



**GENERATIVE ARTIFICIAL INTELLIGENCE: EMPLOYABILITY
SKILLS ASSESSMENT BUSINESS COURSES OF
PROVINCE OF ILOILO CITY**

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ABSTRACT

This descriptive study examines the business courses in terms of generative artificial intelligence of business courses of selected universities and colleges in province of Iloilo City, utilizing a quantitative approach with data collected from 150 students categorized by sex, age, status, and employability skills. The findings indicate that adaptability skills are rated effective for younger graduates (M=3.25) and very effective for older graduates (M=3.57), with males scoring higher than females. Personal management skills vary significantly, with younger graduates (ages 18-23) rating them very effective (M=4.55), while older groups report lower effectiveness. The study concludes that, despite possessing fundamental capabilities, graduates exhibit gaps in interpersonal and analytical thinking skills essential for employment. It recommends that universities enhance collaboration with industry to better equip students with necessary soft skills and develop tailored programs to address specific deficiencies across different age and gender groups, emphasizing the vital role of academic institutions in improving employability through targeted skill development initiatives.

Keywords: *Artificial Intelligence, Employability Skills, Assessment Business Course*

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