse perspectives and solutions, which is crucial for innovative problem-solving and adaptability in dynamic business environments.

Another strength is seen in "Analyzes complex situations effectively" (Mean = 3.51) and "Evaluates the impact of decisions on outcomes" (Mean = 3.51). These high scores suggest that graduates are proficient at understanding and analyzing intricate situations and assessing the implications of their decisions. This competency is critical for making well-informed decisions that positively influence business outcomes. Additionally, the mean score for "Anticipates potential challenges" is 3.50, indicating that graduates are generally adept at foreseeing and preparing for potential obstacles, which enhances their ability to proactively address issues before they escalate.

However, there are areas where the graduates' performance is more mixed. For example, the statement "Develops creative solutions to problems" (Mean = 3.00) and "Uses data and information to inform decisions" (Mean = 3.00) are in the "Competent" category. These scores suggest that while graduates are capable of developing solutions and utilizing data, there is room for improvement in fostering creativity and integrating data-driven decision-making more effectively. Similarly, "Quickly adapts solutions when initial approaches are unsuccessful" (Mean = 3.05) reflects a need for improvement in adaptability and resilience when faced with setbacks.

The mean score of 3.21 for "Demonstrates logical reasoning in decision-making" further emphasizes that graduates are competent but may not be as strong in applying structured reasoning processes compared to other areas. Enhancing logical reasoning skills can contribute to more effective decision-making and problem-solving, particularly in complex or ambiguous situations.

The overall assessment of problem-solving and critical thinking skills shows that NEUST BSBA Marketing Management graduates are highly competent in analyzing situations, identifying key issues, and approaching problems with an open mind. However, there are opportunities for growth in developing creative solutions, using data effectively, and adapting solutions when initial approaches fail. These insights can help guide targeted improvements in the curriculum and professional development programs to better equip graduates with the skills needed to excel in the evolving business landscape, particularly as the demand for innovative and data-driven decision-making continues to grow in the industry.

Table 4 Technical Knowledge and Application

Statement	Mean	Verbal Description
Applies relevant principles effectively in tasks.	3.51	Highly Competent
Demonstrates proficiency in using industry tools.	3.75	Highly Competent
Understands and applies technical knowledge in work.	3.24	Competent
Utilizes systems to manage work processes.	3.00	Competent
Executes tasks with a high level of technical skill.	3.50	Highly Competent
Develops content that aligns with organizational goals.	3.00	Competent
Interprets data accurately for decision-making.	3.78	Highly Competent
Keeps up-to-date with industry developments.	3.50	Highly Competent
Demonstrates knowledge of relevant theories and practices.	3.24	Competent
Applies ethical considerations in technical tasks.	3.00	Competent
Grand Mean	3.35	Highly Competent

The assessment of technical knowledge and application skills for NEUST BSBA Marketing Management graduates reveals an overall high level of competence, with a grand mean of 3.35, categorized as "Highly Competent." This indicates that the graduates generally possess strong technical skills and can effectively apply their knowledge in a practical context.

Graduates exhibit notable strengths in several technical areas. The highest mean score of 3.78 is observed for "Interprets data accurately for decision-making," indicating that graduates excel in analyzing and utilizing data to inform business decisions. This skill is critical for making informed, data-driven choices that can positively impact business outcomes [11]. Additionally, the statement "Demonstrates proficiency in using industry tools" received a mean score of 3.75, reflecting a high level of competence in employing the tools and technologies relevant to their field. This proficiency is essential for effective work execution and aligns well with industry standards [12].

Another strong area is seen in "Applies relevant principles effectively in tasks" and "Executes tasks with a high level of technical skill," both of which have mean scores of 3.51. These scores suggest that graduates are adept at applying fundamental principles and executing tasks with technical expertise, which is crucial for ensuring that their work aligns with best practices and meets the technical requirements of their roles. Furthermore, "Keeps up-to-date with industry developments" (Mean = 3.50) highlights their commitment to staying current with advancements in their field, which is important for maintaining relevance and effectiveness in a rapidly evolving industry [13].

However, there are areas where the performance is less pronounced. For instance, "Understands and applies technical knowledge in work" and "Demonstrates knowledge of relevant theories and practices" both have mean scores of 3.24, placing them in the "Competent" category. These scores suggest that while graduates have a foundational understanding of technical knowledge and theories, there may be opportunities to deepen their application of this knowledge in practical settings. Similarly, "Develops content that aligns with organizational goals" and "Applies ethical considerations in technical tasks," both with a mean score of 3.00, indicate that graduates are competent but could improve in ensuring that their technical outputs align with broader organizational objectives and adhere to ethical standards. The results of the technical knowledge and application assessment demonstrate that NEUST BSBA Marketing Management graduates are highly competent in applying technical principles, using industry tools, and interpreting data.

Table 5 Teamwork and Collaboration

Statement	Mean	Verbal Description
Actively contributes to group projects.	3.50	Highly Competent
Respects diverse perspectives within the team.	3.04	Competent
Collaborates effectively with team members.	3.75	Highly Competent
Takes initiative in group tasks.	3.23	Competent
Shares knowledge and expertise with others.	3.56	Highly Competent
Supports colleagues in achieving common goals.	3.05	Competent
Demonstrates leadership when necessary.	3.75	Highly Competent
Resolves conflicts within the team constructively.	3.15	Competent
Encourages a positive team environment.	3.50	Highly Competent
Values team success over individual recognition.	3.00	Competent
Grand Mean	3.35	Highly Competent

The evaluation of teamwork and collaboration skills among NEUST BSBA Marketing Management graduates shows an overall high level of competence, with a grand mean of 3.35, classified as "Highly Competent." This indicates that graduates generally perform well in various aspects of teamwork and collaboration, essential for effective group work and achieving organizational goals. The results highlight both strengths and areas where improvement could further enhance their collaborative skills.

Graduates demonstrate significant proficiency in several key areas related to teamwork. The highest mean score, 3.75, is recorded for both "Collaborates effectively with team members" and "Demonstrates leadership when necessary." These scores suggest that graduates excel in working cohesively with others and taking on leadership roles when required. Effective collaboration and leadership are crucial for successful team dynamics and project completion. Furthermore, "Shares knowledge and expertise with others" (Mean = 3.56) reflects graduates' willingness to contribute their skills and knowledge to the benefit of the team, which fosters a collaborative and supportive work environment.

Another strong area is "Actively contributes to group projects" (Mean = 3.50) and "Encourages a positive team environment" (Mean = 3.50). These scores indicate that graduates are actively engaged in team activities and promote a positive atmosphere, which is important for maintaining team morale and productivity. Their ability to contribute meaningfully to projects and support a constructive team environment highlights their effectiveness in fostering a collaborative work culture.

However, some areas show lower performance levels, suggesting potential for further development. For instance, "Respects diverse perspectives within the team" (Mean = 3.04) and "Supports colleagues in achieving common goals" (Mean = 3.05) fall into the "Competent" category. These scores imply that while graduates generally respect diverse viewpoints and support team goals, there is room for improvement in consistently valuing and integrating different perspectives and providing robust support to colleagues. Enhancing these aspects can contribute to a more inclusive and supportive team dynamic.

Additionally, "Takes initiative in group tasks" (Mean = 3.23) and "Resolves conflicts within the team constructively" (Mean = 3.15) also show opportunities for growth. These results suggest that while graduates are competent in initiating tasks and handling conflicts, they may not always excel in these areas. Improving their ability to proactively take initiative and effectively resolve conflicts can lead to better team performance and more efficient project management. While they perform well overall, there are areas where they could enhance their effectiveness, such as respecting diverse perspectives, supporting colleagues, and resolving conflicts.

Table 6 Adaptability and Flexibility

Statement	Mean	Verbal Description
Quickly adjusts to changes in work requirements.	3.75	Highly Competent
Adapts to new techniques and approaches.	3.18	Competent
Handles unexpected challenges effectively.	3.55	Highly Competent
Shows willingness to learn new skills.	3.00	Competent
Maintains composure under pressure.	3.21	Competent
Adjusts work priorities to meet changing needs.	3.50	Highly Competent
Demonstrates flexibility in working with different teams.	3.07	Competent
Adapts communication style to suit different situations.	3.79	Highly Competent
Open to feedback and willing to make changes.	3.50	Highly Competent
Manages multiple tasks efficiently.	3.22	Competent
Grand Mean	3.38	Highly Competent

The assessment of adaptability and flexibility among NEUST BSBA Marketing Management graduates reveals an overall strong performance, with a grand mean of 3.38, categorized as "Highly Competent." This suggests that graduates generally exhibit a high degree of adaptability and flexibility, which are crucial traits for navigating the dynamic nature of modern work environments.

Graduates show significant strength in adapting to changes and managing evolving work demands. The highest mean score, 3.79, is recorded for "Adapts communication style to suit different situations," indicating that graduates are highly adept at tailoring their communication to various contexts. This skill is essential for effective interaction with diverse audiences and adapting to different work environments. Additionally, "Quickly adjusts to changes in work requirements" (Mean = 3.75) and "Handles unexpected challenges effectively" (Mean = 3.55) demonstrate that graduates are proficient at managing change and overcoming obstacles, which is vital for maintaining productivity and effectiveness in a rapidly changing business landscape.

Another area of strength is "Adjusts work priorities to meet changing needs" (Mean = 3.50) and "Open to feedback and willing to make changes" (Mean = 3.50). These scores reflect graduates' ability to realign their priorities in response to shifting demands and their openness to receiving and acting on feedback. Such flexibility is important for staying

responsive to organizational needs and improving performance based on constructive criticism. Furthermore, "Shows willingness to learn new skills" (Mean = 3.00) highlights that graduates are generally open to expanding their skill set, although this area shows slightly lower competence compared to other aspects.

Despite these strengths, there are several areas where performance is more modest, suggesting room for improvement. For instance, "Adapts to new techniques and approaches" (Mean = 3.18) and "Maintains composure under pressure" (Mean = 3.21) are categorized as "Competent," indicating that while graduates are capable in these areas, there is potential for further development. Enhancing their ability to embrace new methods and stay calm under pressure could contribute to even greater adaptability and effectiveness in challenging situations.

Additionally, "Demonstrates flexibility in working with different teams" (Mean = 3.07) and "Manages multiple tasks efficiently" (Mean = 3.22) also show opportunities for growth. These results suggest that graduates may benefit from improving their flexibility in team settings and their efficiency in handling multiple responsibilities. Strengthening these skills can lead to better performance in collaborative environments and more effective multitasking, which are increasingly important in contemporary work contexts.

Table 7 Ethical Decision-Making and Professionalism

Statement	Mean	Verbal Description
Upholds ethical standards in all professional activities.	3.55	Highly Competent
Demonstrates integrity in decision-making.	3.75	Highly Competent
Maintains confidentiality of sensitive information.	3.15	Competent
Treats all stakeholders with respect and fairness.	3.50	Highly Competent
Makes decisions that reflect the organization's values.	3.05	Competent
Avoids conflicts of interest in professional relationships.	3.75	Highly Competent
Demonstrates accountability for actions.	3.24	Competent
Adheres to organizational policies and procedures.	3.55	Highly Competent
59. Represents the organization professionally at all times.	3.76	Highly Competent
Promotes ethical behavior within the team.	3.55	Highly Competent
Grand Mean	3.49	Highly Competent

The evaluation of ethical decision-making and professionalism among NEUST BSBA Marketing Management graduates demonstrates a high level of competence, with a grand mean of 3.49, classified as "Highly Competent." This reflects that graduates generally excel in upholding ethical standards and demonstrating professional behavior in their roles.

Graduates show outstanding proficiency in several crucial ethical and professional areas. The highest mean score, 3.76, is recorded for "Represents the organization professionally at all times," indicating that graduates consistently present themselves in a manner that aligns with organizational standards. This is complemented by a mean score of 3.75 for "Demonstrates integrity in decision-making" and "Avoids conflicts of interest in professional relationships," underscoring their strong commitment to ethical principles and transparency in their professional conduct. These attributes are essential for fostering trust and maintaining the integrity of professional relationships.

Another notable strength is observed in "Upholds ethical standards in all professional activities" (Mean = 3.55) and "Adheres to organizational policies and procedures" (Mean = 3.55). These scores reflect graduates' dedication to adhering to ethical practices and organizational guidelines, which are vital for maintaining a professional and compliant work environment. Additionally, "Treats all stakeholders with respect and fairness" (Mean = 3.50) highlights their commitment to equitable and respectful interactions, which is crucial for building positive professional relationships and enhancing workplace culture.

However, there are areas where the performance is more moderate, suggesting opportunities for growth. For example, "Maintains confidentiality of sensitive information" (Mean = 3.15) and "Makes decisions that reflect the organization's

values" (Mean = 3.05) are rated as "Competent," indicating that while graduates are generally competent in these areas, there is potential for improvement. Ensuring a stronger focus on maintaining confidentiality and aligning decisions with organizational values can further enhance their ethical practices and professional integrity.

Furthermore, "Demonstrates accountability for actions" (Mean = 3.24) and "Promotes ethical behavior within the team" (Mean = 3.55) also present areas where improvements could be beneficial. Although graduates are competent in demonstrating accountability, further emphasis on taking full responsibility for their actions and actively promoting ethical behavior among team members could contribute to a more robust ethical culture within organizations.

4. Conclusion

The evaluation of NEUST BSBA Marketing Management graduates in various competencies reveals a generally strong performance, particularly in communication skills, adaptability, and ethical decision-making. Graduates excel in areas such as clear communication, adaptability to changing work requirements, and maintaining professionalism and ethical standards. These strengths suggest that the academic program effectively equips students with essential skills needed in the dynamic field of marketing. However, there are notable areas for improvement, such as enhancing technical knowledge, problem-solving capabilities, and certain aspects of teamwork and collaboration.

Based on the findings, it is recommended that the curriculum at NEUST be reviewed and updated to address the identified gaps. Emphasis should be placed on integrating more practical, hands-on experiences that enhance technical knowledge and application, as well as improving problem-solving and critical thinking skills. For instance, incorporating real-world case studies and simulations could better prepare students to handle complex scenarios and develop innovative solutions. Additionally, fostering opportunities for collaborative projects can strengthen teamwork and collaboration skills, ensuring graduates are well-prepared to contribute effectively in team settings.

Furthermore, targeted workshops and training programs for students could focus on areas where performance was moderate, such as maintaining confidentiality and aligning decisions with organizational values. By providing additional resources and support in these areas, NEUST can enhance the overall competency of its graduates. This approach will not only improve the alignment between academic training and industry expectations but also increase the employability and effectiveness of graduates in their professional roles.

Compliance with ethical standards

Disclosure of conflict of interest

The authors declare no conflicts of interest.

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