

Diseño de un modelo estratégico prospectivo a partir de un análisis comparativo de la planeación estratégica en la licenciatura en Ingeniería industrial en Instituciones de Educación Superior como soporte en la toma de decisiones para la incorporación de los requerimientos laborales de las empresas en su diseño académico.

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Abstract

The objective of this research is to design a strategic prospective model that helps improve the integration of labor requirements in the academic design of Industrial Engineering programs at universities in Puebla, Mexico. The methodology used is qualitative, exploratory, constructivist and grounded theory. After interviewing 201 people from the three interest groups and analyzing the data, the existing gap between employers and academics is confirmed, in addition, the procedures for obtaining requirements and decision making are obtained, good practices and areas of opportunity are identified from which the proposed model is generated with specific actions to reduce the gap and improve the academic design according to the objective.

Keywords

Labor requirements, academic design, decision making, strategic prospective model