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# FACTORS CONTRIBUTING TO THE UNPOPULARITY OF THE BACHELOR OF SCIENCE IN INDUSTRIAL SECURITY MANAGEMENT AMONG HEI STUDENTS

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**CICOSAT MSCJ**

## INTRODUCTION

The Bachelor of Science in Industrial Security Management (BSISM) is a specialized degree program that prepares students for security administration, risk management, and crime prevention careers within corporate, industrial, and government sectors. This multidisciplinary field integrates principles of law enforcement, physical security, cybersecurity, intelligence operations, and crisis management in protecting assets, personnel, and property.

With increased security threats, companies and organizations require highly trained professionals to develop and implement comprehensive security measures that mitigate risks and ensure business continuity. The BSISM program equips students with knowledge of security technology, surveillance systems, emergency response, and investigative techniques, making them essential in various industries, including manufacturing, transportation, financial institutions, and critical infrastructures.

This program also emphasizes ethical leadership, legal compliance, and strategic decision-making, preparing graduates for roles such as security managers, risk analysts, fraud investigators, law enforcers, and corporate security specialists. With the growing global concerns over terrorism, cybercrime, and workplace violence, industrial security management plays a crucial role in maintaining stability and protecting both private and public interests.

## METHODOLOGY

This study employs a mixed-methods research approach to gather data, specifically using written interviews to gather insights into College students who are enrolled in criminology and security-related courses, adaptation to social media and the challenges they face. The study will use total enumeration sampling, including all full-time Criminology instructors at the Polytechnic College of La Union, and Kings College of the Philippines Benguet Campus. Data will be collected through open-ended interview questions designed to explore college students, and enrolled college students experiences, and perceptions, related to the unpopularity of the course Bachelor of Science in Industrial Security Management.

This study will utilize a written interview guide consisting of open-ended questions to gather qualitative data on College Students and Enrolled Criminology students adaptation, challenges, and perceptions of Bachelor of Science in Industrial Security Management. The interview guide will be structured to allow college students, and criminology students to express their thoughts, experiences, and recommendations freely. Responses will be analyzed through thematic analysis to identify key themes, trends, and insights relevant to the unpopularity of the course Bachelor of Science in Industrial Security Management.

1. Surveys – Distributed to College students, and enrolled college students to assess their knowledge and perceptions of BSISM.
   For College Students (General & Security-Related Fields)

Part 2: Awareness of the BSISM Program
Instruction: Kindly answer the following questions honestly. Your responses will be kept confidential and used only for academic purposes.
1- strongly agree
2- disagree
3- neutral
4- agree
5- strongly agree
1. I have heard of the BS in Industrial Management program.
2. I know what kind of subjects are taught in BSISM.
3. I understand the career opportunities available after BSISM.
4. My school has provided enough information about BSISM.
5. I have seen any promotional materials or advertisements for BSISM.

Part 3: Perception of the program and Careers
1. BSISM graduates can have good career opportunities.
2. BSISM is a respected and professional field.
3. BSISM is only about being a security guard.
4. I am interested in enrolling in the BSISM program.
5. I believe BSISM is relevant in today's job market.

Part 4: Influencing Factors
Who or what influenced your career/ course decision? [Check all that apply]
parents
friends or classmates

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teachers
guidance counselors
social media [e.g. FB, TikTok]
school promotional events
TV/ radio/ print ads
personal interest

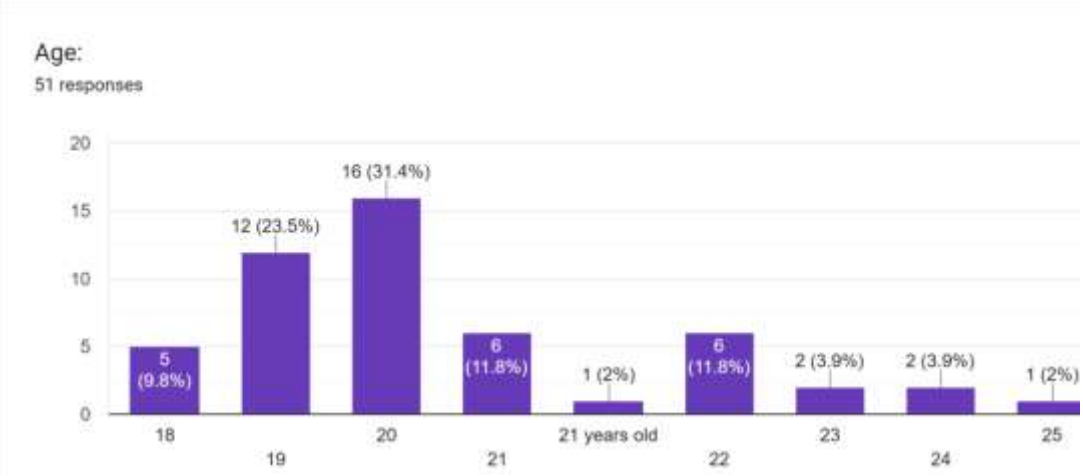
Part 5: Program preferences

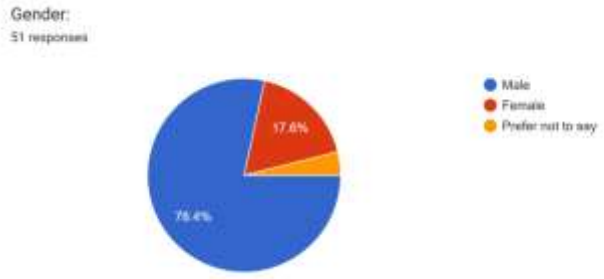
1. Which programs do you prefer over BSISM? [You may select more than one]
Criminology
Information technology
Business Administration
Hospitality Management
Engineering
others: _____

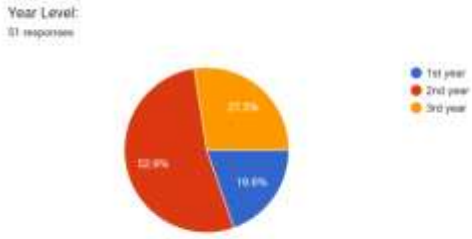
2. Why do you think BSISM is unpopular? [Check all that apply]

lack of awareness
limited career opportunities
stigma/ stereotypes
poor promotion by schools
more attractive alternative programs
others: _____

**RESULT**



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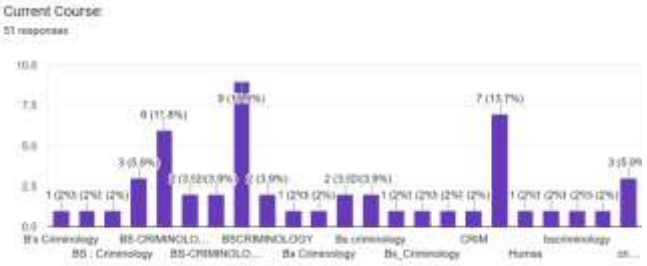


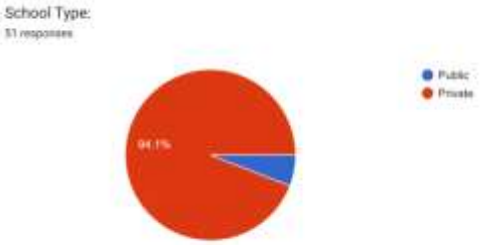


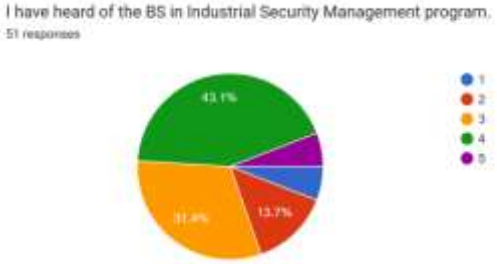


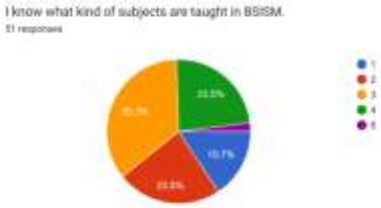


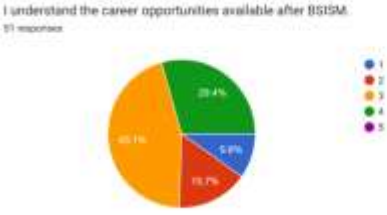

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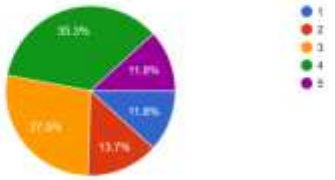
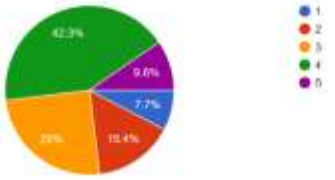
My school has provided enough information about BSISM.
51 responses

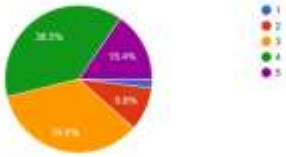



I have seen any promotional materials or advertisements for BSISM.
52 responses

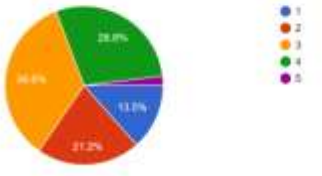
BSISM graduates can have good career opportunities.
52 responses




BSISM is a respected and professional field.
52 responses




BSISM is only about being a security guard.
52 responses



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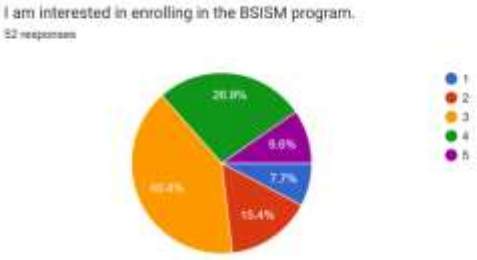
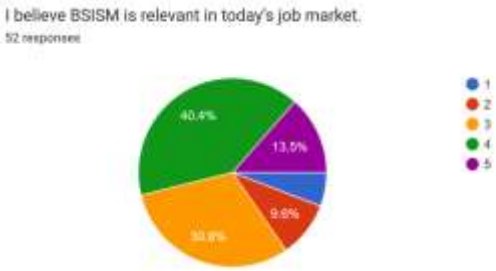
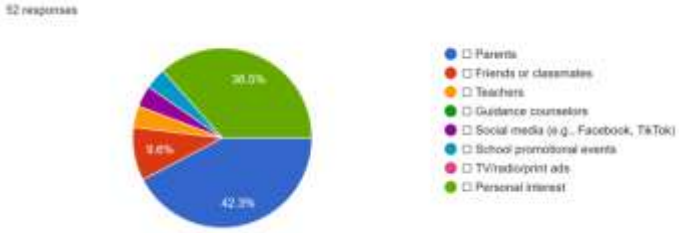
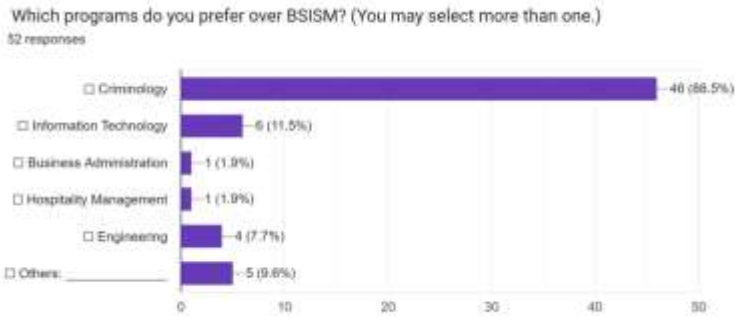



## Influencing Factors




## Program Preferences



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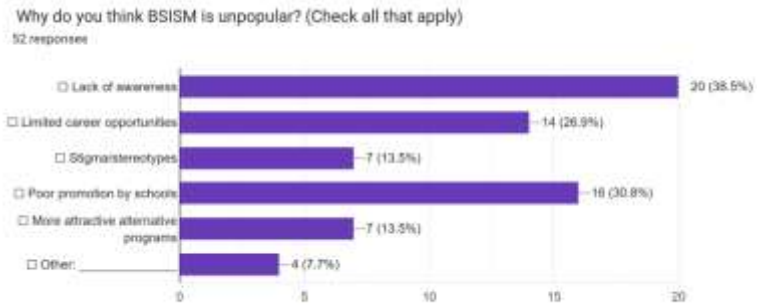


## DISCUSSION

**Extended Discussion: Factors Contributing to the Unpopularity of BSISM Among Students**

**Demographic Profile of Respondents**

**Age Range:** Most respondents are aged 20 (16 students), followed by 19 (12 students) and 21-22 years old (13 students combined). This indicates a majority of participants are in early adulthood and at a stage where career direction is important.

**Gender:** A significant majority are **male (78.4%)**, which reflects the traditionally male-dominated preference for security/criminal justice-related fields. Female respondents made up only 17.6%, with 4% preferring not to disclose.

**Year Level:** Most students are in their **second year (52.9%)**, followed by third years (27.5%) and first years (19.6%). These respondents are likely to have enough exposure to various academic programs to form informed opinions.

**Current Course:** A striking majority (49 out of 52) are currently enrolled in **BS Criminology**, making their views highly relevant due to program similarities.

**School Type:** The dominance of **private school students (94.1%)** suggests that opinions may reflect institutional visibility and promotional differences across school types.

**Part 2: Awareness of the BSISM Program**

*Awareness Levels:*

Only **7.7% strongly disagreed** and **13.5% disagreed** that they've heard of BSISM.

A combined **73.1% were neutral to strongly agreed** they had heard of it, with **42.3% agreeing** a moderate level of awareness.

However, **only 23.1%** agreed that they knew what subjects are taught in BSISM, and **none strongly agreed** they understood the career opportunities.

The highest percentage (44.2%) remained **neutral** about career understanding, suggesting uncertainty rather than negative perception.

*School Promotion:*

When asked if schools had provided enough information, only **11.5% strongly agreed**, and **15.4% disagreed**, indicating that **awareness isn't matched with detailed understanding**.

Similarly, only **30.8%** agreed or strongly agreed they had seen promotional materials.

**Interpretation**

There is a **significant gap between basic awareness and deep understanding** of the BSISM program. While some students have heard of it, few truly grasp the content and career implications. This lack of targeted promotion may contribute to its unpopularity.

**Part 3: Perceptions of BSISM and Career Potential**

A promising **42.3% agreed** that BSISM graduates can have good career opportunities, but only **9.6% strongly agreed**.

**38.5% agreed** that BSISM is a respected and professional field, though only **15.4% strongly agreed**.

Notably, **34.6% remained neutral**, showing uncertainty or limited exposure.

*Misconceptions*

**13.5% strongly agreed** and **28.8% agreed** that BSISM is *only about being a security guard* a clear **misconception** that likely drives disinterest.

*Interest and Relevance:*

Only **9.6% strongly agreed** they are interested in enrolling in BSISM.

However, **40.4% agreed** that it is *relevant* in today's job market showing **cognitive dissonance** between recognizing value but lacking personal interest.

**Interpretation**

Although students see potential value in the program, outdated stereotypes (e.g., security guard-only roles) and insufficient guidance on career tracks are significant deterrents. Even among Criminology students who might be the ideal target for a shift interest in BSISM remains low.

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**Key Takeaways and Recommendations**

**Findings**

**Awareness exists** but does not translate into understanding.

**Promotion by schools is weak**, with a significant number of students reporting little to no exposure to BSISM content.

**Perceptions are mixed**, and misconceptions persist about the program being limited to low-tier security work.

**Students respect the field's relevance**, but **few are motivated to pursue it** due to unclear opportunities and stronger appeal of other programs like Criminology.

**Recommendations**

1. **Enhance Program Visibility:** Launch focused campaigns with brochures, videos, and school talks explaining BSISM subjects, certifications, and job tracks.
2. **Address Misconceptions:** Clarify through testimonials and infographics that BSISM leads to managerial roles in corporate security, logistics, safety compliance, etc.
3. **Engage Parents and Teachers:** Since these groups influence student choices, involve them in orientations and information drives.
4. **Collaborate with Criminology Departments:** Promote BSISM as a natural academic path or specialization for students interested in security beyond policing.
5. **Use Social Media:** Since students are digital natives, targeted Facebook and TikTok ads can quickly build interest and awareness.