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 line up of academe-industry programs add up to ensure graduates who are industry-oriented, highly employable, and always with an edge.

Students of Manila Tytana Colleges (Tytana) have an advantage because Tytana will teach and train them within an academe-industry framework. Tytana 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.

Tytana'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.”

“Tytana 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 Tytana. Those who have signed Memoranda of Understanding or MOUs with Tytana 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 (Oris), 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 Tytana Academe-Industry Framework is responsive to job-skills mismatch

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

Tytana'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 overarching 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, Tytana 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.

Tytana students stay 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.
Industry-guided teaching and training

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

In the recent years Tytana 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 Tytana 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 Tytana feedback on their perception of Tytana’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, students’ learning from industry-oriented curricula and adjunct professors will be complemented.

Academe-industry research and development

Tytana’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 Tytana.

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.

Tytana 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.

Manila Tytana Colleges or Tytana is a partner of the Metrobank Group of Companies. Since its establishment in 1975, it has always committed itself to excellence in teaching and student development.