

Positioning Of the Educational Offer of the Undergraduate Level of the Popular University Of La Chontalpa In Its Area Of Influence

De Dios Domínguez Wilber¹, Sánchez Trinidad Rosa del Carmen², Castillo Méndez Roció del Carmen³, Sánchez Cruz Samantha⁴, Aguirre Andrade Antonio⁵

¹(Universidad Popular de la Chontalpa)

Abstract: Considering that educational processes are not absolute, but that each one contains variables that depend on the social context in which it is being developed, it is essential to carry out a periodic analysis that allows reviewing the parts that make up said process, which will allow making decisions to improve, modify or replace what is subject to review so that the process as a whole is effective within the social, political and economic context in which it is being developed.

Background: In this vein, we must also consider that any Higher Education Institution (IES) has the social function of responding to the social needs of its immediate area of influence, the region and the country.

Materials and Methods: Methodology of documentary research

A documentary research was carried out, with the support of the different areas of the Popular University of Chontalpa, such as: Secretary of University Extension and Social Service (SEUSS), Directorate of School Services and Academic Secretary. Information was also obtained online about the different HEIs in the Chontalpa region and the different Institutional

Results: Once the information collection is completed, and completing the development of the project, the results obtained in the application of the surveys and interviews are evaluated.

The purpose of this project has been to demonstrate the feasibility of a business incubation model that fits the characteristics of the Graduate College for the promotion of products, ideas or innovations that are forged in it, and thus stimulate people involved in undertaking more and new business ideas.

So to give function to the proposal, the execution of probabilistic sampling instruments such as the survey and interview was carried out, the first one carried out to the students and graduates and the second one to the Administrative, Doctors-Academicians of the Graduate College of the same so that statistical and descriptive data were obtained that would allow us to know the different appreciations of the people involved with respect to our proposal and that in such a way will locate us to have judgment in the decision making that correspond to this research work.

Conclusion:

"From the people and for the people", this is the Popular University of Chontalpa, which began its academic work on September 3, 1995, with FOUR careers. Law, Human Medicine, Agronomy, Civil Engineering with 388 students, being until November 7, 1998, that it obtains its registration as recorded in the Official State Gazette. 26 years have passed since that intrepid adventure. Today consolidated in two modalities: schooled with 13 degrees and engineering and semi-schooled with 5 races. It also has 8 master's degrees, a doctorate and 2 specialties. Many agreements have been achieved with various institutions, as well as many scholarships to support students. It currently has 37 PTC, which represents an area of opportunity for the UPCH.

Key Word: Education, influence, indicator, area of influence

Date of Submission: 17-01-2021

Date of Acceptance: 02-02-2021

I. Introduction

In this vein, we must also consider that any Higher Education Institution (IES) has the social function of responding to the social needs of its immediate area of influence, the region and the country. The three functions; Teaching as a process of teaching and learning knowledge; produced through Scientific Research represented in the different sciences and constitutes the content of the disciplines. The University Extension interrelates teaching and research through the promotion of these actions to the social environment to satisfy the needs of cultural development and the solution of problems of social practice (V International Virtual Congress of Education, 2005).

For its part, the Popular University of Chontalpa as an IES, raises the need to carry out a review of the processes that link it with society through its educational offer, and the level of satisfaction of the needs raised by society, which will allow the educational authorities at the three levels of government (municipal, state and federal) to make more accurate decisions and closer to the reality of the socio-political context in which this HEI is inserted.

In addition, it should be noted that technological development has exceeded the development of educational processes, which causes the gaps between school and work to be ever greater, which is why HEIs must keep their study plans and programs updated that make up its educational offer, incorporating into these processes the relevant current technologies in each educational program that it offers. Although the present work is limited by the execution time, it will allow us to clearly visualize aspects in which there are greater opportunities for academic growth, as well as the level of positioning that the Popular University of Chontalpa has in its area of influence .

II. Material And Methods

Field research methodology.

A field work was also carried out with the purpose of complementing the documentary research, considering as the population involved in the study, the opinion of the students of the upper secondary level of the Chontalpa region who graduated in the February - July 2019 school year This work was carried out under the quantitative approach, using a survey as an instrument to collect data, adhering to the following procedure:

- Design and pilot of the survey. The survey was designed with a total of 10 items, conducting a pilot test that consisted of asking for the support of 20 high school students, who filled out the survey and shared their observations about it, which allowed us to modify some items and change others.
- Design of the sample. A three-stage cluster sampling was carried out. In the first stage, two of the five municipalities that are part of the Chontalpa region in the state of Tabasco were randomly selected, which are: Cárdenas, Comalcalco, Cunduacán, Huimanguillo and Paraíso, and which also represent the area of greater influence of the Popular University of Chontalpa, resulting in the election of the municipalities of Cárdenas and Huimanguillo. In the second stage, 5 schools were selected at random from the municipality of Cárdenas and 5 schools from the municipality of Huimanguillo, and finally in each campus, classrooms were randomly selected (which in this case represent the clusters where the data will be collected) according to the number of students who were in each classroom. In each classroom (cluster) that was randomly selected, the systematic sampling method was applied using the appropriate sampling ratio in each case to complete the desired sample of 601 students.

- Determination of sample size. To determine the sample size, the formula was used

$$n = Z \alpha / 2 P (1-P) / E^2$$

Where

n is the sample size, $Z \alpha / 2 = 1.96$, $P = 0.5$ and $E = 0.04$. Substituting these values in the formula we obtain that $n = 600.25$

It should be noted that the consideration of $P = 0.5$ allows us to calculate the maximum value of n, without adjusting the sample size since the size N of the population is not known with certainty, although we know that it is finite. In other words, the randomness and the sample size allow us to estimate the proportion P of the population with a confidence level of 95% ($Z \alpha / 2 = 1.96$) and a maximum error of 4% ($E = 0.04$)

- Organization, representation and analysis of information. The data was organized in frequency tables, graphs were also constructed to represent their distributions, analyzing the behavior of each of these graphs.

- Research variables

Nominal qualitative variables

Sex

Answer (YES or NO) Admission process to a HEI

IES selected to continue studies

Selected career

Aspects considered to choose the IES

Advantages of the UPCh over other HEIs

Ordinal qualitative variables

Opinion on the prestige of the UPCh

Opinion on the position of the UPCh in its area of influence

III. Result

"From the people and for the people", this is the Popular University of Chontalpa, which began its academic work on September 3, 1995, with FOUR careers. Law, Human Medicine, Agronomy, Civil Engineering with 388 students, being until November 7, 1998, that it obtains its registration as recorded in the Official State Gazette. 26 years have passed since that intrepid adventure. Today consolidated in two modalities: schooled with 13 degrees and engineering and semi-schooled with 5 races. It also has 8 master's degrees, a doctorate and 2 specialties. Many agreements have been achieved with various institutions, as well as many scholarships to support students. It currently has 37 PTC, which represents an area of opportunity for the UPCh

The study of graduates shown previously from Figure 2 to Figure 7, presents a high percentage of graduates whose employment is not related to their career (75.1%), which may represent a red light in the relationship between the graduate profile of students and the needs of the labor sector. It also indicates that the vast majority of these graduates are underemployed, which may represent an important reason for the positioning of the UPCh in its region of influence. It also shows us that approximately 3 out of every 5 of the students surveyed show dissatisfaction about their professional training received at the UPCh, it also reveals that approximately 1 out of every 2 graduated students are not satisfied in terms of facilities, capacity and teacher compliance. The above information on graduates cannot be generalized since the sample used is very small and we can statistically fail in our interpretations.

On the other hand, the study of employers allows us to see that they very satisfactorily judge both the academic training and the job performance of the graduates. We also observed that approximately 1 in 2 employers consider obtaining the degree very important to hire graduates, and 44% of employers consider work experience very important to hire graduates.

They have read the Analysis of the positioning of the educational offer at the undergraduate level of the Popular University of Chontalpa in its area of influence, it is a research project that aims to generate valid information that is based on the collection of documentary information and field, based on the elaboration and application of an opinion poll, through a survey that contains ten items. For this, this survey was applied to randomly selected EMS schools in two municipalities (Cárdenas, and Huimanguillo) selected at random that are part of the Chontalpa region of the State of Tabasco, as this is the area of greatest influence of the Popular University of the Chontalpa. Subsequently, the size $n = 600$ was determined as the sample size with a confidence level of 95% and an estimation error of 4%, supported by the formula $n = Z \alpha / 2 P (1-P) / E^2$, organizing the data in frequency tables, constructing graphs and analyzing the behavior of these graphs. Work that also includes variables of an investigation in this case are nominal and ordinal qualitative.

From the analysis of this fieldwork we can write the following conclusions:

69.8% of the surveyed students began the admission process to some HEI. The remaining 30.2% did not start their admission process in this school year (February-July 2019). This means that approximately 70% of EMS graduates in the Chontalpa region take the entrance exam to Higher Education

The surveyed students wrote the names of 65 different majors, of which 43 were selected by the more than 3 students out of every 1000. The most requested majors were: Accounting, Psychology, Pharmaceutical Biologist Chemist, Mechatronics and International Trade. These careers were selected by approximately 3 out of every 100 applicants surveyed. Finally, the most widely accepted careers are: Administration, Petroleum Chemistry, Systems, Civil and Law, which were chosen by approximately 4 out of every 100 applicants. In the same way, Electrical and Mechanical Engineering chosen by approximately 5 out of every 100 respondents, Nursing requested by approximately 7 out of 100 applicants and the most requested Medicine chosen by approximately 8 out of every 100 applicants. The graph also shows us that 11.15% did not choose any career, which means that they have not started their admission process to any HEI.

Of the 13 most requested careers by EMS graduates, we can see that the careers: Administration, Law, Nursing and Medicine are not offered at the UPCh, although there are some related to the Administration career and the law career offered at the UPCh. semi-schooled modality. It means that the opening of these careers at the UPCh can significantly increase the enrollment of this IES. Of the 9 remaining careers that are offered at the UPCh, not all applicants choose this IES

The UPCh only covers approximately 26% of new applicants in the Chontalpa region, of approximately 34% who present an entrance examination in careers offered at this IES. It means that there are 8% of new students who choose to study at another institution despite the fact that their degree is offered at the UPCh.

The prestige of the UPCh is considered good in the opinion of EMS graduates from the Chontalpa region, since approximately 75% of them judge it that way.

Also, approximately 60% of EMS graduates believe that the UPCh is among the best positioned HEIs in the region

IV. Discussion

Manage the visits of the UPCh staff to the educational centers of upper secondary level, focusing on those where there is little information about it, in order to promote the educational offer of the university before the students close to graduation, which should be programmed and controlled by the corresponding department. Promote the UPCh more frequently through the mass media, highlighting relevant information about it, as this will help to place ourselves in the minds of potential clients.

Manage the visits of students who are about to graduate from the upper secondary level, in order for them to know the infrastructure and technology that is available.

Specific actions are recommended regarding:

Newsletters, it is recommended to send press releases to some media when there is important news such as; courses, workshops, career openings, etc.

Conferences, it is recommended to give conferences and promote it in the media when something important is announced, such as; a new career, courses, workshops, a new technology, etc.

If possible, set up a direct support line for the interested student, or a chat on the website, where you can make inquiries, make suggestions, clarify doubts.

Train all administrative and teaching staff so that they know the service that must be provided to customers, which will be of quality for which all staff must be aware of the objectives that they want to meet.

V. Conclusion

Carry out a more in-depth and objective study of graduates and employers that allows generalizations to be made about the entire population, in order to have support in decision-making concerning the academic context of the UPCh.

Follow up on the recommendations of the CIEES with regard to teaching performance, evaluating the opinion of students after the school year, and that currently, each student performs online at the end of the cycle.

Investigate the alternative fields in which graduates work to include, in due course, some learning experiences that complement their training.

Review and evaluate the facilities and services offered by the areas that provide services to students.

Have a detailed and updated database of graduates and employers that allows expediting pertinent procedures in subsequent studies

That the areas of the UPCh update the information, and publish in a timely manner the information that by its nature should be in the public domain.

Look for mechanisms that allow increasing the PTC / student ratio, since there are currently 84 students for each PTC approximately

Offer new careers including Administration, Law, Nursing, Medicine, Criminalistics and Mechatronics to improve school enrollment, and at the same time, homogenize the educational offer with most of the HEIs in this region

Implement a program to disseminate the careers offered at the UPCh, with the participation of trained personnel, which allows reaching each EMS campus in the Chontalpa region, in order to ensure the recruitment of students who wish to study the careers offered at this IES.

Carry out evaluations and self-evaluations that allow suggesting policies that enrich the level of the institution.

Disseminate the academic achievements of our Institution, considering social networks and also through spectacular and in professional fairs

References

- [1]. Anderson, D; Sweeney, D; Williams, T. (2008). *Estadística para Administración y Economía* 10ª Edición, CENGAGE Learning, México.
- [2]. Programa de Desarrollo Institucional (PID) de la UPCH 2013-2017
- [3]. Programa de Desarrollo Institucional (PID) de la UPCH 2014-2018
- [4]. Programa Educativo de Lic. En Turismo Alternativo y Lic. En Mercadotecnia (MEAV, 2010)
- [5]. Programa Educativo de Licenciatura en Químico Farmacéutico Biólogo (MAIF, 2007)
- [6]. Programa Educativo de Licenciatura en Psicología (Semiescolarizado, 2006)

De Dios Domínguez Wilber, et. al. "Positioning Of the Educational Offer of the Undergraduate Level of the Popular University Of La Chontalpa In Its Area Of Influence." *IOSR Journal of Business and Management (IOSR-JBM)*, 23(01), 2021, pp. 77-80.