This study determined the marketability and relevance of two-year and four-year programs of the BS in Office Administration of Northwestern University for the purpose of enhancing the programs.

The researcher employed the descriptive research design using questionnaires to gather data from students, faculty, graduates and employers. Document analysis was used for gathering enrolment and graduation data. The sample included 45 students, 62 graduates, 8 faculty and 30 employers.

The data gathered were processed using the following statistical tools and techniques: frequency, percentages, summated means, and ANOVA to determine the significance of the mean differences of the four respondents groups.

Findings revealed that enrolment in the programs has been decreasing at an average of 20 students per year; and an average of 10 graduates a year. Majority of the graduates a year. Majority of the graduates found employment with 42 percent of them landing in position related to their field of specialization. Majority of the graduates were able to get their present employment because of the following competencies in descending order: good computer skills, good human relations skills, adequate secretarial/office administration trainings, good work ethics, good performance in practicum and good written and oral communication skills. Other factors that made possible the employment of the graduates also ranked in descending order were help of friend/relatives in the agency/company, response to advertisement/notice and civil service eligibility. The usefulness of the different curriculum areas to the graduates present employment also ranked in descending order were: office administration course, computer courses and English courses; the preferred educational qualifications for office administration jobs were ranked by
employers and graduates as business degree, computer science degree, legal degree, office administration degree, and nursing degree. The top five ranking qualifications considered by employers in screening office administration graduate applicants were: good work ethics, good computer skills and adequate secretarial/office administration trainings, good written and oral communication skills, good human relations skills and good performance in practicum.

The study further revealed that the mission, goals and objectives of the program were highly relevant; faculty were effective in using teaching strategies and conducting student activities; the physical resources needed to support the office administration program were highly adequate, likewise administrative support to the program.

The students, faculty and graduates did not differ significantly in their perceptions of the relevance of the mission/vision. Goals and objectives of the program, likewise in their perceptions on the adequacy of physical resources and administrative support. The three groups however, differed significantly in their perceptions on the effectiveness of the faculty.

The curriculum was perceived by the students, faculty, graduates and employers as highly relevant; all office skills were developed to a high extent through the program, and all the suggestions were deemed very important to improve the curriculum.

Among them were on-the-job training in medical and legal offices, inclusion of paralegal and paramedical courses, replacement of education subjects with other subjects. There were no significant differences in the perceptions of the four groups of respondents on the relevance of the curriculum, office skills developed, and the suggestions given to improve the program.

The researcher recommends the adoption of a research-based action program to enhance the relevance and marketability of the program through improved curriculum content, employment of more effective teaching strategies and learning activities and improvement of physical facilities especially a simulation room, and use of multi-media technology. A more aggressive marketing strategy for the program should also be adopted. Similar studies should be conducted for programs in the university that also have low enrolment.