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Support the international scientific community in its written production Science, Technology and Innovation in the Field of Social Sciences, in Subdisciplines of Microeconomics, Macroeconomics, Econometrics, Quantitative studies, Socialist, Marxist, Historical, Institutional, Evolutionary; History of thought, Economic methodology, Current heterodox approaches.

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Presentation of the content

In the first article we present *Market resources as a way of attracting students at the Universidad Tecnológica Fidel Velázquez* by HERNÁNDEZ-MARTÍNEZ, Oscar, VARGAS-SOLANO, Zaira and GRANADOS-OLVERA, Jorge Alberto with adscription in the Universidad Tecnológica Fidel Velázquez, in the next article *Application of Administrative Intervention Models for Education in the Process Improvement* by COTERA-REGALADO, Esperanza, CRUZ-FLORES, Rene Guadalupe, ZAVALA-LÓPEZ, Miguel and SÁNCHEZ-SOTO, Juan Manuel with adscription in the Universidad Autónoma del Estado de México, in the next article *Analysis of professional and academic competences of the t.s.u. administration human capital area vs the professional and academic competences requested by industrial sector companies* by ARELLANO-SOLIS, Sonia & CRUZ-CABRERA, Clotilde with adscription in the Universidad Tecnológica de Xicotepec de Juárez in the next article *Methodology for determining the relationship of university entrepreneurship potentiated by the dimension of family social climate relationships using the Tukey method in ANOVA* by CHAVEZ-MEDINA, Juan, SANTIESTEBAN-LÓPEZ, Norma Angélica, ACLE-MENA, Ramón Sebastián and MUÑIZ-MONTERO, Isabel with adscription in the Universidad Politécnica de Puebla and Benemérita Universidad Autónoma de Puebla.

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Market resources as a way of attracting students at the Universidad Tecnológica Fidel Velázquez

Recursos mercadológicos como forma de atracción de alumnos en la Universidad Tecnológica Fidel Velázquez

HERNÁNDEZ-MARTÍNEZ, Oscar †*, VARGAS-SOLANO, Zaira and GRANADOS-OLVERA, Jorge Alberto

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Abstract

Political, social and technological changes Have Transformed the Way in Which students are incorporated into public university education, combined social pressure are factors With That influence students to choose a career, Themselves Who should ask: what career to choose? What is the labor market Have you? What are the economic costs of pursuing it? In Which university will I study my career? Do I know the university and the study plans They offer? Do I enroll in college and career Because I want to, Because They recommended it to me or Because it is the option I have? The present investigation shows the perception That the students of the Technological University Fidel Velazquez Have on the way in Which Their educational programs offer them making use of the marketing resources so That They study a career.

Mercadotecnia, Promoción, Universidad Tecnológica Fidel Velázquez, Educación Universitaria

Resumen

Los cambios políticos, sociales y tecnológicos han transformado la forma en la que los estudiantes se incorporan a la educación superior en el sector público, aunado a la presión social son considerados factores que inciden en los estudiantes al elegir una carrera, los cuales deberían preguntarse ¿qué carrera elegir?, ¿cuál es el mercado laboral que tiene?, ¿cuáles son los costos económicos de cursarla? ¿en qué universidad cursaré mi carrera? ¿conozco la universidad y los planes de estudio que ofrecen? ¿me inscribo en la universidad y carrera que quiero, porque me la recomendaron o porque es la opción que tengo? La presente investigación muestra la percepción que tienen los estudiantes de la Universidad Tecnológica Fidel Velázquez sobre la forma en como ésta ofrece sus programas educativos haciendo uso de los recursos de mercadotecnia para que cursen una carrera.

Marketing, Promotion, Fidel Velazquez Technological University, University Education

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† Researcher contributing as first author.

Introduction

Political, social and economic changes in recent years have allowed an increase in supply racing public universities, which does not necessarily affect a wider range of areas, due to the decrease in the government budget.

The emergence of university education institutions that offer new educational opportunities to young people in the State of Mexico generates these mercadológicos or make use of promotional resources to achieve attract new students.

Such is the case of the Universidad Tecnológica Fidel Velázquez an institution located in the Municipality of Nicolas Romero, Estado de Mexico, with 23 years of providing education at university level and Engineering Technician. It was inaugurated on January 9, 1995, on the property called Ex Hacienda de Encarnación, with an area of 50 hectares.

On the other hand, it has also presented an increase in supply racing by private universities, those who use commercial strategies to achieve greater student recruitment that allow them to increase their profits.

This work shows the perception of the students of the Technological University of Fidel Velázquez how and offers its educational programs using marketing resources for a career that course.

Career choice by students is a decision that will affect the future life of involved, so it is important to know the factors that led students to enroll at the Technological University Fidel Velazquez, ie, what is the perception with students about her university education ?, What factors led students to pursue a college career ?, what extent the mercadológicos resources were a key factor in making the decision?

Understanding the impact of mercadológicos resources in the decision of students to pursue a career can allow Universidad Tecnológica Fidel Velázquez select students committed themselves and the profession to which they want to devote their entire lives, reduce dropout rates by poor career counseling or poor career choice and avoid low education or even use resources without achieving a positive result.

The main tasks of area marketing company focused on creating value for their products and sell in different markets to which the company is going through various tools like mercadológicas promotion.

Kotler (2008) defines promotion as *"The fourth tool of marketing mix includes different activities developed by companies to communicate the merits of their products and persuade your target audience to buy."*

Among the tools with which account the promotion are advertising, public relations, direct marketing, sales and sales promotion, elements that seek to communicate to customers the value of products or services.

Methodology

This research focused on exploratory studies, defined by Hernández (2015) as "study to be made when the objective is to examine a topic or research problem little studied or that has not been addressed before."

The use of quantitative techniques allow data collection to support research and respond to the problem; as to know the perception students have about how as Universidad Tecnológica Fidel Velázquez draws to join them, the survey technique was used, the aim was to obtain opinions and attitudes of respondents, in addition to generalize the results.

In order to make this research a quasi-experimental research allowed to establish the relationship between the student's perception when choosing an educational institution and a career, marketing, the type of consumer that educational institutions are directed applied and consumers' perception of this service.

As suggested by Bono (1996) quasi-experimental designs are considered schemes of non-randomized research main working tools within the scope applied, becoming an alternative to experiments randomization in those social situations where there is a lack of full control experimental

For the sample of this research students from the Universidad Tecnológica Fidel Velázquez University Technician in Business Development Area Marketing, Technical Colleges Nanotechnology and Technical Colleges in Environmental Technology were selected, with a type of random sampling simply because all subjects had the same probability of being selected.

Students of this school have similar characteristics such as socioeconomic status middle class, traditional families, where in most cases the mother is a housewife, a student is generally the first members of the family pursue a college career, some of them have to work to support the family expenses and pay for their studies, are also students who were not admitted to public institutions with greater tradition.

The survey was conducted in October 2017 at 180 students (60 per race) between 18 and 26 years of age, Technical Colleges Area Business Development Marketing, Technical Colleges and University Nanotechnology Technician in Environmental Technology 1st to 5th semester, the morning shift. The implementation of the survey was directly.

Results

The data found allowed us to understand the perception and modus operandi of the students regarding the way in which Fidel Velazquez Technological University offers educational services, namely, knowing the consumer behavior of such services. For Shiffman (2010) consumer behavior is defined as "*the behavior that consumers display the search, purchase, use, evaluate and dispose of products and services that they expect to meet their needs.*"

"That includes what they buy, why they buy, when, where, how often they buy, how often they use it, how to evaluate it after purchase, the effect of these assessments on future purchases, and how it discarded". (Shiffman, 2010)

Also, the results obtained through an exploratory analysis, established patterns of participants, a situation that allowed for descriptive graphics to make the findings more understandable.

The data generated can be noted:

- When asked what type of higher education public is better or private the TSU area Science (Nanotechnology and Environmental Technology) consider it best public university education, however the business area believes it is better private.
- Regarding the decision to enroll at the Technological University Fidel Velazquez between 50% and 80% of students not considered as an option for college.
- Most respondents were enrolled in the Universidad Tecnológica Fidel Velázquez by the closeness, even though one-third did not know.

- On questioning to determine which influenced the mercadológicas tools to be enrolled at the Universidad Tecnológica Fidel Velázquez, 45% of students in Business Development Area Marketing states that did influence marketing, 70% of students Nanotechnology indicated They influenced yes and 80% of students Environmental Technology marketing mentioned that influenced his decision.
- Over 73% of respondents indicated that Fidel Velazquez Technological University has prestige, although it is not determined is meant by the concept.
- Having completed several semesters in their careers, more than 73% of students indicate that Fidel Velazquez Technological University has academic quality. 55% of students surveyed business area indicate that the time influenced the decision to enroll in the University of Technology Fidel Velazquez, while in the sciences 80% of students indicated that the schedule also influenced them.
- Grants, curricula and advertising are the factors that impacted students to be part of the Universidad Tecnológica Fidel Velázquez. HERNÁNDEZ-MARTÍNEZ, Oscar, VARGAS-SOLANO, Zaira and GRANADOS-OLVERA, Jorge Albert. Market resources as a way of attracting students at the Universidad Tecnológica Fidel Velázquez. Journal Schools of economic Thought and Methology. 2018

Conclusions

This research showed that students of Technical Colleges Business Development Marketing area have a different perception of the Universidad Tecnológica Fidel Velázquez, students of Technical Colleges or Technology Environmental Nanotechnology.

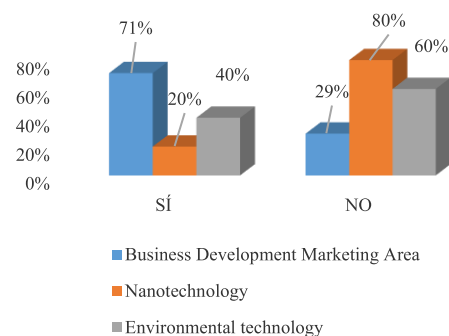
Although educational services are offered equally to students interested in pursuing a career in the Universidad Tecnológica Fidel Velázquez, perception and how it affects marketing is different depending on the discipline in which the student enrolls .

Not having students who chose the institution as first choice, can generate apathy or poor academic performance, students develop little commitment to their studies, but "desire" to finish his college career.

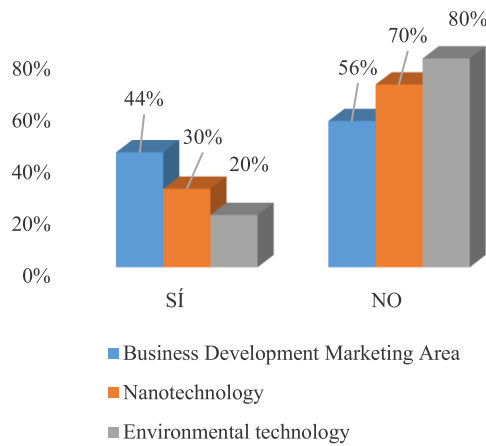
If educational institutions treat their students as customers, we can say that the focus of educational services is consumer, where students are consumers who make decisions under their needs or desires and thus make use of their resources.

Marketing plays an important role in attracting students (consumers) to universities and although the first goal was not the use of marketing by the universities, it was noted that very few studies with a marketing approach that talk about role the way in which educational institutions fail to attract students to their classrooms.

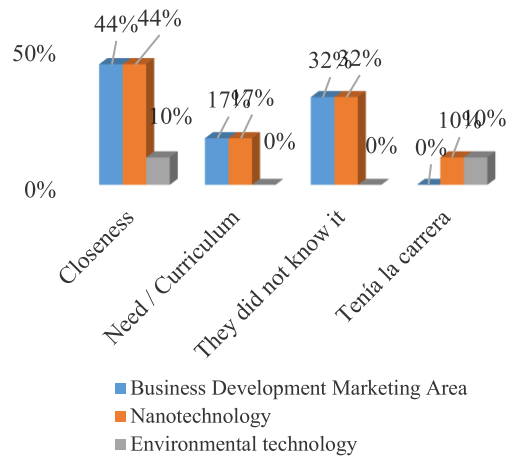
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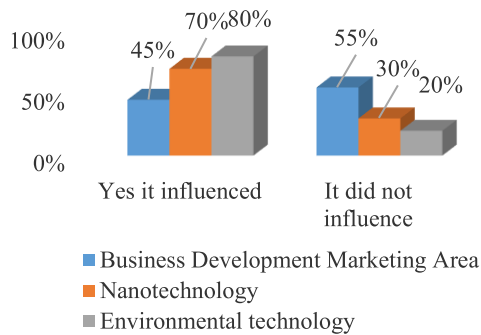
Graphic 1 Do you consider that Private University Higher Education in Mexico is better than Public University Higher Education?



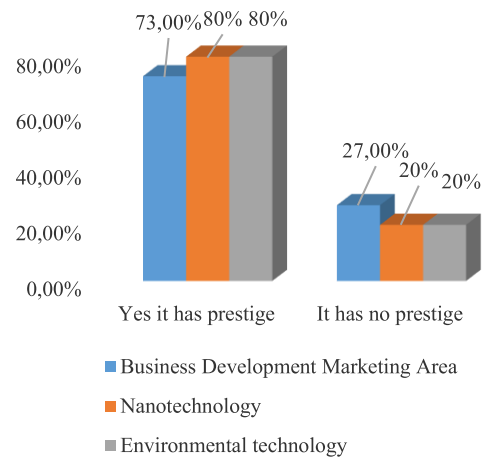
Graphic 2 Did you consider the Fidel University Technological Velázquez as your first option to register?



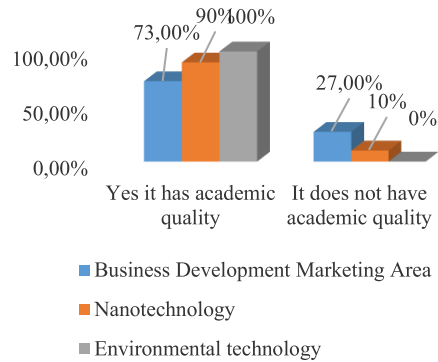
Graphic 3 Factors that students considered forenroll in the Fidel Velázquez Technological University



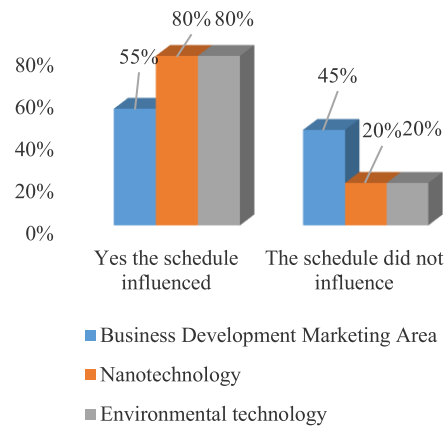
Graphic 4 Students in which the marketing included to enroll at the Fidel Velázquez Technological University



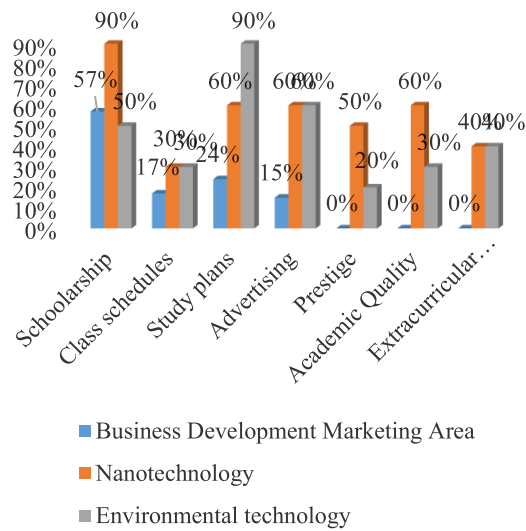
Graphic 5 Students who consider that the Fidel Velázquez Technological University has prestige



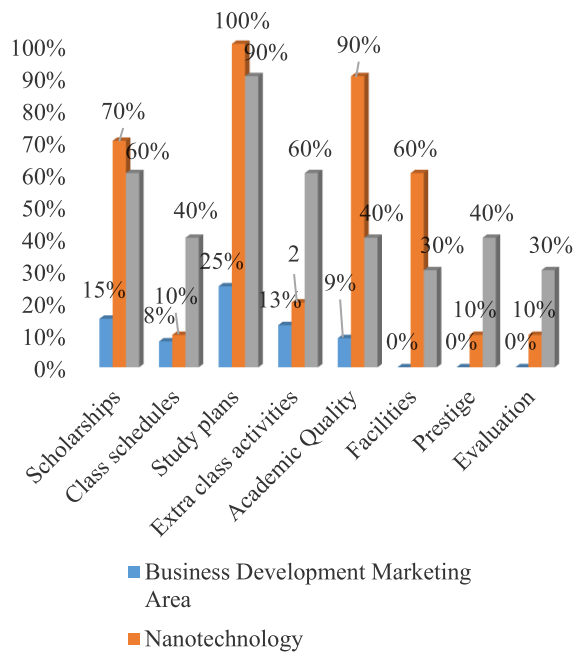
Graphic 6 Percentage of students in which the schedule influenced to enroll in the Universidad Tecnológica



Graphic 7 Percentage of students in which the schedule influenced to enroll in the Univ ersidad Tecnológica Fidel Velázquez



Graphic 8 Factors for which the students signed up at the Fidel Velázquez Technological University



Graphic 9 Resources that the report area uses to convince students to enroll in the Fidel Velázquez Technological University

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Application of administrative intervention models for education in the process improvement

Aplicación de los modelos administrativos para la intervención de la educación en la mejora de los procesos

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Abstract

Just like companies, the Educational Institutions, Arise as a result of the Existing needs in the society, esta to Achieve a capable goal of Achieving a benefit, not only personal social but, in the company the team work is Promoted for the achievement of the Objectives in the Education and the Teaching-Learning (EA) is to be able Promoted to be competent before the environment That surrounds them. Like the company, education Follows a process That Helps You Achieve the Desired objective, in case, as it is Known That the administrative process has stages to Achieve it, it Also has administrative models That can be followed to Improve the system, for the elaboration de este research, an analysis of some administrative models That can intervene in education to Improve Processes is made. The main objective is to analyze the administrative models That can intervene in education in the improvement of Processes, particularly all through the following Objectives:

- Know the elements of the administrative model to know how it intervenes in the improvement of processes.
- Describes the administrative model to know how it intervenes in the improvement of processes.
- Determine if indeed the administrative model Helps in the improvement of the company's processes.

For the elaboration of the present work, an analysis of the Existing bibliography on the phenomenon of study will be Carried out, Which Will Be Approached from the field study, since a Likert questionnaire is Elaborated With Affirmations That support for the analysis, It is a qualitative research due to the interest of showing the main Characteristics of the object of study.

Innovation, Future Hypothesis, Sustainable developed

Resumen

Al igual que las empresas, las instituciones educativas, surgen a raíz de las necesidades existentes en la sociedad, esto para lograr una meta capaz de alcanzar un beneficio, no solo personal sino social, por lo que en las empresas se impulsa el trabajo en equipo para el logro de los objetivos y en la educación se promueve la Enseñanza-Aprendizaje (E-A) para conseguir ser competente ante el entorno que los rodea. Al igual que la empresa, la educación sigue un proceso que le ayuda a conseguir el objetivo deseado, en este caso como se sabe que el proceso Administrativo cuenta con etapas para conseguirlo, también cuenta con modelos administrativos que se pueden seguir para mejorar el sistema, para la elaboración de la presente investigación se hace un análisis de algunos modelos administrativos que puedan intervenir en la educación para mejorar los procesos. El objetivo principal es analizar los modelos administrativos que puedan intervenir en la educación en la mejora de los procesos, todo mediante los objetivos particulares siguientes:

- Conocer los elementos del modelo administrativo para saber cómo interviene en la mejora de los procesos.
- Describir el modelo administrativo para saber cómo interviene en la mejora de los mismos.
- Determinar si efectivamente el modelo administrativo ayuda en la mejora de los procesos de la empresa.

Para la elaboración del presente trabajo, se llevó a cabo un análisis de la bibliografía existente sobre el fenómeno de estudio, el cual fue abordado desde el estudio de campo, ya que se elaboró un cuestionario tipo Likert con afirmaciones que apoyan para el análisis, se trata de una investigación cualitativa debido al interés de mostrar las características principales del objeto de estudio.

Modelos Administrativos, Administración, Proceso Enseñanza-Aprendizaje, Educación

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Introduction

It is important to realize that the modus operandi of education has changed to know that not only follows a model to act for the preparation of this research, it begins with a documentary research, where some concepts which provide analyzes the different bibliographies found in books, magazines or websites.

Then a field study which is developed a questionnaire Likert which is applied to some institutions of higher education, located in the Valle de Chalco Solidaridad, this in order to understand the phenomenon of study in its natural context is made.

The first concepts or information, are related to education in Mexico, how and when to start and where is developed by analyzing the role of education today and the responsibility of the training of competent professionals.

a tour of the administrative process and each of the stages that comprise it, such as planning, organization, management and control, so that companies can actually reach efficiently and effectively to the target that do achieve is to be really competitive.

Classical and scientific, human relations, management and bodybuilder: Finally some models that can be used to enhance the activities of the company, conducting the EA process, mentioning the models shown. All in order to provide foundation for educational institutions focus their attention on one of the models and improve efficiency.

Developing**Higher Education in Mexico**

The modus operandi of education has changed over time, so it is necessary to change the way we conceive, should be social responsibility of the various actors involved such as: managers, teachers, students and administrative, so they must change the way they operate, because the Higher Education (ES) according to Arias, Arias and Arias (2013) "is responsible for training the professionals of the century, therefore the mission universities will be to provide quality education, according to the demands imposed by the production plant "(p. 2).

Refers Herrera (2013) that:

The birth of higher education in Mexico emerged in the sixteenth century. It has been preceded by the Royal and Pontifical University of Mexico, which begins with the creation and delivery of a wide variety of chairs, and the Royal and Literary University of Guadalajara; both founded by the Spanish Crown. Intends to establish a university that imparted all the teachings becomes more important in later centuries, task performed by various top-level educational institutions distributed throughout the territory of New Spain. The first of these is the College of Santa Cruz de Tlatelolco or Imperial College of the Holy Cross, founded in 1536, dedicated to higher education of indigenous (p. 21).

According to Murillo (2004)

The first University of Mexico was the "Royal and Pontifical University of Mexico" and date of creation dates from 1538 and 21 September 1551, founded by Carlos, the V of Germany and I of Spain. In order of seniority is followed by the Universidad Michoacana de San Nicolás de Hidalgo, founded by Don Vasco de Quiroga in 1540, under the name of "Colegio de San Nicolas Obispo" (p. 3).

The main challenge of education is to challenge the rite of every change and transformation of the world and society:

As Sesento and Palmerín (2015) report "in most countries of Latin America and especially in Mexico, higher education remains a priority of public policy as it is an essential factor for the development of a country" (p. one); whereas education is fundamental to achieving competitiveness. So you need to put great interest in improving this aspect for the efficient and economic development of countries.

As Magellan and Magellan (2015) refers:

The right to education is a genuine social right of citizenship, because the goal of education during childhood is to shape the future adult. Essentially, you should consider not as the right of children to go to school but as the right adult citizen being educated (p. 2).

Marquez (2014) says

In the current scenario, the social context and the educational needs emphasize training and skills development. These are addressed from the academic dimension where no doubt is relevant curriculum plan (p. 3).

As can be seen education has been going on for a long time, but the way we teach has constantly changed with the advent of globalization and the use of technologies.

The ES is responsible for training the professionals of the century, therefore, the mission of universities will be to provide quality education, according to the demands imposed by the production plant. It is essential to make a radical change in the way of conceiving the ES. Managers, administrators, teachers and students have a social responsibility, therefore, must change the way they act, think and know, to be what society needs twenty-first century. It is therefore necessary to reform academic programs, how to transmit knowledge also and change the way we learn and evaluate students (Arias, Arias and Arias, 2013).

Therefore, it is necessary attitudes and skills that students really focus on the study and thereby contribute to the development of the economy of any country, currently following the EA process and some other strategies, for the purpose of this work is done an analysis of some administrative models that can be followed to achieve competitiveness.

The ES in Mexico should aspire and respond to international standards, including the dynamics of the processes of economic globalization. Competition in ES systems is increasingly globalized, so it is required to transform business processes.

Therefore, the implications of the relevance of higher education in a world under economic globalization processes are defined by the requirements of competence necessary to conduct the activities of the global market, languages and communication and information systems, etc. (Vargas, 2009).

The administrative process

Before we start talking about the Administrative Process (PA), you need to know what is the administration and according to Cano (2017) is "a process by which quality in the operation of a social organism is achieved, to through the proper use of its resources towards the achievement of predetermined goals "(p. 21). To Munch (2010) "Management is the process of coordinating resources for maximum productivity, quality, effectiveness, efficiency and competitiveness in achieving the objectives of an organization" (p.37).

According to Arzube and Bustos (2017)

The administration in the application of the different schools is defined in two phases to foresee and execute, Fayol pointed out 14 principles that perfectly developed this division and although the technological application has helped the execution of these phases the theories and the dynamic approach contribute to the organization in decision making and provides disciplines to apply managerial skills aiming at companies and people to develop activities productively (p.5).

Administrative functions that make up the cycle management are defined by the classical administration since early times. Henry Fayol identifies them as: planning (visualize the future and draw the action program), organizing (building), lead (lead and guide staff), coordination (link, merge, harmonize all acts and all collective efforts) and control (check that everything happens according to established rules and orders given (Hernandez, 2013).

For businesses to achieve efficiently and effectively reach the target that makes them manage to be really competitive, they must follow a process, step by step path to success, where you must plan, organize, direct and control.

As Garcia (2010) refers to the company to achieve this goal, you can implement a model of administrative process that is likely to carry on any economic, social, cultural unity, etc., according to the following steps:

Stage	Features
planning	Process that begins by setting goals, defining strategies, policies and detailed plans to achieve them.
Organization	It is the establishment of effective behavioral relationships between people, so that they can work together efficiently and thus can get a personal satisfaction in doing their tasks selected under ambient conditions, with the firm intention of reaching a goal or objective.
Address	Los individuos consisting influence to contribute to meeting organizational and group goals. People assume different roles, and there are no average people.
Control	Administrative control function is measuring performance to ensure compliance with company goals and plans designed to achieve them. It is a feature of every administrator, from the president to the company supervisors.

Table 1 Stages of Administrative Process

Source: Based on data of (García, 2010)

According Velastegui (2011) defines:

The PA is a methodology that allows the administrator, manager, executive, entrepreneur, or anyone else, efficiently manage a company, and is studying administration as a process consisting of several stages. Each stage meets six fundamental questions: What? For what? How? With whom? When? And where ?, questions that should always arise during the exercise of the administration "(p. 3).

As Sanchez (2008) mentions:

A process is the set of steps or stages required to perform an activity. In its simplest design you can set the administrative process as administration action, or as the set of phases or successive stages through which the administration is effected same that interact and form an integral process (p. 45).

On the other hand, Cruz (2013) also mentions the characteristics of the PA stages as follows:

Stages	Features
planning	It is the first record of this puzzle within it the following steps are taken: research and internal environment, approach strategies, policies and goals, as well as actions to be taken in the short, medium and long term.
Organization	The second tab is a set of rules, fees, behaviors that have to respect all people within the company, the main function of the organization is to arrange and coordinate all available resources such as: human, material, technical and financial.
Address	It is the third tab puzzle within it is the implementation of plans, motivation, communication and monitoring to achieve the goals of the organization.
Control	The tab closure is the function that is responsible for assessing the overall development of a business

Table 2 Stages of Administrative Process

Source: Based on data of (Cruz, 2013)

According to Sánchez (2008) the administrative process is:

Administration action, or can also be defined as the set of phases or successive stages through which the administration thereof that interact and form an integral process (p. 23) is performed.

The administrative process is not merely exclusive businesses can also apply personally and for education, as it always is planned, organized, heads and finally controlled to avoid mistakes, this is what makes things go right the first time.

On the other hand, it is necessary to see the role of each of the stages of the administrative process, as shown below.

Planning function	
A common denominator of all identifiable individuals is that they set realistic but challenging goals and then formulate tasks to achieve them.	Anticipates further differences, imbalances, negative factors, incidental elements and changing conditions that may arise in the future for the development of the activity
Build the future operating model object direction.	Etymologically, the word indicates planning to set plans to guide action.
Orients the current work in the most appropriate way for the conduct of future work	Integrates all subsystems and task forces towards meeting the objectives

Table 3 The four functions of planning
Source: Based on data from Hernandez, 2013)

Like any project or activity that is done, whether personal, school or work, you need a set to chart the course to convey the goal, anticipating changing conditions during the development of each activity plan.

Organizational function	
The human being is aware that the fulfillment of the objectives is only possible through rational planning and coordination of resources available	The purpose of the organization is to help create an enabling environment for human activity
It refers to the act of organizing, integrating and structuring the resources involved; establish relations between them and to assign the responsibilities of each.	The organization is part of the administration which involves establishing an intentional structure of roles people and heads to organize and harmonize the human, material and financial resources that are available to fulfill the objectives.
Basic function as the administrative century comes with own integration of human social groups being, in order to achieve certain objectives.	It refers to the way the activities are divided, they organize and coordinate.

Table 4 Functions of the organization
Source: Based on data from Hernandez, 2013

Now, on the other hand, then draw that plan to follow, it is necessary to organize and integrate each resource involved, establishing the proper relationship and assigning tasks.

Management function	
It arises since the first human to achieve goals that can not be achieved individually communities are formed.	Command as an administrative function is considered a central and important point of the administration, but perhaps where there is greater number of discrepancies, as in the doctrine command is also known for the words: management and execution.
The time factor is crucial in the activity. Manda is trying to convince others that work to achieve the desired and arises from the steps of planning and organization.	Command is the element of the administration in which the effective implementation of planned and achieved knowledge is applied in decision-making
The control function is vital to become the essence and the heart of the administrative process.	Terminologies used refer to the administrative function that influences people to get goals and carry out the planned activities.

Table 5 Control functions (Address)
Source: Based on data from Hernandez, 2013

After having planned and integrated all management is necessary, it in song development and achievement of goals, is where the effective realization than planned is achieved, it is to convince everyone to work for the achievement of objectives.

Control Function	
Administrative control function, like all other functions, applies to all activities that have certain objectives	It involves detecting possible deviations between desired in order to take corrective actions so as to achieve the desired goals and results obtained.
The control provides constant information on the actual situation of the target to ensure the state planned	The control function means checking, acting on deviations, check norms and standards and restrict their behavior.
Control begins at the time that the desired objectives are defined, on which can be checked after the actual performance resulting important to communicate to stakeholders the objectives whose achievement are involved.	Discussed the role ensures that the actual activities comply with planned activities, so it is said that the control of the point where planning ends

Table 6 Control Functions
Source: Based on data from Hernandez, 2013

Finally, having gone through the above, it is necessary to have a control and information about the real situation of the target to follow, this is where it is verified that things are doing well, otherwise measures taken and make decisions

Administrative models in education to reinforce the EA process

But how is it involved in the educational field by the administration, there are tools that can be useful for the efficient development of education, in this case we speak of administrative models described below:

Model	Features
Classical and scientific	It is part of all organizational and structure to ensure efficiency in all parties, be they bodies or persons
Human relations	It aimed to develop a new business philosophy, an industrial civilization in which technology and method of work is the most important concerns of the administrator (need to humanize and democratize administration).
Management	It is aimed at strengthening the educational projects of the institutions, which helps maintain institutional autonomy within the framework of public policy process, and enriching the educational processes in order to respond to local or regional educational needs.
The bodybuilder	It makes direct reference to training and when talking about training talk about education, culture and everything that surrounds and which is related to their environment and that has to do with teaching and learning.

Table 7 Administrative models

Source: Based on data of (Franco and Jimenez, 2002)

ES institutions should expand democratic channels and clear definition of powers and limited functions. It is necessary to design ES institutions that integrate the national education system and that meet diversified, flexible and shaped appropriately to social groups that have been traditionally excluded from the possibility of obtaining a high quality education and good quality. (Vargas, 2009: 4).

Educational models according to Vásquez (2017)

They represent a tool or a sort of tutor that companies implement for proper operation; since there are several models, applying that best suits your needs raised and thus facilitate the achievement of the goals set by the same (p 1).

The models have the following characteristics:

- They are applied to produce a change.
- For application requires the use of different tools.
- They are models that can be applied to more than one type of company.
- They are models that change the way of performance of human resources of the company, through tools applied

Usually they implemented to change or improve some weak or lacking aspect of the company so it is necessary:

- Use different tools to help implement a new administrative model in a company.
- Its main feature is that they are flexible, meaning that any company can set and change the focus to one that really satisfies your need (Nallive, 2009).

Although the characteristics of administrative models focus to business, it is certainly also a great tool for education, so it is necessary to have such models to improve the performance of activities and processes at school.

One of the main administrative models used for the administration is the classic scientific model, as this is about focusing the work of people at work with rising production, but education is lift learning through some contributions such as the time and motion study, study of fatigue human, division of labor and task design office, all applied to education (Felix, 2016).

Another administrative models, applicable to education is the human relations as Leonor says (2015):

This model is interesting because it proposes as its central focus the group's development as such, emphasizing the interrelationships of the subjects that make up the different groups within the organization. In Education it refers to communication faculty of teachers with administrative authorities. A needs expressed by the groups, and how these are resolved, from the decision-making of all. Anything that involves some interplay of communication, feeling, motivation, work, organization, have to do with this model (p. 9).

It is very important that the interest is focused on the human being to achieve relations between all educational players, both managers and administrators and teachers should be concerned about the students and their needs, but finally comes to the cordial relationship between everyone regardless rank or position.

There is educational model competency, according to Mora, Espinosa and Gutierrez (2017)

Educational models emerge from social, cultural and political scenarios determined by society, embody the vision of the great ideal of the "man in form" (Chagoyán, 2013), and the competition model is no exception, it is created from this form and answer a host of social needs and are raised to counteract little or no effectiveness of the above (p. 2).

Competency-based education (EBC) emerged in the late sixties as a result of multiple interpretations where the preparation and training of teachers and their daily practice (Diaz Barriga & Rigo, 2000) stands out. According to Tobón (2006), this approach is given from Chomsky's linguistics and behavioral psychology Skinner. For this current competence approach the most important goal is to link business with the school by three conditions (Santos, 2014):

1. Setting standards indicating the tasks and skills of each profession, trade or job.
2. The definition of labor skills.

3. Promotion, evaluation and certification of school competencies defined by the productive sector.

On the other hand, there is talk of the management model, which is due to meet the needs of the knowledge worker, facilitating the creation, identification, collection and organization of new knowledge, facilitating decision-making (Rincón, 2012).

But how involved these models in education, and that is the educational administration refers Fernandez (2009) "Educational Administration is a set of functions that are oriented towards offering effective and efficient educational services" (p. 8).

Likewise Gomez (2017) states that "education of the XXI century is experiencing, for some time, a series of changes both inside and outside the classroom. Despite the changes in the educational field, know and understand the teaching-learning process is key to creating an effective educational action "(p. 1).

So that by Ortiz (2009) says that the EA process is: "the movement of cognitive activity of students under the guidance of the teacher, to the mastery of knowledge, skills, habits and forming a scientific world "(p. 2).

As can be seen the development of people in education, it does not vary much in the business context, but it should be noted that following the model that is, the interest of both the company and education, is to generate strategies to improve and with this advance economically through the efforts of all.

Methodology to develop

The first thing that research focuses is to find the necessary literature to solve the problem, this is by documentary research, looking at books, magazines, websites, among others.

Then further analysis is done through field research, where a Likert questionnaire of seven questions applied to the directors of the Autonomous University of the State of Mexico (UAEM) of the University Center (UC) Valle de Chalco applies, to know if through the implementation of administrative processes are improved models in terms of education.

On the other hand, to describe the reality of the situation is the UAEM in their processes, events, people, or groups involved, posing the most relevant of a cast or situation.

As relates Universia (2017) is due to "examine the characteristics of the subject to investigate, define and hypothesize, select the technique for data collection and sources consulted" (p. 2).

On the other hand, it takes into account the qualitative approach, because data collection is done without numerical measurement approach as it is intended only to describe or refine the details in their natural context of the phenomenon of study.

Finally, there is cross-type research, in the interest of studying the phenomenon in one period of time, it is an initial scan at a fixed time.

Results

Among the activities of the university is conducting the EA process to improve the interaction between the teacher and the student, in this case it is to bring the student to be an active actor and not passive, wherein the ratio of both, institution, such as teacher and student, efficiently to constantly improve quality and profesionista able to respond satisfactorily in the business environment forming manner.

What can be seen with the questionnaire that was applied it is that most institutions of higher education do have mapped out a plan that helps them in their performance, though not always know whether or students receive the quality education they deserve.

The profile occupying teachers to be in the right area you can see that actually has the right profile, and some interest shown by the students really learn. This is known thanks to the competitiveness indicators for evaluating the work of education institutions.

Finally, we can say that institutions have an efficient degree of division of units and activities, it is considered that indeed everything is in place, on the other hand, most concerns have strategies to achieve the objective.

One can say that effectively ES institutions have an efficient system based on the EA process that enables better interaction of key players, but it is necessary to follow a model such as the Classic and scientific, human relations, management or bodybuilder, so that they have a base and improve the learning process, as is done in a company when carrying out an approach or model that is based to improve production processes.

Conclusions

The role of education has changed over time, every day is necessary strategies to guide education, in this case, an administrative model is proposed, because, on the results of the questionnaire, reveals that actually makes it look administration needed to perform each activity in the institution.

Annexes

Questionnaire

The purpose of this questionnaire is to recognize that by applying ADMINISTRATIVE INTERVENTION MODELS FOR EDUCATION processes are improved.

Please answer the following questions. cooperation to answer it is appreciated.

Scale Value

According 1Totalmente (A)

According 2of (B)

3Indeciso (C)

4in disagreement (D)

5Totalmente disagree (E)

items	1	2	3	4	5
Are activities planned to be performed for student training?					
Do teachers are in the group with the right profile?					
Do you have concerns about the interest of students?					
Does the university compared to other institutions to determine the degree of competitiveness?					
Is there a correct division of units?					
A strategic plan must to achieve the goal?					

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Analysis of professional and academic competences of the t.s.u. administration human capital area vs the professional and academic competences requested by industrial sector companies

Análisis de competencias profesionales y académicas del programa T.S.U. Administración área capital humano vs las competencias profesionales y académicas solicitadas por empresas del sector industrial

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Abstract

This research work is the result of professional internships carried on in companies of the Industrial Sector, which allowed identifying the real needs of the professional, labor and academic competences requested in the Productive Environment in order to develop a comparison analysis with the professional and academic competences used when forming in an integral way the students from the TSU Educational Program: Human Capital, Administration Area of the Economic-Administrative Area of the Technological University of Xicotepec de Juárez. To this end, a matrix of competencies was integrated, considering it as a reference handbook with the description of the functions and profile of the position, the students' graduation profile, generic and specific competences, as well as professional occupations. The analysis allowed to recognize the competences that are prominent in the companies of the Industrial Sector for professionals in the area of Human Capital among which are acknowledged: Human Resources Management, Occupational Health and Safety, Working Environment, Management by Objectives, Strategic Planning, Organizational Development; regarding skills there are: Leadership, Empathy, Teamwork, Ease of Speech, Service Attitude, Assertive Communication, Negotiation. It is important to emphasize that the competencies that must be strengthened are those developed in the criterion of the evaluation of the Being.

Professional Competences, Labor Competencies, Competency Matrix

Resumen

Este trabajo de investigación es el resultado de estancias profesionales realizadas en empresas del sector industrial, las cuales permitieron identificar las necesidades reales de las competencias profesionales, laborales y académicas que solicitan en el entorno productivo y hacer un análisis de comparación con las competencias profesionales y académicas al formar integralmente a los estudiantes del programa educativo T.S.U. Administración área Capital Humano del área económico-administrativa de la Universidad Tecnológica de Xicotepec de Juárez; para ello se integró una matriz de competencias considerando como referencia manual de descripción de funciones y perfil del puesto, perfil de egreso de los estudiantes, competencias genéricas, específicas, y ocupaciones profesionales. El análisis permitió reconocer las competencias que sobresalen en las empresas del sector industrial para los profesionistas del área de capital humano dentro de las cuales se tiene en conocimiento: gestión de recursos humanos, seguridad e higiene laboral, clima laboral, administración por objetivos, planeación estratégica, desarrollo organizacional; en cuanto a las habilidades: liderazgo, empatía, trabajo en equipo, capacidad de palabra, actitud de servicio, comunicación asertiva, negociación. Es importante destacar que las competencias que se deben ir fortaleciendo son las que se desarrollan en el criterio de evaluación del Ser.

Competencias Profesionales, Competencias Laborales, Matriz de Competencias

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Introduction

In recent years efforts have been made at the national level to transform the traditional management of human resources to a modern practice that generates a more competitive value for companies. Therefore, it is necessary to provide competent professionals with the real needs of an organization. depending on the productive sector to be served.

The Technological Universities model decides to design its study programs at the Higher Technical University level (T.S.U.) as well as the continuity programs of studies at the engineering level with a focus on professional competencies in the year 2009.

In the work environment they demand the individual to adapt to the changes that are being experienced at present; that is why the Technological Universities rely on different strategies such as the Situational Work Analysis, Meetings of directors for the updating of programs and research stays to identify the labor, academic and professional competences that a graduate should have to complete the profiles that meet the needs of the labor and productive market of the regional and national environment. This research was carried out in companies of the industrial sector, which supported us with official documentation: such as organization manuals, performance evaluation manuals, training manuals, job descriptions, competency profiles being responsible for the management of human capital with who was feedback to perform an analysis of the professional, work and academic skills that companies request vs. the skills of the student of the career of TSU in Human Capital Area Administration of the Technological University of Xicotepec de Juárez.

It is important to mention that the educational program of the economic-administrative area has still to be strengthened in technological aspects, use of software for exclusive use of the Human Capital area and development of the Being that significantly impacts the insertion and conditions of the global environment; since the educational model of Technological Universities focuses on three evaluation criteria, where Being equals only 10%.

Objectives

- Analyze labor and academic skills in the industrial sector.
- Perform a Diagnosis of Labor and Academic Competencies Needs according to the real needs of the productive sector.
- Contribute to the strengthening of competences of the students of the economic-administrative area of the Technological University of Xicotepec.

Research Methodology

This research arises from the experience of conducting research stays in companies in the industrial sector which collaborated with confidential information, to carry out the document collection were used: organization manuals, job descriptions, performance evaluation manuals, training manuals, manual of the process of recruitment and selection of personnel of the organization to integrate the analysis of professional, labor and academic competences.

The previous thing allowed to make the comparison with the competences that are developed in the discharge profile of a TSU in Human Capital Area Administration.

Organizations do not have a competency model. However, within the processes of recruitment and selection of personnel, applicants are required to hold a position of administrative level, middle management and managers have skills, knowledge and skills according to the profile of the vacancy that ensure efficiency and effectiveness in the operation of the company's processes.

That is why a matrix of competences is elaborated to make the analysis; incorporating the professional, labor and technical skills in the industrial sector, with which the academic program of T.S.U requests. in Human Capital Area Administration.



Figure 1 y 2 Administration

Matrix of competences according to professional profile of t.s.u. administration human capital area and needs of industrial sector companies

Competences professional profile tsu. Administration human capital area	Disciplinary technical knowledge t.s.u. a.a.c.h.	Generic competences t.s.u. a.a.c.h.	Professional competences for Medium and administrative controls Industrial sector	Technical knowledge Industrial sector
Manage the resources of organizations, through the application of methodologies and technological tools of strategic planning, financial, marketing and quality management to contribute	Organizational development Human talent management Strategic planning Accounting Benchmarking Balance score card Economy Budgets work capital	Competency 1: Act with proactive values and attitudes of excellence in their personal, social and organizational development, in harmony with their environment to develop their personal, social and	High Commitment to Quality Guidance to internal and external customers Initiative High technical knowledge Leadership Efficient communication Influence and negotiation	Development and control of SGC documentation Record control Internal audits Control of nonconforming product Corrective and preventive actions, treatment of complaints Logistics

to their economic, social and environmental development and their environment.	Managing human capital, through the processes of planning, recruitment, selection, development and evaluation of the human factor, in accordance with the legal framework .	Management and achievement of objectives Strategic planning Human resources management Training Occupational Health and Safety Organizational development Service attitude Empathy Ease of speech	English (TOFEL) Management of payroll incidents Personnel control, income, high, low, vacation Support to maintain the work climate Dissemination of official communications Practitioners, social service and residents control Follow-up to the training plan Training of brigades Make trips Implementation of STPS standards Relationship with government agencies Implementation of environmental standards Supervision of staff Implementation of the 5 S KPI tracking
organizational potential.	Application of administrative tools Investigation methodology Financial analysis Financial planning Applied computing : statistical software, database management, internet, outsourcing, online tools Quality certification standards Process mapping Inferential statistics Design of job profiles Salary's administration Occupational Health and Safety	Competency 2: Communicate feelings, thoughts, knowledge, experiences, ideas, reflections, opinions, through simple and commonly used expressions, in a productive and receptive way in the English language according to level A2, basic user, of the Reference Framework European to contribute in the performance of their duties in their work, social and personal environment .	Competence 3: Communicate feelings, thoughts, knowledge, experiences, ideas, reflections and opinions, in a clear and detailed way, on concrete and abstract topics in their professional and sociocultural context, according to B2 level, independent user, of the European Reference Framework , to support and propose improvements in organizations and contribute responsibly to sociocultural development.

Results

A comparison was made through a matrix of professional and academic competences requested in the profile to be developed by the T.S.U. Human Capital Area Administration and the competences of companies in the industrial sector

- The comparison made it possible to highlight the real competencies of the organization within which knowledge about human resources management, safety and hygiene, work climate, management by objectives, strategic planning, organizational development. In terms of skills: leadership, empathy, teamwork, ease of speech, service attitude, efficient communication, influence and negotiation.
- It is important to mention that one of the factors that promotes permanence within the organization is the commitment to the fulfillment of activities to be performed in each of the tasks, otherwise staff turnover is generated.
- It can be distinguished that assertive communication is very important in the area of human resources for collaborators; work on raising awareness of the application of organizational values to generate awareness that everyone is jointly responsible for the welfare of everyone in the company.
- It was identified that the feedback in the evaluation of operational performance allows to find areas of opportunity that strengthen the work of the evaluated in the organization.
- The analysis of the skills matrix carried out in the industrial sector shows that attitudinal competencies are those that are required at the time of hiring.
- The criteria of evaluation of the Competency Model of the Technological Universities indicate a percentage of only 10% for the Being, which are attitudinal, it is worth mentioning that companies perform assessment within the recruitment process using a competency interview.

Conclusions

For a company to achieve effectiveness and efficiency, go to continuous improvement and provide satisfaction to its customers, it requires all its members to empower their potential; with the development of technical, professional, work, but above all personal skills that generate competitive advantages for organizations.

Bringing all this into practice is a constant task; consequently, the curricular maps of the careers offered by the Technological Universities should continue to be strengthened, through the Situational Work Analysis, the meetings of the academic commissions and collegiate bodies, which will allow co-responsibility among the main actors, generating professionals and competitive professionals facing the concerns of the social, economic and productive environment. Being a successful person does not depend on professional qualifications, but on the attitude with which one enters into each moment of life.

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Methodology for determining the relationship of university entrepreneurship potentiated by the dimension of family social climate relationships using the Tukey method in ANOVA

Metodología para determinar la relación del emprendimiento universitario potencializado por la dimensión de relaciones del clima social familiar empleando el método de Tukey en ANOVA

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Abstract

Currently, the global level of students is why this topic has been studied in recent years with the public most noted for its relevance and impact that entrepreneurship has in innovation, competitiveness, job creation and economic growth. Nowadays, research is carried out on entrepreneurship, among which are traditional, social, feminine, innovative entrepreneurship and social innovation entrepreneurship. The present research work includes the idea of the entrepreneurial university, which is widely recognized, for what reason, the classic concept of university and its social contribution has evolved, that is why entrepreneurship in the university environment is one of the themes that has had dynamism and that occupies that many people, the majority of people related to the university environment; and that currently universities have a proactive role in this issue, not only are they restricted to education and research, but they have an active role in the development of university entrepreneurs, because society demands an active role of educational institutions; Many young people are putting into practice ideas that they probably did not consider before. Others focused on cognitive skills, entrepreneurial education and the characteristics of the entrepreneurial personality. University entrepreneurship, the entrepreneurial attitude, and the influence of the family social climate on entrepreneurship are subjects that attract considerable attention in research and practice. However, the overlap of these issues can still be found in this context, but the family can still be accessed in context. of university entrepreneurship.

Entrepreneurship, Family Social Climate, Entrepreneurial Intention, University Entrepreneurship

Resumen

Actualmente, a nivel global los gobiernos están demandado un incremento en la actividad emprendedora es por ello que se ha estudiado en los últimos años este tema con mayor énfasis debido a su relevancia e impacto que tiene el emprendimiento en la innovación, competitividad, creación de empleo y el crecimiento económico. Hoy en día, se realizan investigaciones sobre emprendimiento entre los cuales se encuentran el emprendimiento tradicional, social, femenino, innovador y el emprendimiento de innovación social. El presente trabajo de investigación incluye la idea de la universidad emprendedora, la cual es ampliamente reconocida, por tal razón, ha evolucionado el concepto clásico de universidad y su contribución social, es por ello que el emprendimiento en el ámbito universitario es uno de los temas que ha tenido dinamismo y que ocupa el que hacer de muchas personas, la mayoría vinculada al entorno universitario; y que actualmente las universidades tienen un papel proactivo en este tema ya no sólo se restringen a la enseñanza e investigación, sino que han tomado un rol activo en el desarrollo de emprendedores universitarios, porque la sociedad demanda un papel activo de las instituciones educativas; muchos jóvenes están poniendo en práctica ideas que probablemente antes no consideraban. Otros se han enfocado en las habilidades cognitivas, la educación del emprendimiento y las características de la personalidad emprendedora. El emprendimiento universitario, actitud emprendedora, y la influencia del clima social familiar en el emprendimiento son temas que atraen una considerable atención en la investigación y la práctica. Sin embargo, la superposición de estos temas es todavía un campo relativamente joven, si bien se ha encontrado literatura con referencia a estos temas, pero se ha tratado de manera separada, todavía permanece la incógnita de la que tanto puede influir la familia en el contexto del emprendimiento universitario

Emprendimiento, Clima Social Familiar, Intención Emprendedora, Emprendimiento Universitario

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Introduction

Globally, governments are now demanded an increase in entrepreneurial activity, for that reason has been studied in recent years with more emphasis, because of the relevance to the impact of entrepreneurship on innovation, competitiveness, job creation and economic growth (Damian 2013; Huchin and Damian 2011; Romero 2011; Cabello 2006). , Social entrepreneurship (De Pablo, 2005), female entrepreneurship (Fuentes and Sanchez, 2010) Today, research on entrepreneurship among which are the traditional venture (; Casson 1982 Veciana 1999 Kihilstrom and Laffont 1979) are made , innovative entrepreneurship (Casson, 1982), and social entrepreneurship innovation (Harrison and Leitch, 1996).

In this sense, both the scientific community and academic are interested in analyzing and deepening knowledge of topics such as: Influential entrepreneurial skills of students in universities (Mavila et factors in 2009; Clark, 1998; Clark 2004; Korurilsky, 1995; Laukkanen, 2000; Hellman, 2007; Mayer, 2010; Manzanares, 2008;), or the influence of factors related to professional activity (Peterman & Kennedy, 2003;. Souitaris, et al, 2007; Varela et al 2011;. Morante, 2005), and processes of entrepreneurship based on family (Pecharromán, 2008; Sharma, 2011; Schwass, 2008; Quintana, 2012; Del Giudice et al, 2013; Maggioni and Del Giudice, 2011). However, these issues college students,

In relation to higher education institutions can be mentioned that began to contribute to the creation of companies from more than fifty years (Katz, 2003) does, but perhaps today, that their participation has increased, generating derived research college-students, and the factors that concern them, such as family environment context of the business relationship.

There are also studies that have been performed ventures and analysis on the relationship university-students.

However, despite the interest of academic, economic and business research to analyze training in business creation, still the unknown that has not been attached to him those aspects that must be considered combining the influence of the family environment of the university persists to be an entrepreneur, relating the differences in who is related to family businesses and who has no family in this area, besides it should also deepen research influences how and to what extent affects the undertaking of a university.

Justificación

The project is currently distinguished based on the development and growth of a country because it brings new ideas and more companies that help you in a dynamic society, as it has been shown that regions with higher levels of business creation They have a greater economic growth; therefore the governments of various countries have shown that the entrepreneurial capacity of a country's key economic growth (Alemany, Alvarez, Planellas and Urban 2011; Olivares, Fair and Castro, 2008; Reynolds and Curtin, 2008) resides , therefore, in addition to be a growing interest of various institutions to boost entrepreneurship, you can also notice increased academic attention in the analysis of this phenomenon, because of their contribution to innovation, the generation of new jobs and economic growth mentioned above (Alvarez and Urban, 2011). It is therefore important to understand that entrepreneurship should be linked to education and should be studied in all areas.

In relation to the above it can be mentioned that educational institutions have responsibility gestation trained students to meet and compete with a competitive labor market, making use tools to make to economic and social development of a country, therefore, modern economies spend large amounts on education and according to estimates of some economists, investment of parents in the education of their children (investment in human capital) are a source of capital stock of the most important economy inheritances or the accumulation of physical capital (Bracho, 2001); it should be mentioned also that Mares et al. (2012) indicate that family income and employment status of the student, are the two main conditions for training support at the top level.

Given this reality, without the support of parents or economic guardians, it is difficult for students who do not have a paid job can enter and / or continue in college, so the expected social mobility is for those that do have with this type of support. Also, in a document published by the World Bank, it noted that "In Latin America education and income level of the parents still influence the achievements of the children to a considerable extent, appears to be higher than in other regions "(Ferreira, et al. 2013). In Mexico it is characterized by a country that retains the traditional 'family' households, according to the National Institute of Geography and Statistics (INEGI, 2017). The largest proportion of households in Mexico (90.5%) is family type; these homes are characterized by a family relationship exists among the members with the head, where family dependence on university students is high. Of these family homes, eight out of ten (77.7%) are led by men and 22.3% women of a total of 28,159,373 households (INEGI, 2017).

Problem Statement

Currently there are several factors that make a company that has been undertaken by university can succeed as is a good long-term planning, family business environment, social responsibility, quality of production and be innovative and entrepreneurial. But one factor that is gaining great importance is the study of variables that overlap and that has not been studied together, which, contribute the formation of its leaders, the influence or the family environment of the university, business skills and entrepreneurship training, so that if these factors are demonstrated and carried out, is more likely to be successful entrepreneurship and develop properly.

After the foregoing, it can be mentioned that while the importance of entrepreneurship has contributed to arouse great interest among researchers and university institutions responsible for promoting entrepreneurship, has not yet been consolidated.

Therefore, it is clear that to use business skills and market opportunities, it is important to establish actions and strategies to generate, develop and establish actions to help companies develop a strategic approach, and competitive from factors that may be included as the Family

Social Climate intention of entrepreneurship and entrepreneurs training college. In this sense, this paper aims to correlate the dimension of relations variable family social climate and its influence regarding entrepreneurial intention in college students with potential entrepreneurial discipline of entrepreneurship in students level higher university of Cd. Puebla.

Theoretical Foundations

The project has been studied from various areas of expertise; so that studies can be found from different fields such as economics, sociology, psychology, business organization, history and anthropology (Hébert and Link, 1988). In this sense, Veciana (1999) mentions that the entrepreneur and its importance in the economy and society has been studied individual, business, regional, globally, etc.

Moreover, over the years there have emerged new theories to explain the behavior of the entrepreneur, such as theories cognitive area of psychology and approaches based on the exploitation of opportunities, which are intended as a framework most comprehensive study of the phenomenon of entrepreneurship (Shane and Venkataraman, 2000) theoretical. About this is important to note that other researchers prefer to take a multidisciplinary approach, given the complex and multifaceted nature of this phenomenon (Audretsch and Kayalar-Erdem, 2004; Acs, Arenius, Hary and Minniti, 2004).

In this same vein, one can conclude that the influence of the family is an important factor providing background experience and motivation of students to business activities (Bagheri and Pihie, 2010). This is supported by Anderson, Jack and Drakopoulou (2005), which agrees that social relations and networks play an important role in developing good business. Regarding this study, Robson and Bennett (2000) posit that families and friends act as a preferred source of advice for owners of small and medium enterprises. In a way the new entrepreneurs of these features rely on informal sources such as family members, colleagues and social networks, as well as universities (Greene and Saridakis,

Moreover, family businesses or colleagues inspire new graduates are also known, providing a supportive environment that gives them the information and resources to start a business after graduating (Bagheri and Pihie, 2010).

For example, parents play an important role in the development of entrepreneurial self-efficacy students, encouraging them to get involved in businesses that develop their entrepreneurial intention (Bagheri and Pihie, 2010).

Definitions construct

Family Social Climate

Zimmer, Gembeck and Locke (2007) mention that "the family atmosphere consists of the perceived environment and interpreted by the member countries of the family and has been shown to exert a significant influence as much as in behavior, and social development, physical, emotional and intellectual development of the members. "

It is noteworthy that the components measuring Scale Family Social Climate comprised of three dimensions: relations, development and stability, which in turn are made up of areas, however, this study only the dimension of relations will take into account and its subdomains which are shown below:

- 1) Relations: Measures the extent of communication and free expression within the family and degree of conflict interaction that characterizes it. Comprised of the following areas:
 - a) Cohesion is the degree to which household members are attuned and support each other.
 - b) Expresividad: The degree to which it is allowed to express themselves freely family members communicating their feelings and opinions and ratings about this.
 - c) Conflict: is defined as the degree to which anger, aggression and conflict among family members openly expressed.

Methodology

To address this study, the methodology focused according to Hernández, Fernández & Baptista, (2010), from the point of quantitative correlational, because such studies are intended to measure the degree of relationship between two or more concepts or variables, each measured and then quantified and analyzed linkage. Such correlations are based on assumptions tested as those raised in this investigation, leaving behind also the descriptive analysis because it seeks to specify the characteristics and profiles of people, for submission to an analysis.

Sample selection

It is noteworthy that the population refers to all the elements that have the main features under analysis (Anderson, et. Al. 2008), in this sense, we proceeded to begin the research by sample selection not without first determining the unit of analysis and clearly establishing the characteristics of the population, all with the aim of defining parameters which were the sample. Analysis Unit 5 private higher education institutions or universities in the city of Puebla, Mexico, with a sample size of 185 students.

Regarding the number of private institutions of higher education in Puebla, Mexico, was determined only contemplate universities called at first as A, B, C, D, E., because they are within the ranking of the best universities of Mexico 2015.

Research tool

Regarding the first instrument of "Family Social Climate" it was based from empirical studies to give construct validity, because they have conducted serious investigations such as Alvarez, et al. (2009); Bones, Forns, & Chamarro, (2009); Hombrados-Mendieta, & Castro-trave, (2013); Valdes, et. to the. (2012); Revuelta, & Esnaola, (2011); among others, which have been treated statistically to domains and subdomains with ANOVA and Tukey, Duncan or Fisher, typically using an $\alpha = 0.05$ and a sphericity test Bartlett significant ($p = .000$), as show the work referrals.

It should also be noted that a key question in this research instruments concerning entrepreneurial intention, in which the Likert scale was used in 5 different modalities, with the following possible answers, 1. I do not care to be annexed entrepreneur have other plans; 2. It is very likely not come to start a business someday; 3. I doubt whether you ever get to start a business; 4. I am determined to create a company in the future; 5. My career goal is to become an entrepreneur in the short term; the above was for the purpose of obtaining greater variance in responses.

In this regard, it should state a normality test was performed, with the average of each item of the 3 instruments selecting the corresponding number of data such as Anderson-Darling, which had a positive result as you can see in table 1 that gave a parameter to continue the investigation, together with the foregoing which had previously been substantiated with studies theorists who have occupied these research tools, likewise, Cronbach's alpha was determined to have a value of 0.882, so indicating good reliability as can be seen in table 2 SPSS software Ver. 23.

Summary normality test:	
Variable \ Test	Anderson-Darling
(Average Family Social Climate)	.1396
(Average entrepreneurial attitude)	.2546
(Entrepreneurial Intent)	.0416

Table 1 Analysis of normality, processed with results generated XLSTAT Ver. 19.4

Reliability

Summary case processing			
		N	%
cases	Valid	179	96.8
	excluding de	6	3.2
Total		185	100.0

Reliability statistics		
Cronbach	Cronbach's alpha based on standardized elements	N elements
.869	.882	136

table 2 Cronbach's own calculations from SPSS V. 23

According to the foundation of theoretical and previous statistical analyzes, it can be noted that given guideline to construct validity to continue the study and perform ANOVA variables "Family Social Climate" and "Enterprising Intent" in students careers related to business college in the city of Puebla.

Results

Before mentioning the results of this research, it is necessary to refer to test HSD (Honestly-significant-difference) Tukey, in this sense, it is important to consider that when an ANOVA, a value significantly F is done indicates that not all conditions produce the same effect on the independent variable. Therefore, the aim is to have more elements for making decisions knowing where to find such significant differences and if it continues a trend that enable better decision-making, ie, the Tukey test is to evaluate such differentiation such that measures the difference in the mean values of two groups in terms of intragroup variance (Garcia et al. 2001).

It is also necessary that multiple correlation reference; It is the measure of the degree of relationship between two or more variables.

That said, it can be mentioned that the statistical analysis within the dimension of the "Relationship", shows that cohesion is taken into account significantly ($p \leq 0.001$) of its impact on family social climate, which reflects, an average of 3.4396 therefore classified as "a" according to the grouping Tukey confidence intervals (95%) of (3.3755, 3.5038); Comparison Tukey disintegrates into three statistically distinguishable groups together, where subdimension cohesion have the highest average while subdimension conflict has the lowest average with 2.3387 and a standard deviation of 1.3371, classified this subdimension as category "C" as reflected in figure 1.

way ANOVA: Cohesion, Expressiveness, Conflict

S R-sq. (Adjusted) R-sq. (pred)
1.33463 10.59% 10.55% 10.48%

Socks

Factor N Media Desv.Est. 95% CI
1665 3.4396 1.3261 cohesion (3.3755, 3.5038)
Expressivity 1.3407 1665 3.0889 (3.0248, 3.1530)
1665 2.3387 1.3371 conflict (2.2746, 2.4029)

Desv.Est. = 1.33463 grouped

Tukey comparisons in pairs

Group information using the Tukey method and 95% confidence

Factor N Media Group
1665 3.4396 cohesion A
Expressivity 1665 3.0889 B
Conflict 1665 2.3387 C

Stockings do not share a letter are significantly different.

Figure 1 Comparison of variables Relations, Development and Stability Prepared by Minitab V.17

As regards the sub-dimensions, it is possible to specifically quantify the level of impact of different items that make up each sub-dimension, therefore, it is necessary to statistically distinguish each based on its impact on family social climate, in this sense, then table 3 is presented, which disaggregates each dimension and subdimension with items that compose and results enunciate in that order.

Variable Ratio of Family Social Climate	
Subdimensions	Ítems
Cohesion	1,11,21,31,41,51,61,71,81
expressivity	2,12,22,32,42,52,62,72,82
Conflict	3,13,23,33,43,53,63,73,83

Table 3 Subdimensions Relations.

a) First analyzed to subdimension Cohesion, which belongs to the dimension of relationships that integrate items 1, 11, 21, 31, 41, 51, 61, 71, 81, it is clear according to ANOVA and the Tukey test in item No. 1, concerning "in my family we help and really support each other," it has the greatest effect on the family social climate with an average of 4.2757, so it is classified as "a" according to the grouping Tukey confidence intervals (95%) of (4.1205, 4.4309)

Where, was segregated based treatments Tukey test, however, items 11, 61 and 41, corresponding to "often gives the impression that at home we are just hanging out; In my family there is little team spirit; When you have to do something at home, it is rare that a volunteer is offered "respectively; It was those who had less impact on the family social climate with mean 2.6378; 2.3027 2.3081 and, which were classified in the category "D" can be illustrated in Figure 2 of data processed by Minitab.

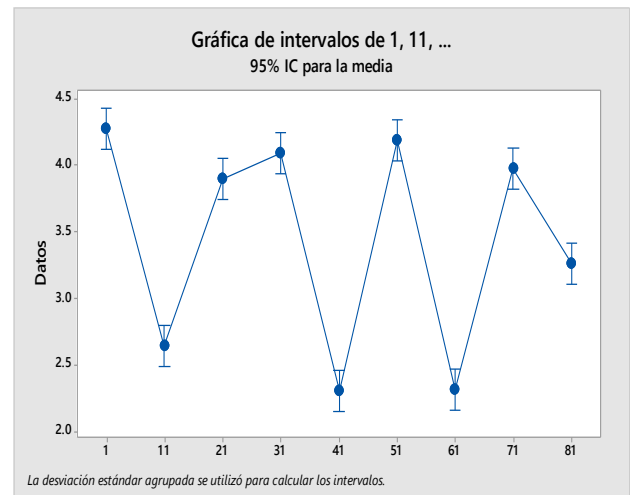


Figure 2 Chart intervals subdimension cohesion own development of Minitab V.17

b) Second, the items making up the integrated Expresividad subdimension of the 2,12,22,32,42,52,62,72,82, which are part of the dimension relations show significant evidence ($p \leq 0.001$) items number 62, and 12 according to the ANOVA and Tukey test it to have the highest specific gravity of the family social climate with a mean (3.6919 and 3.6703), so is classified as "a" according to the grouping Tukey confidence intervals (95%) of (3.5149, 3.8688); and (3.4933, 3.8472), which refer to "My family issues and money payments are not openly discussed; At home we speak openly about what we think or want, "instead item 22 which refers to" in my family is difficult to "let off steam without disturbing everyone"

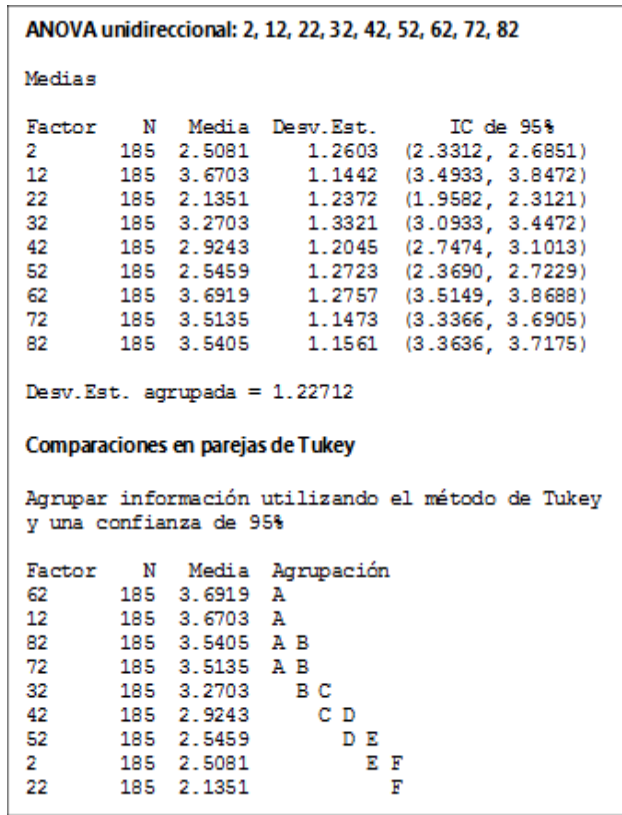


Figure 3 Comparison of the items in the sub-dimension of expressiveness, own development of Minitab V.17

c) As regards the third sub-dimension which corresponds to the conflict dimension of relations it can prove that the item 63, which corresponds to "If there is disagreement in my family, we all strive to smooth things and hold peace" was the factor that had a significant impact ($p \leq 0.001$) in the family social climate with an average of 3.8162, so it is classified as a category "a" according to the grouping of Tukey intervals confidence (95%) of (1.444, 2.177), the factor 23 who had the lowest specific weight having an average of 1.50

Entrepreneurial intention in a survey was conducted which consisted of determining whether college students have in their plans in the short, medium and long-term entrepreneurship perform actions or rule out this activity in respondents. Therefore, an item number 91 annexed "You have in your goals to be an entrepreneur," and for quantifying this response Likert scale was used by 5 points with the following possible answers, "1. I do not want to be an entrepreneur I have other plans; 2. It is very likely not come to start a business someday; 3. I doubt whether you ever get to start a business; 4. I am determined to create a company in the future; 5.

My career goal is to become an entrepreneur in the short term "; the above was for the purpose of obtaining greater variance in responses.

For college students with career profile companies and businesses of Puebla response it had an average 3.897 with a standard deviation 0.900; in this case it is necessary to mention that these results were to be expected in the entrepreneurial intention of college students, due to the profile of the careers that were analyzed and the type of selected universities in this regard to, there is some ideas, beliefs, perceptions, values and attitudes that can be cemented by college students through entrepreneurship education programs (Pittaway & Cope, 2007; Varela Martinez & Peña, 2011; Ekpoh & Edet, 2011 and Linan & Fayolle, 2015) or at least can contribute to young people perceive entrepreneurship as more feasible (Urban & Toledano, 2008).

It has been found, in that regard, that the environmental stimulus university affects entrepreneurial intention of students, because apparently there are differences in context between higher education institutions (Ruiz, Rojas & Suárez, 2008 and Kantis et al, 2014).

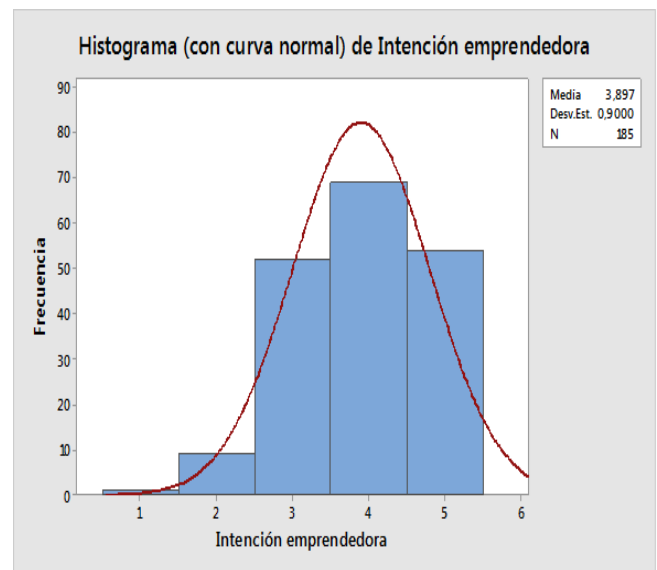


Figure 4 Chart histogram with normal curve variable Emprendedora Intent

The correlation shown in the tables of the matrix, cannot be contrasted with some other research completely so it was already mentioned with advance according to the literature review, however may correspond in any way with the work of García (2005)

Who applied to students from two universities: private Universidad San Martín de Porres and Universidad Nacional Mayor de San Marcos list of social skills Golstein and scale of the social climate in the family Moos, Moos and Trickett whose results arrived at a positive and significant correlation between social skills and social climate in the family. Similarly, in the present investigation it is a significant positive correlation between family social climate and social skills,

Discussion

Based on tests performed correlation and regression, the following is derived on the characteristic of the Family Social Climate:

Test correlation = 0.3515 indicates that there is a correlation between family background and university entrepreneur, however, is not as expected because on a scale correlation can be interpreted as weak positive (Levin et al., 2011) however, in the multiple correlation, considering the variable entrepreneurialism it can be mentioned that increases 76% to 0.6187, which indicates a moderate strong positive correlation.

Based on the results it can be inferred that family and careers of business-oriented programs infers in entrepreneurial intention. In this sense we can also substantiate the theoretical framework in which researchers found in environmental stimulus university affects entrepreneurial intention of students, because apparently there are differences in context between higher education institutions (Ruiz, red & Suárez, 2008 and Kantis et al, 2014).

In the area of study of college career, some research found that this variable does influence entrepreneurial intention, although there is no general agreement on what kind of areas promote it more (Birdthistle, 2006; Osorio, Vine & Tarapuez, 2014), as this also depends on other aspects such as the type of college,

Family variables also have an important place in the study of entrepreneurial intention different studies find that the role of family business is one aspect that is associated with the hope of developing an entrepreneurial career.

(Wang & Wong, 2004. Veciana, Aponte & urban, 2005, Hundley, 2006; Ruiz et al, 2008; Olomi & Sinyamule, 2009; Bulut & Sayin, 2010; Ahmed Nawaz, Ahmad, Shaukat Usman, Wasim-ul-Rehman & Ahmed, 2010; Kantis et al, 2014; Solimano, 2014 and Dehghanpour, 2015), although other research not one family effect on the purpose of creating a business note, it is possible that there is some influence (Urban, 2006; Espí, Arana, Heras & Diaz, 2007 and Franco, Haase & Lautenschlager, 2010). Whereby,

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Abstract (In English, 150-200 words)

Objectives
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Contribution

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Contribution

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† Researcher contributing as first author.

Introduction

Text in Times New Roman No.12, single space.

General explanation of the subject and explain why it is important.

What is your added value with respect to other techniques?

Clearly focus each of its features

Clearly explain the problem to be solved and the central hypothesis.

Explanation of sections Article.

Development of headings and subheadings of the article with subsequent numbers

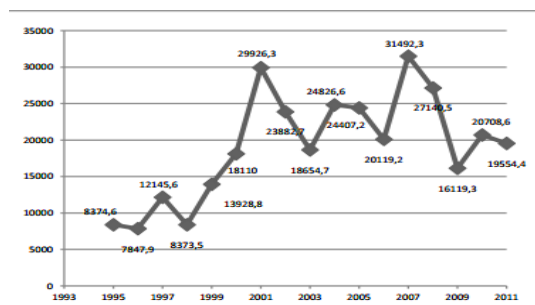
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Graphic 1 Title and Source (in italics).

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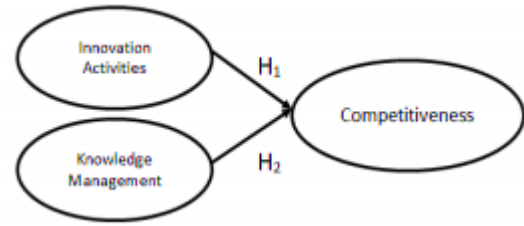


Figure 1 Title and Source (in italics).

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		OLS	L-OLS	IM-OLS	OLS	L-OLS	IM-OLS			
		Panel A. Bias			Panel B. RMSE					
p = 0.0	γ = 0.0	λ								
		1	-0.00011	-0.00003	0.00013	0.0267	0.0398	0.0378		
		2	0.00051	0.00039	0.00015	0.0267	0.0414	0.0395		
		3	-0.00091	-0.00143	-0.00065	0.0286	0.0461	0.0429		
		4	0.00034	0.00041	0.00115	0.0301	0.0498	0.0471		
		5	0.00011	0.00040	0.00018	0.0324	0.0537	0.0507		
		10	-0.00010	-0.00079	-0.00013	0.0455	0.0861	0.0763		
		p = 0.3	γ = 0.3	1	0.01477	0.00378	0.00274	0.0342	0.0435	0.0360
				2	0.01778	0.00754	0.00618	0.0361	0.0472	0.0391
				3	0.02092	0.01064	0.00925	0.0388	0.0518	0.0438
4	0.02340			0.01364	0.01236	0.0418	0.0555	0.0471		
5	0.02652			0.01721	0.01454	0.0448	0.0607	0.0516		
10	0.04198			0.03247	0.03146	0.0641	0.0952	0.0829		
p = 0.3	γ = 0.0			1	-0.00085	-0.00021	-0.00073	0.0364	0.0545	0.0531
				2	0.00019	-0.00015	-0.00011	0.0374	0.0565	0.0550
				3	0.00015	0.00076	0.00046	0.0400	0.0627	0.0597
				4	0.00043	-0.00011	-0.00070	0.0417	0.0711	0.0668
		5	0.00165	0.00206	0.00213	0.0454	0.0791	0.0711		
		10	0.00073	0.00136	0.00112	0.0661	0.1267	0.1128		
		p = 0.3	γ = 0.3	1	0.02299	0.00570	0.00458	0.0490	0.0643	0.0527
				2	0.02818	0.01123	0.01035	0.0523	0.0676	0.0561
				3	0.03264	0.01611	0.01445	0.0571	0.0720	0.0620
				4	0.03581	0.01957	0.01907	0.0591	0.0773	0.0690
5	0.04081			0.02569	0.02416	0.0647	0.0872	0.0754		
10	0.06063			0.04727	0.04458	0.0914	0.1369	0.1187		

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