

Business diagnosis to identify the use of administrative manuals in organizations**Diagnóstico empresarial para identificar el uso de manuales administrativos en organizaciones**

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Abstract

Handbooks are considered effective tools in taking decisions for enterprises management, specific information required. They contribute by employees, functions in each operative work placement. The development and type of work depends on the function handbook needs of each company. The handbooks must be resilient to periodic reviews. With documents, to adapt and adjust to organization's needs without limiting the creativity and initiative of human resources. However, the benefits of implementing manuals, many companies do not use them; for this reason, it was necessary to make an enterprise diagnosis to know why they don't, even though practicing professional students make this task for free. At the time recognizing reasons for non-implementation,

Enterprise, Management handbooks, Tools, Objectives, Benefits

Resumen

Los manuales son considerados herramientas eficaces para la toma de decisiones en la administración de las empresas, proporcionan información precisa que requiere el personal de las actividades a desarrollar en su puesto, fundamentalmente a nivel operativo. La elaboración y tipos de manuales a utilizar dependen de las necesidades de cada empresa. Son documentos flexibles que deben tener revisiones periódicas, para adaptarse y ajustarse a las necesidades de las organizaciones sin limitar la creatividad e iniciativa del recurso humano. Sin embargo, a pesar de los beneficios que se tienen en la implementación de manuales, muchas empresas no los utilizan; por esta razón fue necesario realizar un diagnóstico empresarial para conocer las razones del porque no lo hacen, a pesar de que alumnos en estadías técnicas profesionales los elaboran de manera gratuita. Reconociendo los motivos de la no implementación se podrán tomar las medidas necesarias para establecer estrategias que permitan maximizar los recursos con los que cuentan las empresas, no importando el tamaño de estas, al utilizar los manuales administrativos, lo que ayudará a alcanzar los objetivos organizacionales.

Empresas, Manuales administrativos, Herramientas, Objetivos, Beneficios

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Introduction**Justification**

Administrative manuals are an important tool in the management of enterprises, regardless of the size of these, they help in achieving organizational goals by optimizing all resources involved in it; Specifically in the Technological Universities in the last four months of study Technical Colleges administrative careers, students complete technical stay in private and public organizations, where they apply the knowledge acquired carrying out projects for the benefit of businesses, which are administrative manuals in many cases.

Problem

Recognizing this we might think is an instrument that could not miss in organizations, however, when analyzing actual use in commercial, industrial and service as a result of stays of teacher research companies, we note that there are manual, but they were implemented in the early years of the entities and at present, they do not because they were not updated and persons responsible for follow do not recognize its importance. For these reasons it was decided to verify the main reason and consequences of not handling manuals when racing the administrative economic area, students are trained to develop them, implement them and make relevant reengineering to keep them useful in tracking business objectives.

Hypothesis

Recognizing the causes that are not implemented consistently administrative manuals in business, they will establish appropriate strategies for use and thus use them as tools to maximize resources available to the organization.

Objectives**General Purpose**

Identify the factors that enable and hinder the implementation of administrative manuals in companies where students from sixth cuatrimestre career TSU Administration area Resources HUMNOS Technological University of Xicotepec de Juarez have made technical stay and through application of interviews and questionnaires, the opportunity to suggest areas of improvement actions and thus obtain a business empowerment in the use of these tools are defined.

Specific objectives

- Get general information about companies where students have performed technical stay in his sixth term.
- Identify whether employers - managers recognize the importance of administrative manuals.
- Recognize the interest of employers to implement administrative manuals
- Knowing the benefits of using administrative manuals as useful tools for your company.

Theoretical Framework

A manual is a formal expression of all information and instructions necessary to operate in a particular sector; It is a guide that allows routing in the right direction efforts operating staff (G. Continolo).

The importance of the manuals is implicit in content, since being consultation documents for all employees, known from the beginning, both the tasks of each, and what not to do, also to be borne in mind that information can be changed according to the growth and new ways of operation, as well as changes that arise in companies (F. Feher).

The manuals are essential for decision-making in the administration because they facilitate the act of human capital in every area of the company, which manages to give greater control and monitoring of activities that must be done to ensure the attainment and scope of business objectives.

Research Methodology

We combine qualitative methods such as content analysis and empirical exploration through questionnaires and interviews of managers of companies where they performed manuals and technical reports submitted by students. Development of the exploratory study questionnaire Administrative Management Manuals produced by students in their process Technical stay was applied. The sample size was 109 companies surveyed for the calculation took into account 50% of variability of probability, a confidence level of 95% and a margin of error of 4% on a universe of 176 companies

Results

When analyzing the last three generations of TSU Administration area Human Resources University of Technology Xicotepec de Juárez The following data were obtained: Out of a total of 426 students who made technical stay in various companies the 49.51% held administrative manuals which representing 176 companies, and the rest other projects.

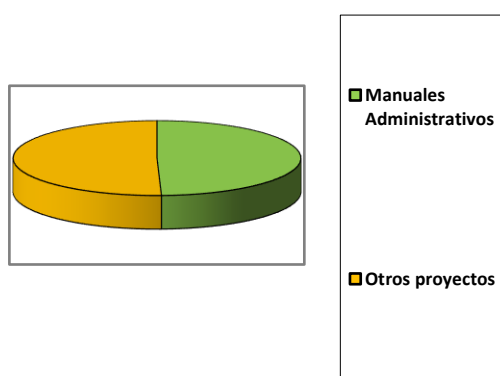


Figure 1 Stay technical projects

The 49.51% represents 176 companies with the following general characteristics.

Turn of the companies where manuals were made as projects	
Commercial	93
Services	54
industrial	29
Total	176

Table 1 Business Money

Size companies where manuals were performed as project	
Big	18
medium	39
Little	42
Micros	77
Total	176

Table 2 Size Companies

Importancia de manuales

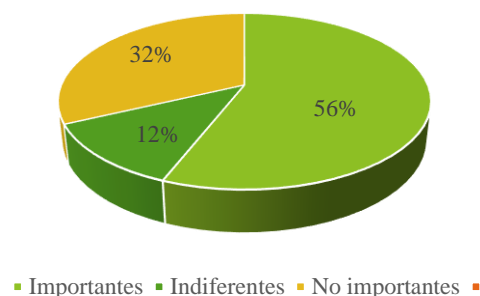


Figure 2 Importance of manual

Implementación de manuales

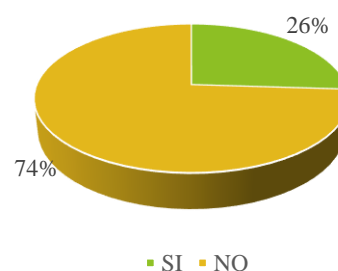


Figure 3 Implementation

Conocen los beneficios de implementar manuales

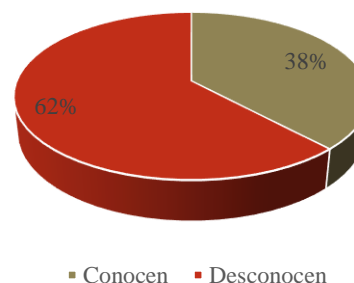


Figure 4 Annealing profit

Conclusions

Analyzing the results we note that companies know mostly that administrative manuals are important and even why they are projects of technical stay that are frequently performed, although unaware of its importance is that they are too technical tools for entrepreneurs and trust more in common to indicate actions to be taken by the personal sense. So why only 26% of organizations implementing them and seeks reengineering at their convenience is justified.

We can conclude that if only 38% of managers or owners who recognize the benefits of implementing administrative manuals in business, it is because they know the scope that may have these tools, however, are not for that reason all follow, because they give priority to other activities considered vital for the survival of businesses, especially MSEs.

It is necessary to monitor the projects undertaken in the process of technical stay, because although it is completed satisfactorily and employers evaluate the acreditándolos students, does not ensure the actual implementation of projects and therefore its usefulness; It should also train employers and staff on how to implement projects for the real benefits in organizations.

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