

## **Manila Tytana Colleges prepares students for the workplace through an academe-industry partnership<sup>1</sup>**

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**An established partnership with the Metrobank Group, internship program directed at real-world experience, classroom teaching enhanced by what works best in practice - these and a whole other lineup of academe-industry programs add up to ensure graduates who are industry-oriented, highly employable, and always with an edge.**

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Students of Manila Tytana Colleges (MTC) have an advantage because MTC will teach and train them within an academe-industry framework. MTC and its industry partners, in particular the Metrobank Group, will work together in providing students of arts and sciences, business, and nursing with training and experience important in workplace integration.

“We foster in our students knowledge and skills needed for their professions. And if they perform well, members of the Metrobank Group can identify them as prospective employees,” said Dr. Sergio Cao who is president of MTC and former chancellor of University of the Philippines Diliman.

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<sup>1</sup> An advertisement published on page A-17 of Philippine Daily Inquirer on March 1, 2013

**MTC's partnership with the Metrobank Group enables  
academe-industry collaboration**

Cao, who has been in education administration for nearly three decades, noted that designing an academe-industry collaboration is “actually very difficult.”

“MTC is in a very strategic position being part of the Metrobank Group of Companies. This setup allows for better and easier coordination,” he said.

According to Cao, the close coordination paves the way for the design of curriculum and instruction with insights and inputs from the corporate perspective.

“If this happens then graduates naturally are better prepared for work environments,” he said.

To date, eleven members of the Metrobank Group are partnering and sharing their corporate perspective with MTC. Those who have signed Memoranda of Understanding or MOUs with MTC are: Metropolitan Bank and Trust Company (Metrobank), First Metro Investment Corporation (FMIC), Philippine Savings Bank (PSBank), Metrobank Card Corporation, Orix Metro Leasing and Finance Corporation (Orix), Toyota Motor Philippines Corporation (Toyota), Toyota Financial Services Corporation, First Metro Securities Brokerage Corporation, Charter Ping An Insurance Corporation, Global Business Power Corporation, and Toyota Manila Bay Corporation.

Signing with other members of the Metrobank Group and other companies will soon follow.

**The MTC academe-industry framework is responsive  
to job-skills mismatch**

By forging linkages and partnerships with audit firms, banks, hotels, restaurants, and others, MTC affirms its role in preparing its graduates for their jobs.

MTC's focus is to see to it that the learning of students will be truly relevant and valuable in the workplace.

Recently, different sectors have emphasized the need for graduates' workplace readiness and integration.

The Department of Labor and Employment has stressed job-skills mismatch among its top concerns to address. Those who find work have skills different from what are expected of them by employers.

To respond to this concern and in line with an over-arching goal of investing in human resource development, the government has worked toward facilitating better coordination among employers, schools, and the government itself.

According to a June 2012 report by Asian Development Bank (ADB), "Improving Transitions: From School to University to Workplace,"

emphasizing soft skills can be part of better aligning university curricula with labor market needs.

Through a carefully designed academe-industry framework, MTC will teach and train students to become industry-oriented. Specific programs will equip students with soft skills that are constantly important at work, such as critical thinking, application orientation, and working together with others.

### **MTC students get ahead with real-world learning and training**

The terms “real world,” when used in the context of college education, often imply an assumed difference between what is taught in the classroom and what is demanded in practice.

However, at MTC, the academe-industry framework creates a synergy where the value of learning is especially related to its application, and where the application reflects how teaching and training may be enhanced.

#### **1. Student internship and corporate involvement**

When MTC students are placed as interns in companies such as members of the Metrobank Group, they will be challenged to handle actual work projects.

To successfully handle their assignment, they will have to adapt to real-world contexts such as client expectations, role ambiguities, task priorities, and logistical limitations.

Because of the nature of organizations and team projects, MTC students will be exposed to the dynamics of working in teams and having one's working capacities complemented by others.

Students can hone the often taken-for-granted skills of observing, listening, and sharing of insights when they attend corporate meetings and discussions.

They can gain confidence and build a network from having the opportunity to work with professionals.

## **2. On-site opportunity and orientation**

MTC already provides its students with laboratories and settings that serve to simulate workplaces and facilitate related learning. It has psychology and nutrition laboratories, and learning settings such as a simulated hotel and a business center, among others.

Its partnership with the Metrobank Group enables students to visit group companies' selected manufacturing facilities and corporate offices. This extends student exposure to work settings.

Through on-site visits, tours, and events, students will be oriented on how their respective industries operate.

Further, they may benefit from an exposure to the companies' activities in immediate environments such as community involvement and corporate social work.

### **3. Industry-guided teaching and training**

The highlight of the academe-industry framework is the flow and exchange of knowledge between MTC and its partner companies.

In the recent years MTC has been keen on incorporating academic and industrial perspectives in enhancing its curriculum and instruction. And it intends to sustain its efforts toward such direction.

The industry perspective proves invaluable. Member companies can provide understanding on business sector directions and expectations, and employer needs. They can articulate role-specific skills and training requirements of prospective professionals.

As MTC carefully integrates industry perspective in its curriculum enhancement, the resulting teaching design becomes robust and responsive to changes in the labor market.

In addition, member companies can provide MTC feedback on their perception of MTC's teaching outcomes and products.

The sharing of best practices with students will be done by visiting or adjunct professors. They are practitioners from the Metrobank Group. Adjunct professors will share what works in practice. Students will learn which ideas, methods, and tools are operationally effective given specific scenarios.

Through business simulation exercises such as WIWAG® Business Week, which is being held at MTC this week, students' learning from industry-oriented curricula and adjunct professors will be complemented.

#### **4. Academe-industry research and development**

MTC's collaboration with partner companies can diffuse knowledge not only from the industry to the school, but also from the school to the partner companies.

Within the academe-industry framework, companies can also address their information and research needs with the help of faculty and students from MTC.

Students and faculty provide a multi-disciplinary perspective on how partner companies can address issues within industry.

Through commissioned research and consultancy, reliable guidance and up-to-date findings from the academe may be tapped.

MTC faculty and students will largely gain from fine-tuning research approaches to the needs of partner companies; giving recommendations compatible with the organizational structures of the companies; and disseminating research results in a format attuned to the information needs of companies and their departments.

At present MTC's Professional Development Center (PDC) provides continuing education and training for professionals, many of whom are Metrobank Group employees.

But MTC faculty can also learn technical skills by attending seminars, workshops, and fora in corporate settings.

### **MTC focuses on students' college-to-work transition**

The mentioned programs are all focused on one aim: to guide and direct MTC graduates to become industry-oriented, aware of and adaptive to their prospective workplaces.

By providing students with experiences relevant to their workplace integration, MTC envisions them as skilled and promising graduates, whom employers such as members of the Metrobank Group, seek.

MTC ensures its students' smooth transition from college to workplace. Thus, MTC graduates are one step ahead in pursuing work that they find appealing and important more than any other.

### **About MTC**

Manila Tytana Colleges or MTC is a partner of the Metrobank Group of Companies. Since 1975, it has always been, and will always be, committed to excellence in higher learning.

Formerly known as Manila Doctors College, MTC has built its hallmark in nursing education for almost four decades. The School's name change in

2011 reflects its diversification of program offerings beyond nursing. MTC is named after Doña Victoria Ty-Tan, mother of Dr. George S.K. Ty, founder of Metrobank and Group Chairman of the Metrobank Group.

MTC now consists of three principal colleges: the College of Accountancy and Management, the College of Arts and Sciences, and the Manila Doctors College of Nursing.

MTC's business courses include BS Accountancy, BS Business Administration, BS Entrepreneurship, and BS Hotel and Restaurant Management.

MTC also offers BS Information Technology, BS Psychology, and BS Holistic Nutrition with Culinary Arts. MTC continues to be among leading nursing education institutions.

Through its Professional Development Center (PDC), MTC offers continuing education and training for professionals and organizations. Its services include seminars or trainings in risk management, financial derivatives, and financial wellness.

MTC provides scholarships and financial assistance programs such as tuition discounts to students who are academically excellent but financially challenged. For MTC enrollees who are school valedictorians, MTC in partnership with Metrobank Foundation gives full scholarships with free tuition and miscellaneous fees and allowances. ■

## Photo Captions

### **(For ROUNDTABLE PHOTO)**

Metrobank and Manila Tytana Colleges (MTC) signed a Memorandum of Understanding that they will be partners in enabling MTC students to learn in work environments.

Seated from left to right are: Dr. Lino Reynoso, Academic Director of MTC; Dr. Sergio Cao, President of MTC; Mr. Fabian Dee, President of Metrobank; and Mrs. Vivian Lee-Tiu, Executive Vice President and Head of Metrobank Human Resource Management Division.

Standing from left to right are: Dr. Lizelle Villanueva, External Affairs Head of MTC; Prof. Denise Pineda, Dean of MTC College of Accountancy and Management; Dr. Jesli Lopus, Chairman of MTC; and Mr. Aniceto Sobrepeña, Vice Chairman of MTC and President of Metrobank Foundation.

### **(For COMMENCEMENT EXERCISE PHOTO)**

Manila Tytana Colleges (MTC) integrates perspectives from the academe and industry in teaching and training its students. In MTC's commencement exercises in 2012, the guest speaker was Dr. Emerlinda Roman, former President of University of the Philippines and now Chairman of the Board of Advisers of MTC. In this year's graduation to be held on April 20, 2013, Dr. Antonio Abacan, Jr., former President of Metrobank and presently Metrobank Group's Vice Chairman, will be MTC's guest speaker. Standing from left to right are: Dr. Sergio Cao, Dr. Emerlinda Roman, and Dr. Antonio Abacan, Jr.