

**John B. Lacson Foundation Maritime University-Molo, Inc.
College of Business
Iloilo City**

**TEACHING APPROACHES PREFERRED BY BACHELOR OF SCIENCE IN
CRUISE SHIP MANAGEMENT STUDENTS**

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John B. Lacson Foundation Maritime University-Molo, Inc.
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Abstract

This research paper which is purely descriptive in nature aimed to determine the teaching preference of Bachelor of Science in Cruise Ship Management for both pure lecture and lecture with laboratory subjects when taken as a whole, and grouped according to sex and year level. This was conducted during the first semester of the academic year 2010 – 2011. The results show that Technological Learning Process is the most preferred approach of the students for both types of subjects. However, it was found that the male preferred the Traditional Teaching Approach whereas the female chose the Technological Learning Process for pure lecture subjects and as to lecture with laboratory both preferred Demonstration – Performance Method. As to year level, the first and the second year students chose the Traditional Teaching Approach, whereas, the third and the fourth year students prefer the Technological Learning Process. Also for lecture with laboratory, only the second year students chose the Demonstration – Performance Method and the rest of the year levels prefer the Technological

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Learning Process. The results suggest that the Technological Learning Process should be implemented or if not should be paired with other approaches use by the instructors for both pure lecture and lecture with laboratory subjects since it is the predominant approach preferred by the Bachelor of Science in Cruise Ship Management students.