

# Tubod College Students Spark Entrepreneurial Spirit at Mindanao State University

By: Era Venice Mikhaela L. Vallejo



Tubod College students recently participated in a dynamic **“Benchmarking and Ideation Activity”** at **Mindanao State University – College of Business Administration and Accountancy**. The two events aimed to provide students with valuable insights into real-world business implementation and entrepreneurial practices. These are just two of the series of activities under the **INSPIRE (Institutional Nurturing for Sustainable Progress in Innovation, Research, and Entrepreneurship)** Extension Program authored by **Prof. Charlou A. Bautista, MBA, CFMP**.



Tubod College students recently participated in an engaging and insightful **“Benchmarking and Ideation Activity”** at the **Mindanao State University – College of Business Administration and Accountancy** Department of

**Marketing**. Designed to bridge academic learning with practical application, these events provided students with firsthand exposure to real-world business implementation and entrepreneurial best practices. As part of the **INSPIRE (Institutional Nurturing for Sustainable Progress in Innovation, Research, and Entrepreneurship)** Extension Program, spearheaded by **Prof. Charlou A. Bautista, MBA, CFMP**, these

activities are integral to equipping students with the knowledge and skills necessary for sustainable and impactful entrepreneurship.

The **Benchmarking & Student Exposure** activity, held on **January 31, 2025**, brought together 4th-year BS Entrepreneurship students from Tubod College for an immersive learning experience at Mindanao State University’s College of Business Administration and Accountancy. The event featured insightful presentations and interactive discussions, highlighting the entrepreneurial successes of MSU’s BS Entrepreneurship students and providing valuable real-world business perspectives. Meanwhile, the **Student Exposure & Ideation Activity**, conducted on **February 7, 2025**, engaged 3rd-year BS Entrepreneurship students in a dynamic workshop designed to foster creativity and problem-solving skills. Participants identified key challenges within their communities and

collaborated on developing innovative solutions, reinforcing the importance of entrepreneurship as a tool for social impact and economic growth.



The programs were structured around a series of interactive sessions and presentations led by key figures from both Tubod College and Mindanao State University.



The Department of Marketing Chairperson, **Professor Abdul Jabbar D. Lucman, MBA, REB, REA** welcomed the participants with insightful discussions and practical learning experiences during the Benchmarking event,

while **Professor Ralph S. Buca, MBM** set the stage, emphasizing the importance of hands-on learning and the role of collaboration in fostering entrepreneurial success during the Ideation Activity.



Dean of MSU-MAIN CBAA, **Professor Sahraman D. Hadji Latif, ME, MS** welcomed the visitors to MSU, highlighting the university's commitment to fostering entrepreneurial spirit and providing support to young entrepreneurs.



**Dr. Danilo L. Daniel**, Tubod College VP for Academic Affairs, stressed the significance of the benchmarking activity in broadening students' perspectives and equipping them with real-world skills. **Professor Mirnife M. Guro**, Assistant Dean of MSU-MAIN CBAA, provided a

warm welcome and emphasized the university's commitment to supporting the growth of student entrepreneurship.

**VP Shiela R. Velez, MPA**, Tubod College VP for Finance, highlighted the importance of fostering entrepreneurial thinking among students.



**Professor Charlou A. Bautista, MBA, CFMP** provided a detailed overview of the benchmarking activity, outlining the program's objectives and how it aimed to connect the students with MSU's successful student-led ventures. He also delivered an inspirational talk during the ideation activity focusing on the entrepreneurial mindset and the significance of innovation, urging students to embrace challenges as opportunities for creative problem-solving.



**Dean Prixie Mae B. Salutillo** of Tubod College Department of Business delivered special messages on both events. She emphasized the importance of the experience for Tubod College students, noting how it would equip them with the knowledge and skills needed to pursue their own entrepreneurial ventures. She also expressed gratitude to all the organizers for hosting the event and fostering collaboration between the two institutions.



Led by MSU faculty members and student entrepreneurs, the Ideation workshop fostered a collaborative environment for students to develop their ideas and refine their entrepreneurial vision.

The students were then given an opportunity to pitch their ideas to a panel of experts, receiving feedback and gaining valuable insights.

The students had the chance to witness firsthand how MSU student-led enterprises like **KuCna D'Avail**, **NeoRanao**, **Higop**, and **Marketalks** operate.



Through open forum discussions with MSU student entrepreneurs, Tubod College students learned about the best practices and the challenges faced by young entrepreneurs. A guided tour provided further exposure to the entrepreneurial realm.



The Benchmarking event concluded with a closing remarks given by the Implementation Class President **Era Venice Mikhaela L. Vallejo**, expressing her gratitude for the opportunity and success of the event. She commended the Tubod College students for their active participation and encouraged them to continue exploring entrepreneurial opportunities.



The Ideation Activity also concluded with a closing remarks by **Professor Diana Ruth L. Bico, MBM, REB, REA**, emphasizing the importance of fostering a culture of entrepreneurship among students. She highlighted the valuable collaboration between the two institutions, noting that it would continue to

strengthen ties and provide future opportunities for students and faculties.

Both the Benchmarking and Ideation Activities have left a lasting impact on Tubod College students. The events emphasized the importance of practical learning experiences, highlighted the benefits of collaborative partnerships

between educational institutions, fostered a spirit of entrepreneurship and equipped students with valuable skills to make a positive impact on their communities.

