

ANALYSIS OF THE DEMAND OF THE BACHELOR'S DEGREE IN ADMINISTRATION PROGRAM AT THE UAN CAMPUS TEPIC, AT NIGHT SCHEDULE

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Abstract: With this diagnostic study, it is intended to identify an area of opportunity that allows reducing the academic lag in the municipality, offering the Bachelor of Administration program in more flexible schedules, because the modalities currently offered are not sufficient for those people who are currently working and have suspended their studies for some personal reason, providing the opportunity to those workers or the general public interested in improving themselves by completing a bachelor's degree that allows them to access better working and salary conditions. The results of the present investigation allow us to glimpse the opportunity to reduce the dropout rate of the bachelor's degree in administration, which is one of those that presents the greatest demand in the economic-administrative area. (Nayarit, 2016-2022)

Keywords: School dropout, Bachelor of Administration, Night Schedule.

INTRODUCTION

There is no doubt that the advances and transformations that are taking place rapidly in the world of technology have generated a wealth of information that characterizes the current era as the information or knowledge society. These advances have influenced the way of searching for information, presenting it, processing it and organizing it. Likewise, they have marked a turning point in the way in which educational processes are developed, in the roles that their actors have to play and in the way they deal with information, knowledge and new learning environments. (OECD P.p., 2015)

The Accounting and Administration Academic Unit (UACyA) of the Autonomous University of Nayarit (UAN) is committed to these advances and technological transformations. In this sense, in the present investigation, the fundamental purpose is to

diagnose the demand to study undergraduate programs at the UACYA - UAN, at night in adults with completed high school and / or unfinished degree.

The present descriptive research is of a non-experimental type, with the purpose of offering a degree program in other modalities and schedules, different from the conventional ones, in order to contribute to the professionalization of the entity and meet the needs of people who wish to carry out their studies. higher level or people who have truncated these studies.

METHOD DESCRIPTION

KIND OF INVESTIGATION

This research is descriptive, cross-sectional. In addition, a non-experimental design was used, since the phenomena were not deliberately manipulated, but rather were observed in their natural environment to achieve the objectives.

The type of design was descriptive transactional, because the data was collected in a single time, in order to describe the phenomena and analyze their incidence at a given time. (Hernández Sampieri Roberto, 2016).

POPULATION AND SAMPLE

Population: People between 15 and 59 years of age in Tepic, Nayarit. (261,866) (INEGI, 2014) Confidence 95%

Error: 5%

Sample: 384 surveys (calculated using a statistical equation for population proportions).

Population under study: It was applied to a floating Economically Active and non-Active population. Scope: City of Tepic.

INFORMATION COLLECTION PROCEDURES

For the collection of information, public

places with greater affluence were sought.

- a) Center of the city of Tepic, Nayarit.
- b) Commercial areas
- c) The Hill
- d) Ecological Park
- e) Sports Areas

It was decided to apply the same number of surveys to each of the different areas of Tepic, Nayarit...

ANALYSIS AND INTERPRETATION OF RESULTS INSTRUMENT

For data collection, an instrument consisting of 16 items was developed, which was applied by the interview type option, which allows the interviewer to make sure that the instrument is being answered 100% the instrument has structured questions and unstructured, in order to direct the answers towards what is sought to know from each and every one of the interviewees.

Education is one of the factors that most influences the advancement and progress of people and societies. In addition to providing knowledge, education enriches culture and helps human beings to achieve better levels of social well-being and economic growth by being a tool that allows access to better levels of employment. Thus, it also invigorates the values that strengthen the relationships of societies to promote the development of science, technology and innovation. (OECD, 2009)

It has been observed that in the state of Nayarit there are some obstacles that prevent the above from being an achievement for all, specifically focusing on students who are candidates to study a Bachelor's degree, which is the object of this study, since in Tepic only one 12 percent of the population managed to complete their baccalaureate and 8 percent have left their Bachelor's degree unfinished; Most of the above belong to the female sex, we

can see it in Table 1.

Of the reasons why people who only finished their high school and stopped studying, most did so because the economic situation no longer allowed them (71.43%); and of those who left their degree incomplete it was mostly because they got married and had to work (61.54%), clearly relating this to the economic aspect; breakdown of the above in Table 2.

The above are precisely two of the variables that limit the student to continue with their studies, since a student when choosing an educational institution takes into account the cost and ease of schedules that it offers to organize their time and be able to study and work at the same time.

It is worth mentioning that of the people whose highest level of studies was high school, the majority are working in the private sector (20.31%), while of the people who did not finish their Bachelor's degree, a part works in the private sector (9%), another part (12%) works in the public sector, but the majority (18.87%) is currently unemployed, we see this denoted in Table 3. Precisely, unemployment in people with a truncated Bachelor's degree arises because the people want to finish their Bachelor's degree and get a better job offer. Every person who dedicates himself to work normally does so for 8 hours a day, which implies the unavailability of time to study in a conventional schedule, be it morning or evening (Table 4).

That is why it is believed that implementing a night modality in the Accounting and Administration Academic Unit of the UAN, will open great opportunities to continue with their studies to people who, due to time reasons, do not do it or for economic reasons are limited, since a public university turns out to be more economically accessible.

Related to this and according to the study carried out, we have that if the UAN offered

a night study modality, the majority of adults (81.33%) would be interested in entering to study, we can observe it in Table 5. Being so, we have been given to know that the majority would like to obtain a Bachelor's degree and would like to do it preferably in the

Economic-Administrative Area, particularly the Bachelor of Administration (Table 6) of the Autonomous University of Nayarit, since currently no other institution is known in the public sector where the night modality that is intended to be offered is offered (Table 7).

His highest level of education is			Total sample	Gender	
Code	Categories	Frequency		Male	Female
			% of sample	% of sample	% of sample
1	Primary	90	20.16	21.65	17.65
2	Secondary	66	17.98	18.18	17.65
3	Bachelor level not concluded	83	22.62	22.08	23.53
4	Bachelor	45	11.99	11.69	12.50
5	License not concluded	30	8.17	6.93	10.29
6	License title	66	17.98	18.18	17.65
7	Post graduation	4	1.09	1.30	0.74
	Total percentage	384	100.00	100.00	100.00

Table 1. Maximum level of studies of the population and gender.

1-Your highest level of study is		Total sample	2 - For which of the following reasons did you decide not to continue with your studies?							
Code	Categories		I don't have money to keep on my studies	My Family emigrates to work elsewhere	There is no schedule that allows me to work and study at the same time	I got married and I have to work	I don't like any of the TEPIC degrees	To study is loss of time	Family problems	I don't have qualification
		% of the sample	% of the sample	% of the sample	% of the sample	% of the sample	% of the sample	% of the sample	% of the sample	% of the sample
4	Bachelor	60.00	71.43	50.00	57.14	38.46	50.00	75.00	42.86	100.00
5	License not concluded	40.00	28.57	50.00	42.86	61.54	50.00	25.00	57.14	0.00
	Total percentage	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

Table 2. Reasons for school dropout in candidates to study a Bachelor's degree.

Code	Meaning	%
1	The cost per study in it	57.33
2	Ease of tempo to be able to study and work at the same time	29.33
3	Institititon prestige	13.33
	Total percentage	100.00

Table 3. Aspects to take into account when choosing an educational institution.

Your highest level of study is		Total sample	You nowadays						
			The person works in private companies	The person works in Public companies	The person works in universities	The person is his own employer	The person is unemployed	The person is retired	The person earns pension
Code	Categories	% of the sample	% of the sample	% of the sample	% of the sample	% of the sample	% of the sample	% of the sample	% of the sample
1	Primary	20.11	10.16	16.00	7.69	39.24	22.64	7.14	66.67
2	Secondary	17.93	17.19	18.67	30.77	22.78	15.09	0.00	0.00
3	Bachelor not concluded	22.55	23.44	30.67	15.38	20.25	22.64	0.00	0.00
4	Bachelor	12.23	20.31	13.33	7.69	2.53	9.43	7.14	0.00
5	License not concluded	8.15	8.59	12.00	0.00	0.00	18.87	0.00	0.00
6	License title	17.93	18.75	8.00	38.46	13.92	11.32	85.71	33.33
7	Post graduation	1.09	1.56	1.33	0.00	1.27	0.00	0.00	0.00
	Total	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

Table 4. Employment sectors of people according to their level of education.

Code	Meaning	%
1	Yes	50.67
2	No	49.33
	Total percentage	100.00

Table 5. Demonstration that the conventional schedules (morning and evening) represent or not an obstacle to continue their studies.

Code	Meaning	%
1	Yes	81.33
2	No	18.67
	Total percentage	100.00

Table 6. In the event that the UAN offered the night modality, the candidates to study a Bachelor's degree say they are or are not interested in carrying out their studies at this institution.

What degree would I like to study or in your case, what degree do I leave unfinished?		Total sample	Would you like to obtain a bachelor's degree?	
			Yes	No
Code	Categories	% of the sample	% of the sample	% of the sample
1	Administration	22.67	24.64	0.00
2	Accountancy	20.00	18.84	33.33
3	Marketing	2.67	2.90	0.00
4	International Business	1.33	1.45	0.00
5	Agricultural area	1.33	1.45	0.00
6	Law	21.33	23.19	0.00
7	Economy	4.00	4.35	0.00
8	Computer	1.33	1.45	0.00

9	Tourism	2.67	2.90	0.00
10	Nutrition	2.67	2.90	0.00
12	Other	20.00	15.94	66.67
	Total percentage	100.00	100.00	100.00

Table 7. Desire to obtain a Bachelor's Degree and program preference in case of doing so.

Code	Meaning	%
1	Yes	5.33
2	No	94.67
	Total percentage	100.00

Table 8. Knowledge about the existence of another institution at a higher level that offers the night modality for the undergraduate level

FINAL COMMENTS

SUMMARY OF RESULTS

In this research work, the feasibility of creating a night modality for the Administration Degree was studied, proposing as a fundamental purpose the diagnosis of the demand to study the degree program in the UACYA - UAN of the municipality. of Tepic, in a night schedule for adults with completed high school and/or unfinished bachelor's degrees, whether they are workers or the general public who are interested in improving themselves by completing a bachelor's degree that allows them to access better working and salary conditions. The results of this work are based on a descriptive investigation of a non-experimental type, with the purpose of offering a degree program in another modality and schedule, different from the conventional ones. The type of design was descriptive transactional, since the data collected was obtained in a single time.

CONCLUSIONS

The results are of a situational type, where the total relevance of creating a night study modality is denoted in order to solve the two main obstacles that limit adults from continuing or completing their Bachelor's degree, which are the lack of economic

resources for achieve it and therefore and because of the work, the lack of time to carry it out due to the work situation in which they find themselves.

RECOMMENDATIONS

Researchers interested in continuing with our research could probably focus on the possible obstacle regarding what will be the form of transfer that future students located in a night study schedule will have, since possibly for some it may be difficult for the reason of not having with own transport to do it; then there, it would be necessary to consider the schedules of public transport, the ease that another close person could support the student in his transfer, etc. Perhaps it is then that UACyA will need to provide the opportunity to carry out part of their studies on campus and another part of their studies online and in their own home.

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APPENDIX

Questionnaire used in the research

1. Your maximum level of study is:
2. For which of the following reasons did you decide not to continue with your studies?
3. What degree would you like to study or in your case, what degree did you leave unfinished?
4. Would you like to obtain a bachelor's degree?
5. What is the most important thing for you in an educational institution?
6. Are the conventional schedules (morning and evening) for teaching classes an obstacle for you to continue your studies?
7. If the UAN offered the night modality, would you be interested in completing your studies at this institution?
8. Do you know of another institution that offers the evening modality for the undergraduate level?
9. Gender:
10. Marital status:
11. Currently you?
12. Your maximum level of studies is:
13. For which of the following reasons did you decide not to continue your studies?