

# El ámbito de la formación y el empleo de los egresados de la Carrera de Administración del Centro Universitario de Los Altos

*The scope of the training and employment of graduates of the School of Management of the University Center of Los Altos*

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## Resumen

Lo que se presenta a continuación es el resultado de un trabajo de investigación de corte cualitativo basado en entrevistas realizadas a los egresados de una carrera universitaria ofrecida en un centro regional de la Universidad de Guadalajara, con el objetivo de conocer sus principales características tanto en formación universitaria como en el campo laboral. Para ello se compararon las dos corrientes teóricas con mayor influencia en el esclarecimiento de los conocimientos adquiridos mediante la aplicación de una investigación y se describieron los principales problemas a los que se enfrentan los estudiantes cuando cursan la carrera. Además, a partir de las opiniones de un grupo de alumnos distinto al de los egresados, se compararon las expectativas que tienen al ingresar a la carrera con la realidad a la que se tienen que enfrentar al egresar.

**Palabras clave:** egresados, mercado laboral, empleadores, formación universitaria, oferta educativa.

## Abstract

What is presented below is the result of a qualitative research based on interviews with graduates of a university course offered at a regional campus of Universidad de Guadalajara and which aims to identify the main features both in university education and in the workplace. The two theoretical currents we analyze, show greater influence on the clarification of the knowledge gained through the implementation of applied research and also major problems that students face when they are studying. As a special addition, the opinions of a group of freshmen are exposed to contrast what are the expectations when entering and reality when they graduate.

**Key words:** graduates, labor market, employers, university training, educational offer.

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## Introduction

### Feminization of university education

One of the main features to note is the steady increase in the presence of women in universities. According to census data, in 1970 in Jalisco 18.4% of enrollments were female; this percentage increased to 32.6% in 1980 and 41.2% in 2000 (INEGI, 2000, p. 7). Regarding the group of graduates in 2012 from the School of Management of the University Center of Los Altos, the percentage was 68.75 %.<sup>1</sup> The most abundant professionals in the state of Jalisco belong to the area of social and administrative sciences with 38.8%, with the most numerous public accountants with 14.5% of the global total, followed by management graduates with 10.1% (INEGI, 2000 , pp. 9-11).

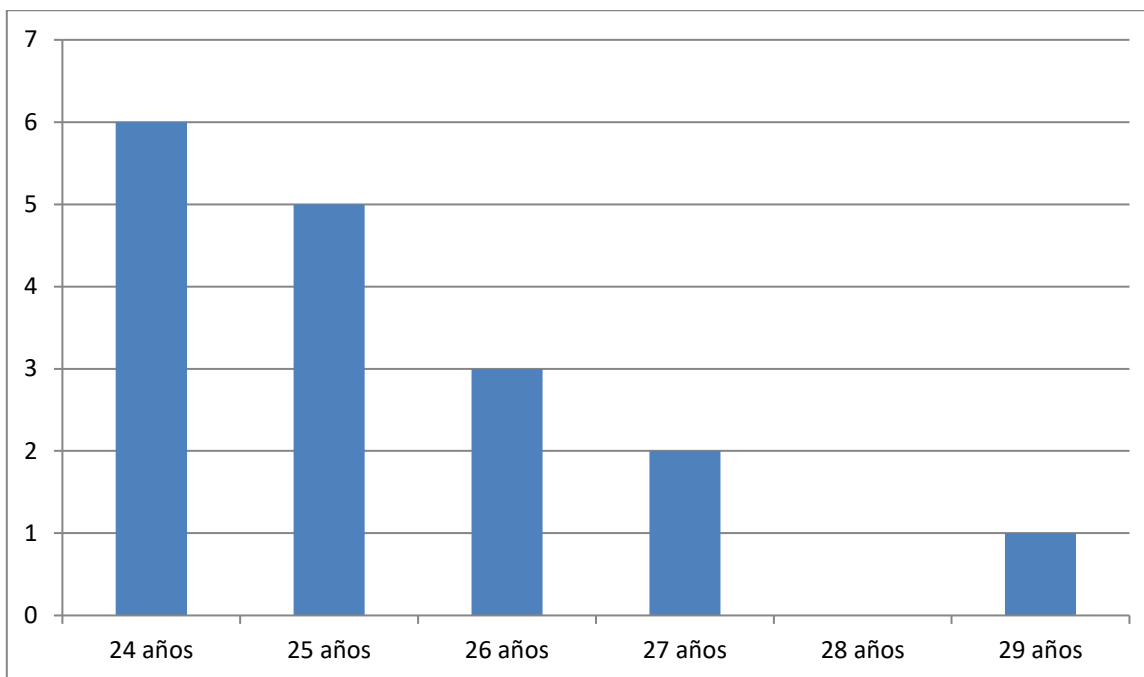
Vocational guidance in youth has not yielded the expected results. The group of respondents, 31.25% had applied to enter another race before entering administration, a high amount is almost one third. While this group of alumni was young, with an average age of 25.29 years, it is striking that were not convinced of his career choice. Moreover, the chances of entering a university degree has increased considerably since the average sibling of graduates amounted to 3.64%, of which 1.76% are studying at the university. This

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<sup>1</sup> Información recabada de manera directa mediante entrevistas a los egresados.

amount alone is already significant, but when compared with the level of education of parents is even more so.

Average age of graduates <sup>2</sup>

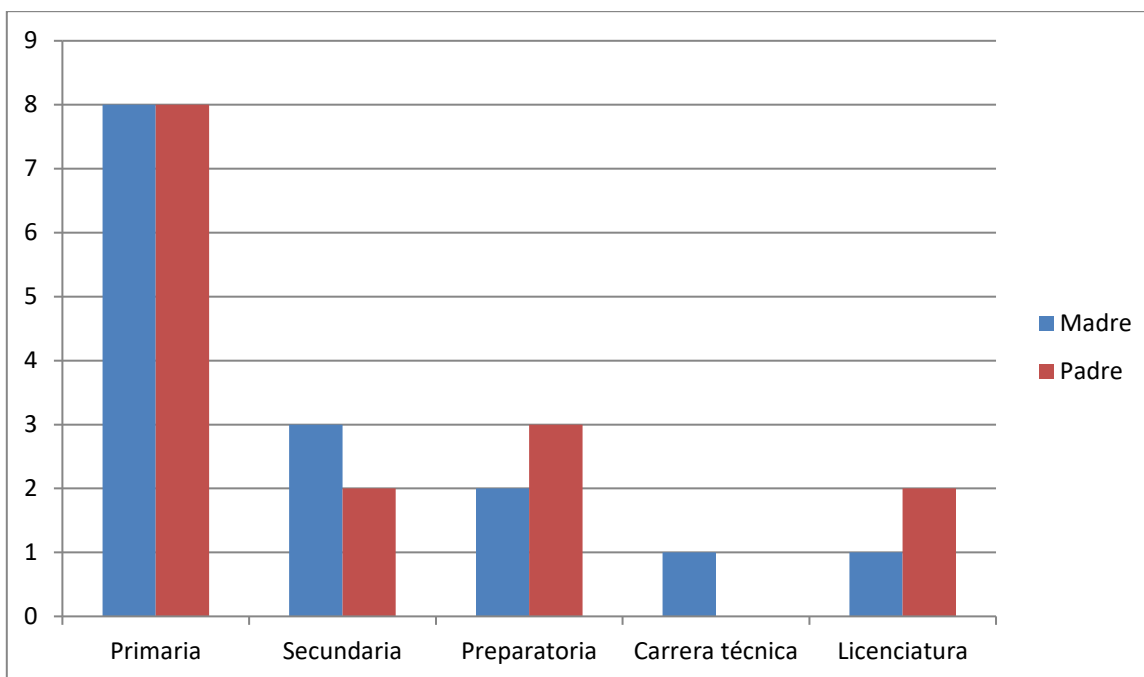


### Schooling parents

The vast majority of parents only studied up to primary level and very few reached some degree. The trend is that older male parents have opportunities to achieve a higher grade. The exception was a family where the mother studied a technical career and father only finished primary school.

<sup>2</sup> La fuente de información son las entrevistas aplicadas a los egresados.

Schooling <sup>3</sup>



The social background of the graduates is paramount when their performance is analyzed. One source of thought most influential in this type of research, the so-called Theory of Cultural Capital, said to come from families with higher academic resources it is crucial, ie the cultural environment within the family is suitable. Thus, the grade obtained by the parents is critical because it influences the knowledge of their children. In particular, this research found no echo in the postulates of the current cultural capital due to the following aspects: first, the degree they hold parents is very low and similar between the group of students who have academic success and the those who do not, so it is not possible to differentiate by means of which it is claimed that the children of those who had higher educational levels in turn get more school and job success. Second, as you can see below, the working environment in which parents can play is also very similar, so you can not say that some students have an advantage over others because they come from a less costly and / or cultural rather conducive to their academic development. Third, as a result of the interviews, it is known that most students (again, without distinguishing the best rated the

<sup>3</sup> La fuente de información son las entrevistas aplicadas a los egresados.

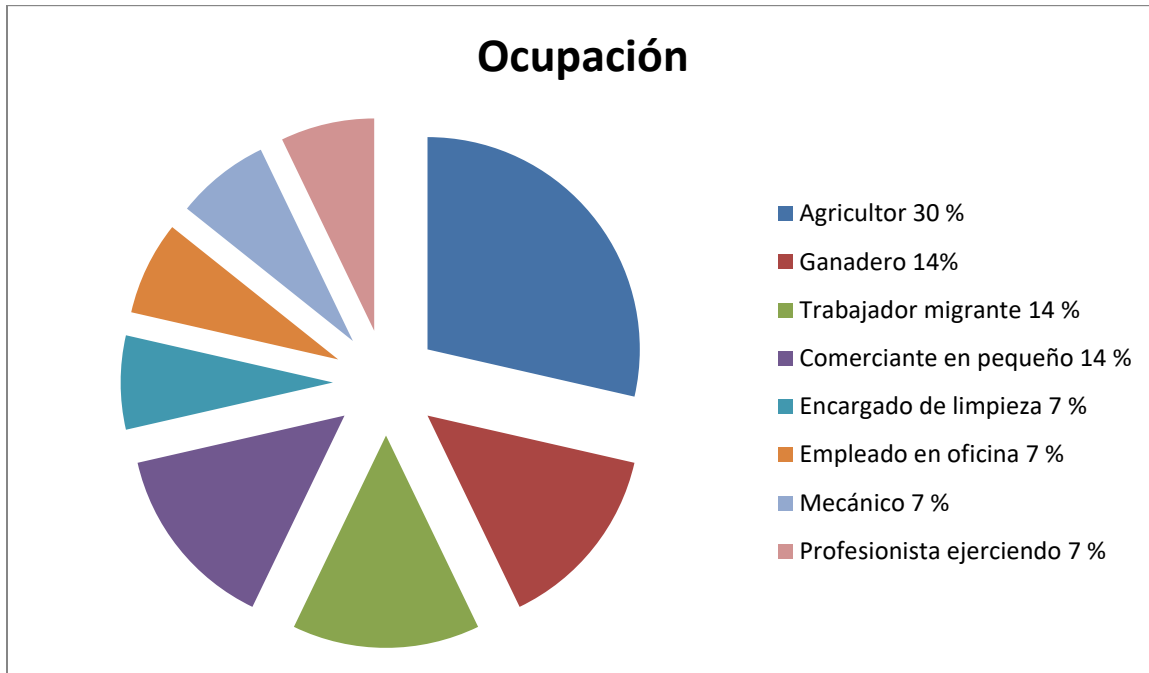
rest) is economically sustained themselves during the time it took his university studies, so we can say that in general the economic level of the group is low.

Shultz said his Theory of Human Capital, the antithesis of the Theory of Cultural Capital, the time that is left to work to enroll in the university should be quantified so that once they have graduated and obtained employment as well paid, the "investment spending" when not worked (.; Leyva and Cardenas, 2002, p 80. Rojas et al, 2000, p 116) recovers. This economic recovery is known as Internal Rate of Return (De la Rica, 1999, p. 271). Other provisions of the current state that the best means of social mobility is shaped by the fact that a university education, since the train for work increased revenues are obtained and thus move up the social ladder. This kind of thinking is more in line with the results we obtained in the investigation, where you can clearly see that the students have far exceeded the degree of his parents and obtained a work since, although it is not of the highest in the social ladder, she does more prestige than their parents (Aronson, 2007, pp 10-21;. Vizcarra, 2002, p. 62). Consequently, we believe that this thinking is offered greater insight to our results.

### **Work environment in which they operate parents**

When the working environment in which they operate parents is high, it also fosters in students a better development; for example, when the father plays a managerial or executive position, or when the owner of a medium or large company. By contrast, children whose parents develop as workers, peasants and lower-level employees do not have this advantage available. Well, the results of this investigation do not agree with the principles of the Theory of Cultural Capital because, in general, the grade level of parents is significantly lower, as well as occupational space coming (see next graph). It is easy to understand that the workplace tutors is located in the lower levels of the social scale, and that the cultural environment in which students unwrapped was nothing conducive to their academic development. The exception was a parent who exercises his profession college independently; the rest of the parents works in activities that accrue to them low wages.

Occupation Parent (o tutor)<sup>4</sup>



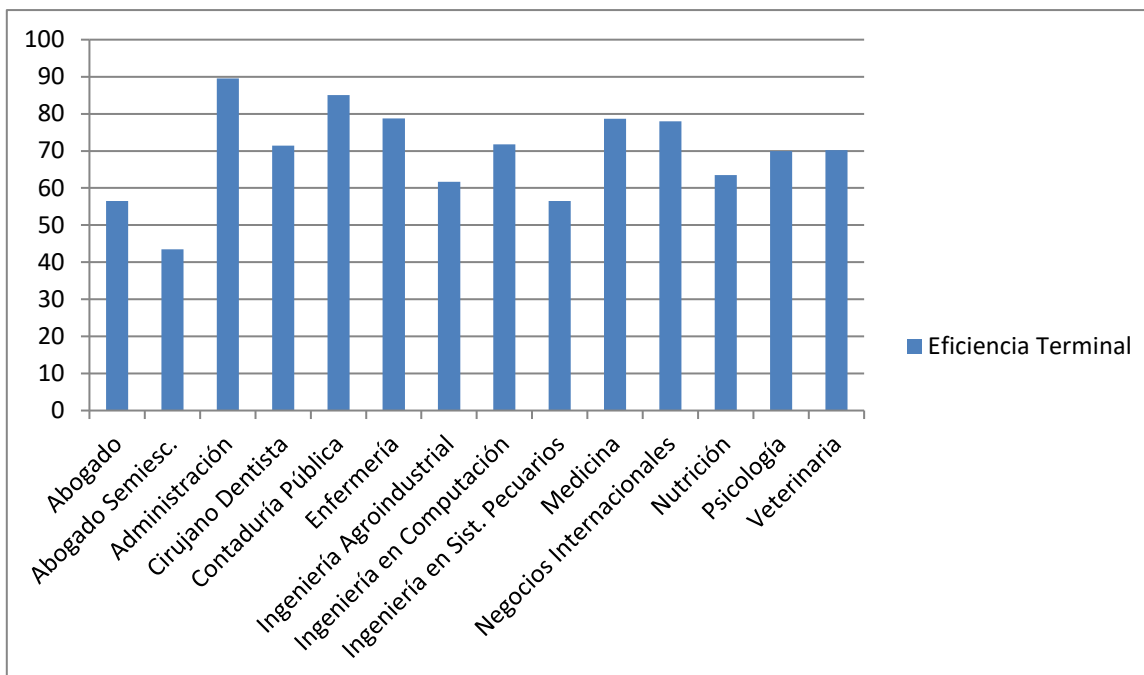
It can be stated categorically that graduates who obtained greater school success, not distinguished in any of those who do not have this feature due to family influence, school degree or have a comfortable working position.

**The terminal efficiency**

The terminal efficiency of management graduates is the highest of a total of 14 career options offered by the University Center of Los Altos; 90% of students entering college this option concludes. The race with the lowest completion rate is the law in the semiescolarizado system. These two locations are twelve other career options.

<sup>4</sup> La fuente de información son las entrevistas aplicadas a los egresados.

Completion rate of all races in the University Center of Los Altos<sup>5</sup>

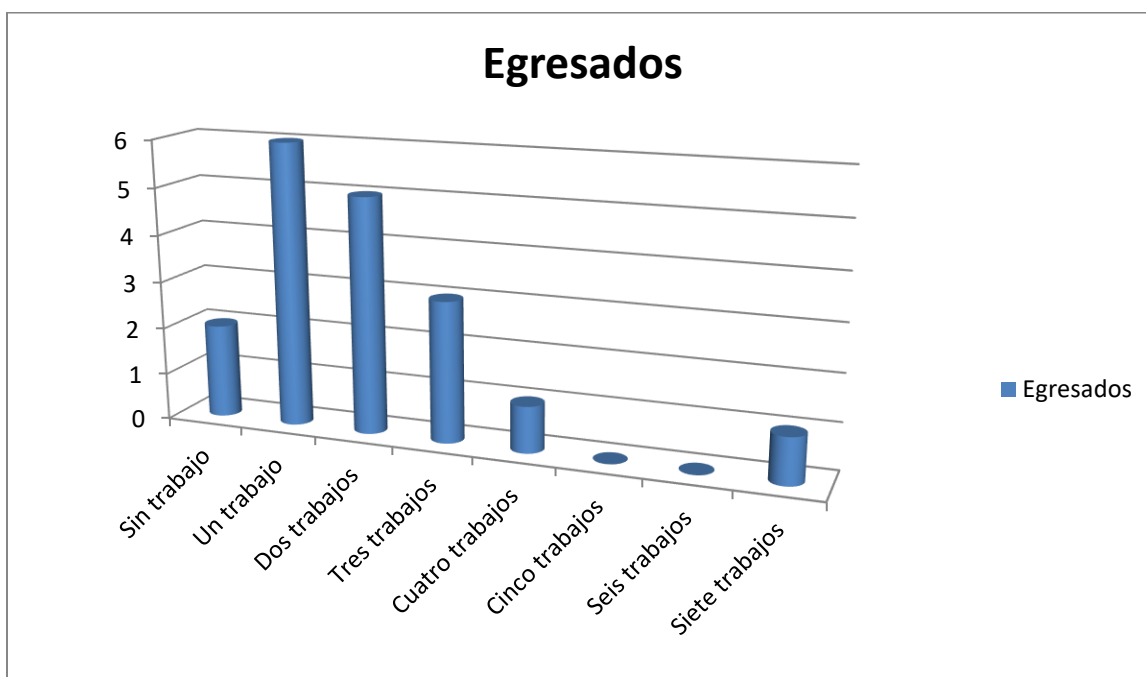


### The workplace of graduates

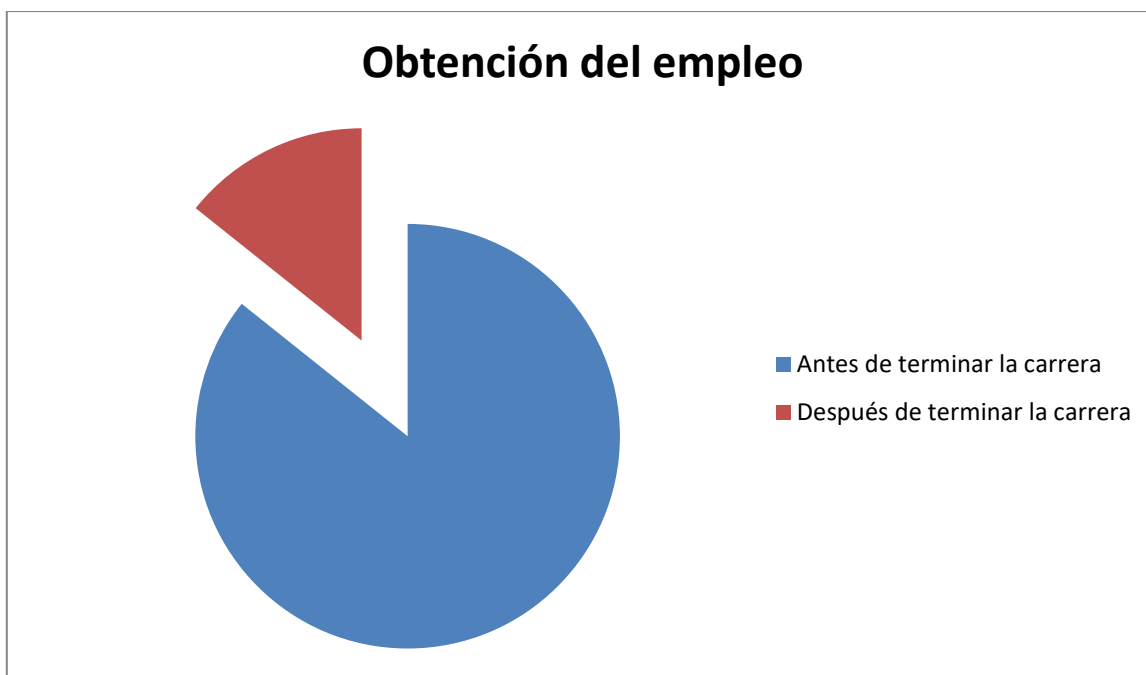
In the workplace, according to information available on the state of Jalisco, 14.9% of graduates from every race belongs to the economically inactive population (INEGI, 2000, p. 41), while the administrators group investigated only 11.8% were not employed at the time of the interview. In general, the life of graduates in their labor market has been very active as can be seen in the following graph:

<sup>5</sup> La fuente de información son las entrevistas aplicadas a los egresados.

How many jobs have you had?<sup>6</sup>



However, the obvious professional success is fair to say that the vast majority of students obtained their first job (in some cases the only) before finishing his college career.<sup>7</sup>



<sup>6</sup> La fuente de información son las entrevistas aplicadas a los egresados.

<sup>7</sup> La fuente de información son las entrevistas aplicadas a los egresados.



This aspect is of great importance, but not taken into account in many of the studies done on the subject. One of the main objectives of the studies that track graduates is to know your professional success, but often overlooked job of inquiring whether that success was achieved by having obtained a university degree or for other reasons that may have arisen even before entering the race. This aspect is not less, so must be left explicit characteristics as it is spoken frequently observed that a high proportion of professionals found work in an area where the knowledge acquired at university are used, but if it gets clear who got that job before they graduate, then incomplete or misleading information is provided. It is probable, as was the case with these results, students have chosen to study the career choice that attended because I had a job position in the area, or even that they have chosen because they evolved in the middle and just wanted to continue . The following table shows the specific information for each graduate interviewed to know their job characteristics. It is extremely important to know these features because it is the most important object of knowledge in research of this kind. It is noteworthy that the vast majority operates in a space where they use the knowledge acquired in college, and while most already had a job before entering college. Just over half of respondents have made up in your job title.

¿Cuándo obtuvo el empleo?	¿Cuántos empleos ha tenido?	¿Ha tenido ascensos?	¿El trabajo coincide con su formación?
No tiene empleo			
Seis meses antes de egresar	Tres	No	Sin información
Antes de ingresar a la universidad	Cuatro	Sí	Sí
Antes de ingresar a la universidad	Dos	Sí	Sí
Seis meses antes de egresar	Uno	No	Sí
Antes de ingresar a la universidad	Dos	No	Sí
Antes de ingresar a la universidad	Siete	Sí	Sí
Antes de ingresar a la universidad	Uno	Sí	Sí
No tiene empleo			
Antes de ingresar a la universidad	Dos	No	Sí
Antes de ingresar a la universidad	Uno	No	No
Durante su formación universitaria	Uno	No	Sí
Durante su formación universitaria	Uno	Sí	Sí
Antes de ingresar a la universidad	Uno	No	Sí

Antes de ingresar a la universidad	Tres	No	Sí
Después de haber egresado	Dos	No	Sí
Después de haber egresado	Dos	No	Sí
Fuente: información obtenida directamente de las entrevistas realizadas a los egresados.			

### Difficulties in training

The main difficulties students faced during their university education were poor preparation of some teachers who did not know at all your stuff -daban the impression that they were hired to fill a gap and not because they had sufficient preparation-; lack of support in carrying out their professional practice, where were supposed to finally apply their knowledge in reality, some students felt that only met the requirement-; the teachers' absenteeism and apathy on the part of the students themselves. As a solution, some students suggest that some subjects disappear from the curriculum, such as municipal administration, oral and written expression and research; in some cases contradiction is observed between the graduates, some propose that economics and accounting matters disappear, while others consider the most important ones. However, all agreed that the most important were: English, computer, law, marketing, human resources and administration. On the other hand, some complained that a teacher was teaching them "crafts", rather than the subject matter assigned to it. Overall, most felt that their training reached the level of good to very good, and few rated poor.

### Opinion of employers

The results of an interview with an employer in the region, from a very important area of Los Altos de Jalisco, dedicated to industrial production that transforms farm products are as follows:

"For companies in the livestock sector and for me as a manager is strong support that people have around your home a chance to grow in a profession, which was not there before. Today with this opportunity I have seen many people who have worked in the company and has grown in it, something that has been very important to us; however, if we make a diagnosis of these people who collaborate with us in each of the areas, for example, livestock systems engineers, graduates in accounting, management or international business, what is needed is to know how they are able to operate. A person who himself is trained in what today requires the business, small, medium or large, and has a good base, but still need to open your mind to the knowledge that require our companies.

"I have observed that there are many small companies that are not providing an opportunity for these graduates to work in their businesses in the region. One, because they come to feel that they have no added value, how are they going to pay for something they have never paid if not suggesting what you do to get more value from managing a small barn to a convenience store? What we commonly make it is that the counter charges you for training but never tells you how to be more competitive with a convenience store that is getting close to you. What is lacking? In the region of Los Altos, which is strong in trade, we need people to advise those traders who make them competitive with those big consortiums; two in a midsize company usually what you want the owner is that you take them out fights, so one of the things we need is that the graduate is a "todólogo" have management ability and not for being something other than engineer , can not make decisions. I think that one of the diagnoses and evaluations that have to do is not necessarily for not working in corn not know what to suggest to the company or the owner so you can sell the corn. That is the ability that I require, and nothing I say buy a bag of corn, or instead of 100 are 300, but how I make those 200 bags give them added value. I require a guide to tell me: you'hoy spend 200 pesos per bag, but in the future you will receive 2000 pesos more for bolsa'. We have failed to apply those values in every area of the sector.

"What do I do? First, research in the region of Los Altos where many graduate and go to work, and how many are working on what they studied. Many when they reach businesses and is evaluating them, they say: "we give receptionist job but" when they have a degree in international business. Maybe they can become participants of international business at the

company, so that it has a guide; so they can help more to the company being receptionists. You can help each of the businesses that exist in the region of Los Altos by triangulated work between CUALTOS<sup>8</sup>, businesses and government. So far we have trained operators only, but what can we do to also be businessmen, entrepreneurs or who have managerial and leadership skills? Here he worked with MBA people, people who have desire to improve. I studied the Diploma "ADE" and those teachers do not ask anything CUALTOS teachers. Wherever there are good and not so good teachers, however, that kind of graduates should take them after they leave college and on the road to better diagnose these people who came out and entered into the company. In our company we send some employees to these graduates of management skills.

"Today we need a change of mentality in the business and universities. To me that is important if you want to have opportunities, and that these graduates know sold and universities equip them properly especializándolos in different areas through continuous practice and not just theory in the classroom. Thus, they can help direct the family businesses in the first, second, third and fourth generation. Have the level to train these people, that's one of the things that needs the region of Los Altos, which is moving from girls to medium or medium to large companies, and by the third generation does not know whether to distribute the company or what to do with it.

"Overall, I think CUALTOS has a good image in relation to other universities in the region. In my company I have people graduated from this center, some even good, or more or less able to work, however, I had to invest in training for them, so that they can develop in the areas in which they work.

"I think there is a need for new careers since in my company need other professionals, such as mechatronics engineering to automate the booths, because we feel the need to bring human capital from other cities for not having here the region graduates with those characteristics. I wish the college develop together with us some study guides on the real needs and work practices in our companies (detailed training of the current and actual workplace), for six months before the end of the race graduates know what the needs, the challenges they will face in reality and do better prepared. "

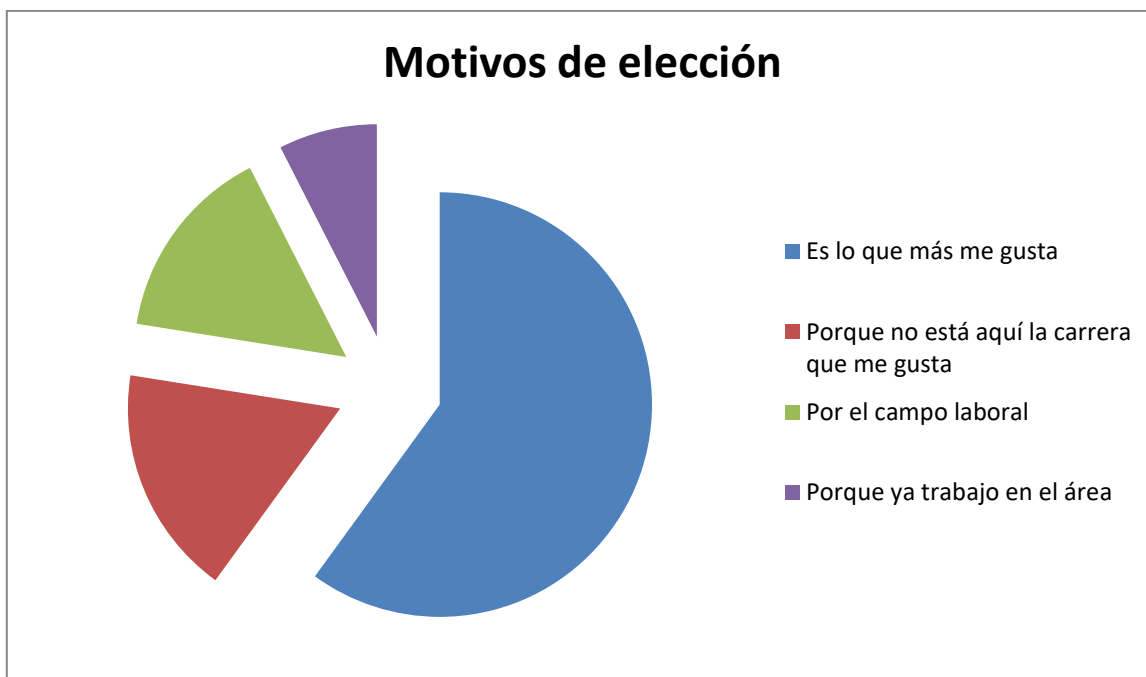
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<sup>8</sup> Centro Universitario de Los Altos de la Universidad de Guadalajara.

## Expectations of students admission

Then different opinions of students enrolled on the career of their choice during the school calendar 2015B (with income in August) at the University Center of Los Altos are mentioned. First, it points out that 20% of students had tried to register before another race; from 2008, when admitted students that make up this follow-up study graduates, the trend has changed in a positive way; remember that 31.25% had sought to enroll in a different administrative career. College options for which they had chosen were medicine, interior design, rehabilitation, education and others that were not mentioned.

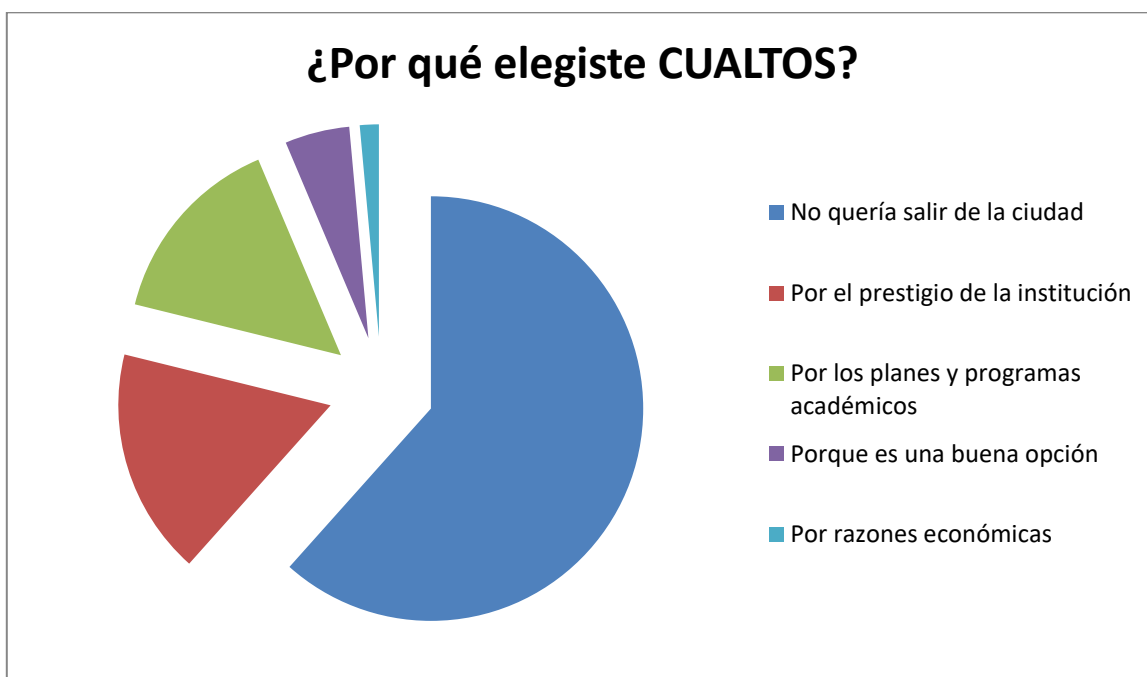
Among the reasons wielded students to apply for a space career management, personal reasons are first in a very high proportion; quickly is the fact that the real option that were interested not in the region, so they chose to study business to avoid having to relocate; then they were working reasons, because they felt that they opened a wide field of work; and finally, because I worked in the administrative field.<sup>9</sup>



In particular, the freshmen to explain why they had chosen to enroll in the University Center of Los Altos, questioning that had the specific purpose of knowing if their main

<sup>9</sup> La fuente de información son las entrevistas aplicadas a los estudiantes.

expectations dealt with purely academic aspects or requested if there were others. Responses were grouped as follows: most of those who chose this university (60.97%) said it was the closest to their place of origin, secondly because they attracted the prestige of the institution, and thirdly because they found attractive plans and curricula.<sup>10</sup> These answers are enlightening because if these types of questions is related to the fact that a high proportion had requested before admission to another college option and were not admitted, represents a source of alarm in the decision-making of university planning. It is disturbing to know things like this, so precisely for reasons like this research should be conducted to follow up on graduates.

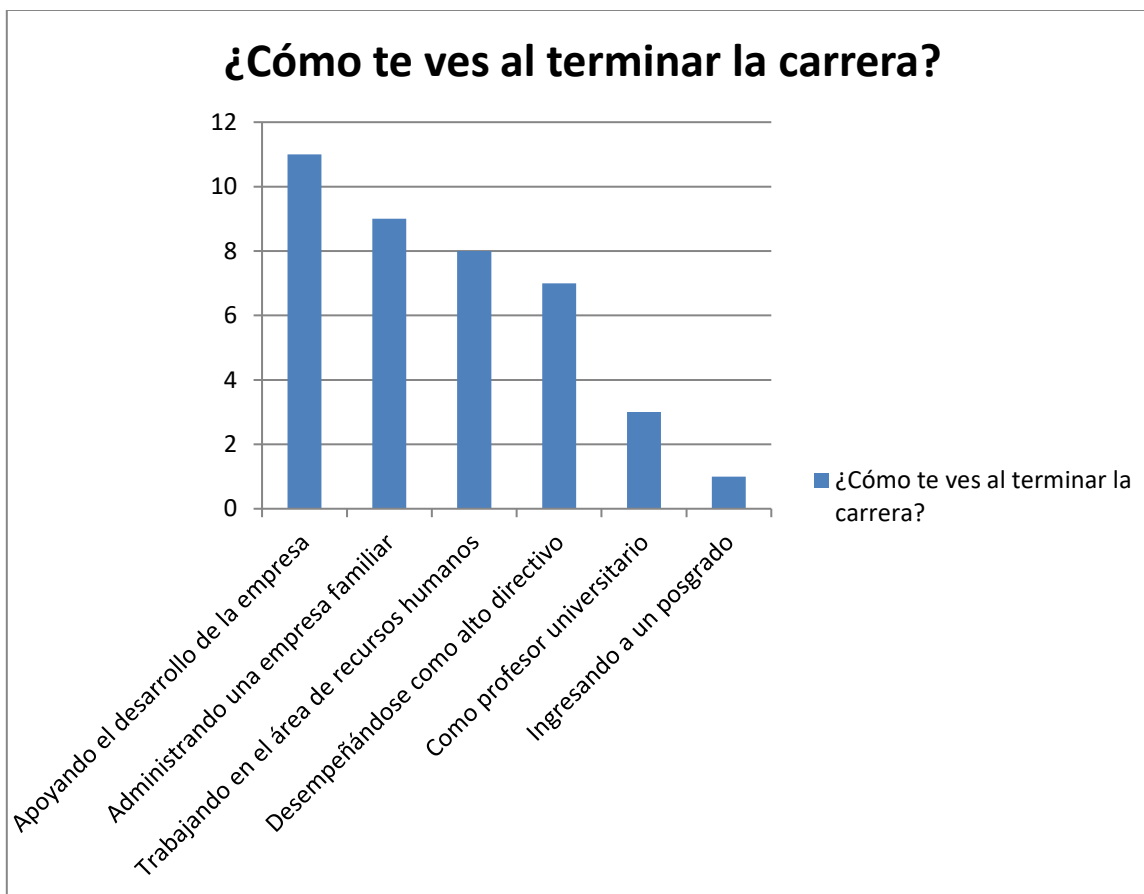


The expectations are formed is that students after completing their university studies may support the development of enterprises, closely followed in order of importance, starting their own business, serving as responsible for the area of human resources, or senior management.<sup>11</sup> These plans are opposed to reality when compared to the spaces they occupy in the labor market earlier graduates. Few people can occupy the highest positions and many are still in the same job they obtained while studying the race or even before they entered it. The vast majority do get a job, are nevertheless few who come to climb to higher

<sup>10</sup> La fuente de información son las entrevistas realizadas a los estudiantes.

<sup>11</sup> La fuente de información son las entrevistas realizadas a los estudiantes.

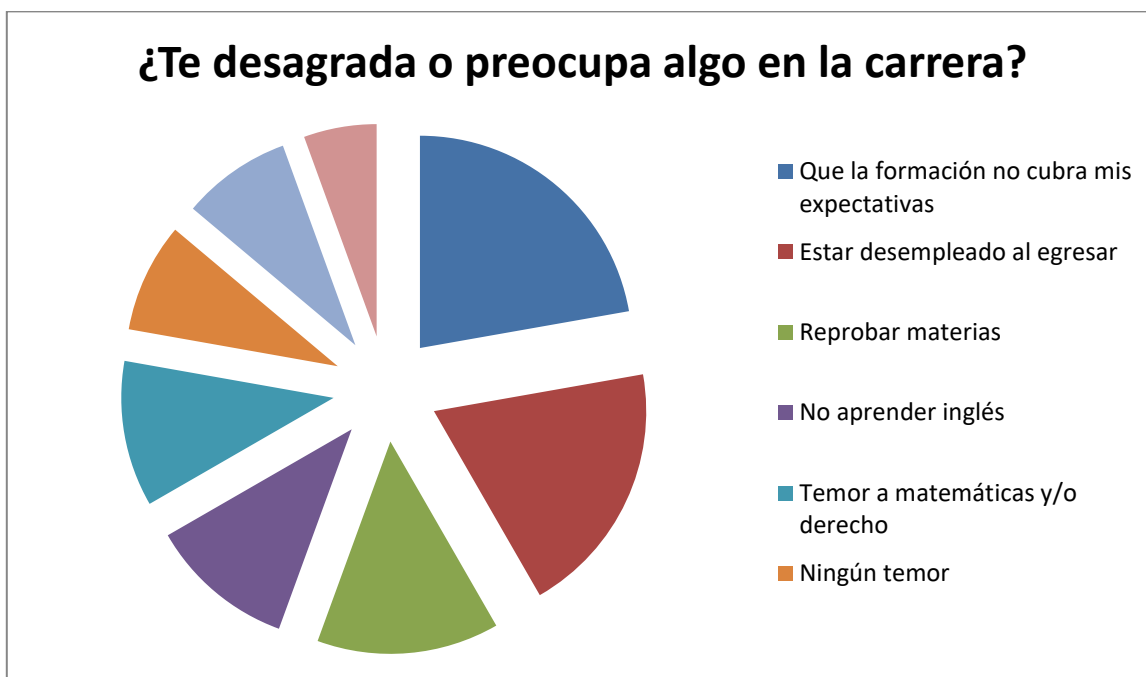
positions. It is logical that students have higher job expectations, unfortunately the labor market is restricted.



Finally, he asked if he had any fear in particular with regard to the development of their studies if there was anything they disliked or worried. The results were distributed in multiple options, among which stands out first that the training received did not adhere to the quality they had imagined. This particular contrasts with the results obtained by the opinion of graduates who consider generally that their training was acceptable, calling it good to very good. Secondly, they expressed fear of not finding a job once they have graduated, fear contrasts with the reality observed in the group of graduates since the vast majority are performing in the labor market. Just to clarify that their jobs are not located among the highest, but still are not swelling the ranks of the unemployed. To a lesser



extent, failing subjects are concerned, or not acquire sufficient knowledge in English, math or right.<sup>12</sup>



### Conclusions

Society is constantly changing and one of the most visible features is that the races are "feminized", ie, the presence of women is getting stronger. There are options for careers, for example, livestock systems engineering, which is still the majority are men; however, there are others, such as nursing, where women play a much greater presence. However, all races in general have increased women. One of the main achievements of this research have found that the grade level of the parents of the graduates of the career management is very low; we performed similar investigations in other races, for example, international business, and that the situation has been very different. The occupation of the parents is another ingredient necessary to determine, together with the grade, if there was family influence to contribute to the educational and professional success of students. This particular investigation could not confirm that any; on the contrary, the current theoretical claims that graduates are workers who themselves develop and move up the social ladder using his college degree is the most viable. The latter theory is strengthened when it is observed that

<sup>12</sup> La fuente de información son las entrevistas realizadas a los estudiantes.

the vast majority of professionals have found employment and their activities are of higher social status of their parents. The only caveat, and we must highlight is that a large proportion of whom are already working did so even before entering college. This matter is of little value since the studies that track graduates seeking as its main objective to know if professionals work and if their activity is related to their education, that is, whether they are applying the knowledge gained; in this case, we note that if they are using their knowledge but that they were increasing during the course of his career because they already had the job. According to the view of employers, we could know that the graduates themselves are of great value for the labor market, but there are deficiencies in their practices because require more skill in this field; manifest also require a type of graduates that the university is not. This situation is expected to increase over time because the regional units are not equipped to provide all the runs they needed in the region.

With regard to the deficiencies in university education, you can take steps to address them. For example, hiring teachers should be strictly in relation to the specific skills required for the delivery of each subject. The teachers' absences can and should be eliminated. Teachers who do not properly follow the curriculum must be punished. The subjects of English and computer must be standardized and through continuous review, raise standards. Finally, there must be robust to enable university students to correctly choose option being studied. It is worrying that a third of those enrolled in the race management have chosen this option to be rejected in another.

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