

Business Administration Program Trends

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Abstract:

The research presented corresponds to a qualitative exploratory type, whose objective is to determine the current behavior of the different variables that govern the Business Administration, thus becoming a necessary input to be able to make decisions as to what are the issues in which the career must direct its efforts in order to be able to train suitable professionals prepared to face the current challenges of globalization.

These trends are intended to facilitate the identification of the changes that are occurring and thus be able to make decisions and have greater clarity when guiding actions for the design of a successful and updated study plan.

Keywords —Trends, competencies.

I. INTRODUCTION

We are currently facing a complex world of constant changes that demand a continuous reflection on the validity and trends of the different academic programs offered at the national level.

Business Administrators are then responsible for administering, managing and optimizing the resources of an organization, seeking the socio-economic development of a region and a country.

An academic program that is not kept up to date in its context can hardly be competitive with other programs and runs the risk of being unattractive to students, which will lead to a decrease in demand.

It is important that you are clear about your competitive advantages to make a difference and transform your social and business environment.

The purpose of these trends is to facilitate the identification of the changes that are taking place in

order to be able to make decisions and have greater clarity when guiding actions for the design of an accurate and updated curriculum.

II. THEORETICAL FRAMEWORK

A. Social context of future professionals

In the current social reality, subject to constant changes, it is required that the formative process of professionals becomes complex and focused on diversity, since it is required to impact the academic life of the different public universities in the country. Thus, in the training process of professionals, it is essential to analyze the different ways in which the country will be impacted in the different social, economic and cultural contexts, together with the rapid development that, in the international context of the scientific-technological revolution, is being provoked in certain areas of knowledge[1]

Nowadays we face a complex world of constant changes that demand a continuous

reflection on the validity and trends of the different academic programs offered at the territorial level. A specific case is that of Business Administrators, who are responsible for managing and administering the resources of an organization, seeking the socio-economic development of a region and a country.

B. Historical development of the Administration

It is said that "Administration began at the same time as man, it emerged in primitive times. Administrative phenomena were shown in the way of organizing, gathering food, hunting, construction of pyramids. It appeared in the Antiquity, Middle Ages, Modern and Contemporary times". [2]

Management is therefore a set of important functions that are carried out within companies, seeking to achieve the objectives proposed by the organization.

III. METHODOLOGY

For the development of the proposed objectives, descriptive research will be used. According to Sampieri, "descriptive studies seek to specify the properties, characteristics and profiles of people, groups, communities, processes, objects or any other phenomenon that is subjected to analysis." [3]

Similarly, documentary research will also be used, which consists of "a series of methods and techniques for searching, processing and storing the information contained in documents, in the first instance, and the systematic, coherent and sufficiently argued presentation of new information in a scientific document" (Documentary research, n.d.). [4]

For this study, a population of convenience was chosen, which is made up of a total of 22 accredited higher education institutions in Colombia, of an official nature, that offer the Business Administration program, according to information obtained from the database of the

National System of Higher Education Information SNIES.

Only active public universities, main and sectional branches, accredited at high quality, undergraduate academic level and university level, with the name "Business Administration" as academic denomination, were taken into account.

IV. RESULTS

A. Diagnosis of the trends of the Business Administration program within the accredited universities of the official sector in Colombia.

In making an initial diagnosis of the main trends of the Business Administration programs in the selected population, first of all, it is possible to identify the soft competencies emphasized by the universities, such as:

- **Leadership. It can be defined as:**

Leadership is emerging as a topic of concern in the field of both public and private administration. It could be said that leadership is a dynamic and hardworking relationship, built over time, which is nothing more than the exchange that takes place between the leader and his team, in which leadership is a resource used in the situation, to provide guidance aimed at achieving the objectives set; "leadership is an ongoing transaction between a person in a position of authority and the social environment" [5]

Universities seek, therefore, to orient their efforts and strategies so that the professionals who contribute to society are leaders capable of proposing effective solutions that are committed to improving the quality of life of communities. Professionals capable of effectively leading organizations, which are the axis of economic development of societies, are needed.

- **Critical thinking.**

It is essential for professionals to be able to think critically about the different situations that arise within organizations. The business administrator must contribute his opinions and ideas in such a way that these generate effective solutions or help to improve the situation effectively.

During the documentary review, a study was found that was carried out specifically with students of the Business Administration program at the Universidad Francisco de Paula Santander Ocaña, which was conducted with the objective of analyzing triadic thinking and how it is related to sociodemographic variables, in order to make a proposal for improvements to the teaching-learning process from early stimulation in students.

It could be concluded that there is a proportional relationship in the three types of mind of the Business Administration students that varies between 40% and 42%. However, there is a "slight tendency towards circles and squares, which means that there are students who are quite emotional, very good at generating ideas, but not very risky in the execution of the action". [6]

- **Sustainable development.**

At present, it can be seen how all efforts are directed towards this important objective of Sustainable Development.

Sustainable development is a concept that first appeared in 1987 with the publication of the Brundtland Report, which warned of the negative environmental consequences of economic development and globalization and sought possible solutions to the problems arising from industrialization and population growth.

A very important type of organization that should be taken into account today is the B Corporations.

The concept of B companies continues to generate a myriad of benefits to companies and organizations, taking into account that in these times the construction of a healthy and responsible

humanity with everything that surrounds it, has become one of the main goals to promote the development of society, making this new way of running organizations, is embracing the universal idea of generating a positive impact. [7]

In this way, this modality is indispensable to help solve the problems of social and environmental impact on the planet, since such certification ensures the credibility of the entity, and, at the same time, helps to directly reduce social and environmental impacts, contributing at the same time to the development and competitiveness of the company and social innovation. [7]

Likewise, it is important to generate projects that promote sustainability in the different fields and also to generate strategies aimed at ensuring that farming families are the main beneficiaries of these projects. According to Carreño, "family farming generates employment, economic growth, development and competitiveness, aimed at enhancing competitive advantages through productive alliances, production alternatives and market specialization". [8]

Thus, a research was conducted in order to understand the economic and productive dynamics of peasant production systems in Sumapaz, on the cultivation of blackberry, and how this crop represents alternatives for closing technological, social and economic gaps in the region. [8]

- **Process Reengineering.**

According to Silva, "Process reengineering is an alternative for updating and improving production, seeking to adapt to a changing environment, which can generate a renewal in a manufacturing process, time reduction and higher quality in the final product". [9]

It is essential that future business managers know how to apply these processes within organizations so that they can generate changes that allow them to adapt effectively to the current changing conditions of global environments.

V. CONCLUSIONS

Higher Education Institutions must constantly review program trends, as well as comparative analyses with other HEIs in order to determine the topics towards which they orient their pedagogical strategies in order to guarantee that the professionals they contribute to society are people with an integral formation that generate significant changes in the environment in which they work.

In this research, 4 current trends were addressed according to the documentary review carried out, such as leadership, critical thinking, sustainable development and process reengineering.

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