



THE ART OF DESIGNING FUTURES: ACADEMIC PERFORMANCE AND CAREER READINESS OF BMMA GRADUATES

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ABSTRACT

Education plays a pivotal role in shaping individuals into skilled professionals, multiliterate lifelong learners, and globally competitive members of the workforce. This study investigated the association between academic performance and work readiness of the graduating Bachelor of Multimedia Arts (BMMA) students at a private, deregulated institution in Bacoor, Cavite, Philippines. Using a descriptive-correlational research design, the study analyzed the General Weighted Average (GWA) of 45 student-respondents from Batch 2025 and assessed their perceived readiness to demonstrate competencies aligned with CHED Memorandum Order (CMO) No. 20, s. 2017, alongside the Graduate Attributes, Program Educational Objectives and Program Learning Outcomes (PLOs). A researcher-developed, validated, and highly reliable ($\alpha = 0.98$) survey instrument was administered, and data were analyzed using descriptive statistics and a Chi-square test. Results revealed that most students achieved academic ratings ranging from "very good" to "superior," while their overall work readiness was interpreted as "very ready to practice," with an overall mean score of 4.77. However, the computed chi-square value, $X^2(45, 6) = 8.02$, $p = 0.237$, was less than the critical value, indicating no significant association between academic performance and work

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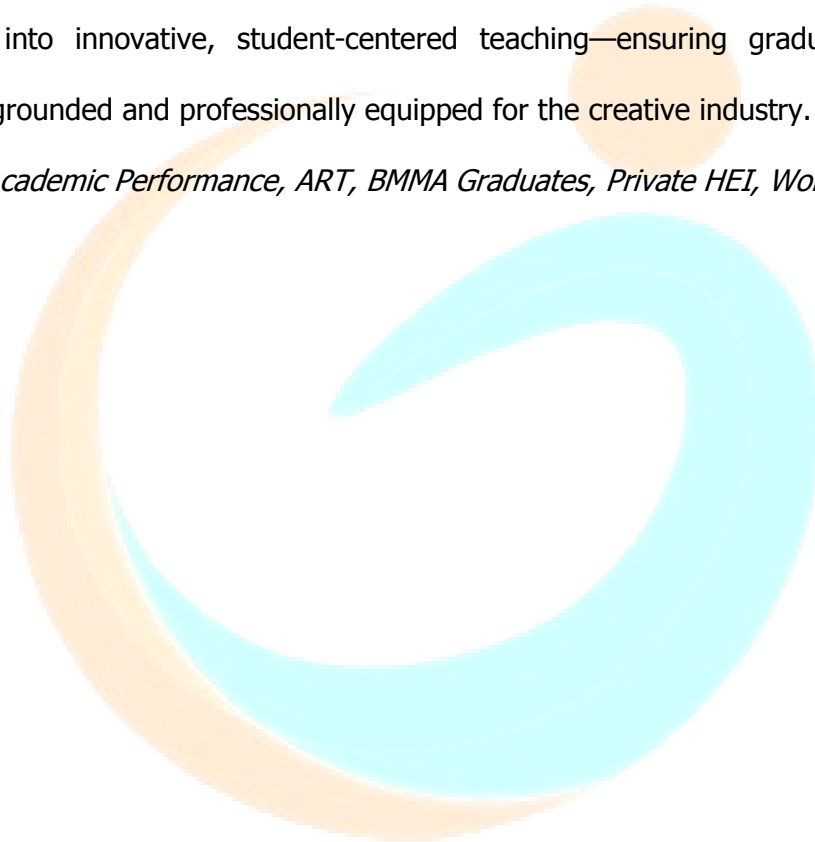
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readiness. This suggests that employment readiness is influenced more by practical exposure, access to updated technologies, and the development of soft skills than by academic performance alone. Therefore, it is recommended that the BMMA program: ARTICULATE instruction through performance-based and project-based learning; RESOURCE its infrastructure with industry-aligned tools and technologies; and TRANSLATE faculty development into innovative, student-centered teaching—ensuring graduates are both academically grounded and professionally equipped for the creative industry.

Keywords: *Academic Performance, ART, BMMA Graduates, Private HEI, Work Readiness*



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