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JOHN B. LACSON COLLEGES FOUNDATION-MOLO, INC.
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Perceived Reasons for Taking up Bachelor of Science in
Cruise Ship Management among Female Students at John B.
Lacson Colleges Foundation-Molo, Inc.

A Research Paper Presented to the
faculty of the Business Department
John B. Lacson Colleges Foundation-Molo, Inc.
Molo, Iloilo City

In Partial Fulfillment of the Requirements
for the Course in Maritime Research

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Abstract

This research study determined the perceived reasons for taking up Bachelor of Science in Cruise Ship Management among female students as a course at John B. Lacson Colleges Foundation - Molo, Inc. Molo, Iloilo City S.Y. 2005-2006. The participants of this study were the 211 female BS Cruise Ship Management students of the Business Department. This study used the purposive sampling for the participants of the study. The researcher-made questionnaire checklist adopted from Group 4 of Section Denmark was used as an instrument to gather data. Descriptive Statistics used were the frequency count and ranks. Results showed that (1) love for travel and to learn different cultures of another country, (2) earn dollar to be able to afford the better things in life, (3) personal choice, (4) to enjoy and experience Navigational and Education trips, and (5)

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experience luxury in life, were the most dominant reasons for taking up Bachelor of Science in Cruise Ship Management among students at John B. Lacson Colleges Foundation-Molo, Inc.; while, (1) John B. Lacson Colleges Foundation-Molo, Inc. is an accredited school, (2) has relatives working in cruise ships (3) attracted by the different sets of uniforms, (4) convinced by student-marketing members, and (5) offers affordable tuition fees, were the least dominant reasons ; and (1) many job opportunities, (2) good facilities and trainings to students are recommendable, (3) John B. Lacson Colleges Foundation-Molo, Inc. has international shipping affiliations, (4) become a sea-based worker, (5) encouragement from family members, and (6) the course is unique, were among the other reasons for taking up the course.