

HIGHLY CONFIDENT GENERATION X, RESPONSIBILITY SEEKING GENERATION Y, AND A FEW BABY BOOMERS IN A MANUFACTURING FIRM AND THE UNDERGRADUATE BUSINESS MANAGEMENT CURRICULUM

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ABSTRACT

Baby boomers, Generation X and Generation Y are working together in today's organizations. The study was undertaken to determine the specific characteristics and motivation of each generation, compare the Business Administration, major in Human Resources Management Development (BSBA-HRDM) Curriculum with the CHED Policy Standards in terms of its subject contents and to identify its responsiveness to the employment needs of its graduates. To do so, quantitative, descriptive and phenomenology research designs were used. Findings from the validated questionnaires revealed that only one from the 39 respondents was from the Baby Boomer generation, two of the three managers were from Generation X, nine from the 13 supervisors were Generation Y, and 17 from the 23 office staff were also Generation Y.

The lone Baby Boomer and the Generation X were seen to be highly confident, however, in terms of goal orientation and technology enthusiasm, the Generation Y got a higher computed weighted mean than the X Generation but both groups have the same level of self-esteem at a WM of 4.333. Both X and Y agreed that benefits including salary, growth opportunities and work schedule highly motivated them, however, they differ in their secondary motivating factors, work atmosphere and autonomy for Generation X and responsibility and respect for the Generation Y.

In conclusion, a few Baby Boomers were still employed, Generation X were managers while Generation Y were mostly supervisors and office staff but seek more responsibilities and aspire for respect. The BSBA-HRDM curriculum prepares graduates to handle diverse workforce. It is recommended that an in-depth studies on the management aspect of the three generations be made in the future.

KEYWORDS: Education, Generations, Confidence, Responsibilities, Implication, Curriculum