

THE TEACHING OF MANAGEMENT AND BUSINESS DEVELOPMENT OF YOUNG PEOPLE THAT ARE TRAINING AS BUSINESS MAN IN ECUADOR

LA ENSEÑANZA DE LA GESTIÓN Y EL DESARROLLO EMPRESARIAL EN LOS JOVENES QUE SE FORMAN COMO EMPRENDEDORES EN EL ECUADOR

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Abstract

Education for creativity and talent development, is conditional on the ability to undertake, competition integrative comprising attitudes needed to make us able to confront complex situations, develop plans, carry out ideas and put them into practice. Therefore, education for entrepreneurship means transmitting skills that allow students believe and create what they believe.

The role of entrepreneurs generated transformations in the convenience of managing processes in the public or private sphere and confront us with the emergence of entrepreneurial initiatives that generate a deep reflection on the legislation and policies and public institutions, such as means and not ends in the social, economic and political dynamics of countries with innovation. These situations, present at all latitudes, are also reality in our country and lead us to reflect on the kind of society that we are promoting.

The systemic nature of the enterprises established and has an impact on the ability of a nation to seek workable solutions to the social problems that have, creates the bases of national wealth driven by entrepreneurs to identify opportunities and develop them with hits.

Keywords: Entrepreneurship, educational skills, public policy.

Resumen

La educación en favor de la creatividad y el desarrollo del talento, está condicionada a la capacidad de emprender, competencia integradora que comprende actitudes necesarias para que seamos capaces de enfrentarnos a situaciones complejas, desarrollar planes, llevar a cabo ideas y ponerlas en práctica. Por tanto, educación emprendedora significa transmitir habilidades que permitan a los alumnos creer y crear en lo que creen.

El papel de los emprendedores genera transformaciones en las conveniencias de gestionar los procesos en el ámbito público o privado y nos enfrenta al surgimiento de iniciativas emprendedoras que con innovación generan una reflexión profunda sobre la legislación y las políticas e instituciones públicas, como medios y no fines en la dinámica social, política, y económica de los países. Estas situaciones, presentes en todas las latitudes, son realidades también en nuestro país y nos lleva a reflexionar sobre el tipo de sociedad que estamos promoviendo.

El carácter sistémico del emprendimientos establece y repercute en la capacidad de una nación de buscar soluciones factibles a los problemas

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sociales que posean, crea las bases de las riquezas nacionales impulsadas por emprendedores que identifican oportunidades y las desarrollan con éxitos.

Palabras Claves: Emprendimiento, competencias educativas, políticas públicas.

Inequality in a postmodern society is a natural result of the conditions in which its economy and its social organization develop. It has to do with the productive structure on which the system is based and at the same time on the mechanisms of distribution of the social product that arises from the social relations that are established. This inequality causes exclusion understood as a process of marginalization of segments of the population that remain outside the process of production, distribution and consumption within society. It is the fragment that we call total exclusion or marginalized or simply absolute exclusion.

The elimination of this is subject to gradualness and plays an important role in the capacity of states to create management mechanisms that facilitate the creation of wealth from endogenous resources, talent, independence of action and the formation of favorable conditions so that this human capital grows and progresses through the entrepreneurial movement.

The systemic nature of entrepreneurship establishes and influences the capacity of a nation to seek feasible solutions to the social problems they possess, creating the bases of national wealth driven by entrepreneurs who identify opportunities and develop them successfully.

The concept of entrepreneurship includes "learning to learn" and "learning to live together". This symbolizes that in this globalized world of constant change, human beings must be able to take on new learning in a creative way, with methodological rigor and with real gansas to undertake, thus obtaining new real opportunities to give legitimate answers to those problems that they derive from the contradictory processes of inclusion and exclusion that affect the perfection of societies.

But for all this to be possible it is necessary that the possibility of acquiring and developing the learning, skills and abilities considered basic for personal development and even in the exercise of democratic citizenship should arise, so that the young people are more aware of the realities existing in their environment.

In general, it is understood by public policies government actions that seeks to generate responses to the various demands that the society poses to the state, are general guides that promote the social economic development of a nation, constitute a strategic tool that directs the development and the general welfare.

Examinations of public policies imply unraveling the state, its administrative organs and the political system in terms of its empire over the economic and social, while it states the explanation and the search on the functional feasibility of structures and bureaucratic processes from a global perspective. It is, in the last analysis, the study of the action of the public authorities in the social. Public policies have a cyclical manifestation that begins with the existence of a social need, followed by public appreciation, since it must be made visible, continuous with inclusion in governmental decisions, and concludes with the

formulation of alternative solutions to the social problem through a political algorithm that can encompass legislative sustenance.

In order to consolidate entrepreneurship as a source of wealth in the equator, it is essential that public policies develop four fundamental strategic axes:

- Structure competency training in basic and university education in Ecuador.
- Counseling and training of entrepreneurs.
- Structuring favorable conditions for the development of enterprises.
- Gubern government support for newly formed companies.

Structuring training by competition in basic and university education in Ecuador

Education must face the challenges posed by the new opportunities opened up by technologies, which improve the way we produce, organize and access knowledge, where everyone can be guaranteed equitable access to these technologies at all levels of education systems.

Education is a right of each and every human being and requires the non-delegable commitment of the states and the active participation of society so that good intentions are transformed into a real education within the framework of state public policies, taking into account that at the global level, education is one of the main state policies that aims at the human being to develop in a holistic way.

The educational training by competences has a direct relation with the evolution of the teaching. It is to educate to apply the knowledge in the resolution of the problems that from the social reality is demanded to the individual, is not to train to fulfill the mandates of the labor market is to develop the ability to do with an axiological component that seeks the solution of the social problematic.

According to Añorga (2012), as a product of globalization, scientific and technological progress, educational training has been resisted to a series of changes in recent decades. Formulation of proposals that seeks to have education reformed and aligned towards a student-centered approach that will functionally recognize the requirements of the work and progress of nations. These changes in education encompass various aspects of the training process, which are translated into the curriculum model.

The training by competences, Batista and Barcárcel (2017), is the demand for comprehensive training because it expresses the need for the development of an educational style that seeks not only to instruct students with the specific knowledge of science, but to offer them the elements necessary for them to grow up as integral individuals and to reach out to develop all their characteristics, conditions and potentialities.

The authors based on the systematization made in the documentary review and the reasoned approach to the existing literature establish as a definition of educational competences a set of cognitive resources, skills, values and attitudinal resources developed in a formative process, that enable someone to effectively and pertinently solve various situations and problems of material reality.

The competences presuppose, therefore, González and González, R. (2008), that the knowledge, mental operations, attitudes, values and capacities to use diverse abilities in the accomplishment of tasks that seek to solve social needs.

Competence training in Ecuador requires a perspective of change and transformation, it is necessary to form a social being, with new skills and professional attitudes, show focus on their sense of belonging, discover the purpose of their knowledge, know how to do, check his needs to continue learning, interpret the state of the social-economic environment in which he intervenes and develops, as a way of appropriating the reality that surrounds him by critically reflecting on it and deciding with autonomy and intellect.

In recent years, Ecuador has undergone profound political changes, which have supported the transformation of the country's political, social, economic and educational sector, a highly competitive and high-quality business economic scenario that requires professionals with new skills labor, capable of successfully facing the new challenges posed by a new society.

In this context, Rade (2009), is conditioned to the Ecuadorian education to the formation and development of useful knowledge that can be absorbed by the social-productive processes as an indispensable support for the development and progress of the country, in all its areas. Public educational policies in training by competencies must establish mandatory in the development of these curricular goals and especially in the competition of entrepreneurship as a tribute to training, aligned with the community requirements to develop for the general welfare.

Advice and training of entrepreneurs

Learning from the experiences and good practices of others, acquiring a better understanding of the skills and knowledge that will be needed to support clients and demonstrating your training according to accreditation standards for entrepreneurship and business creation are necessities that has to be formed on the equator from advice and training.

According to Contreras, Garofalo and Medina (2017), there are currently people who without a formal study make their business idea a total success. But the difference between a management professional and an empirical administrator is that when solving any type of inconvenience or problem that is present within the organization, the management professional is able to solve it on its own, since it is formed to maintain a harmonious organizational behavior and to have a broader perspective of the environment in which it is developed, while the empirical administrator needs to be advised.

That is why among the purposes that have been established by common agreement between all the institutions that support entrepreneurship and business development that are part of the value chain of business creation and its sustainability, is the consolidation of projects.

From this point on, it is necessary to articulate and coordinate activities aimed at strengthening the processes of competitiveness and productivity from different local and regional levels, so as to identify the innovative components of great social, economic and technological impact that contribute to the improvement of job opportunities, income and improvement of the quality of life

of the inhabitants of the region, expanding the participation radius and having an impact on local and departmental economic development.

In addition, this allows the design of strategies that act as facilitators of their implementation, which in turn provide the information required to identify the main development actors, channeling resources, establishing interinstitutional agreements, strategic alliances that will contribute to the identification and implementation of activities for their joint management and finally to access more effectively the required information which enables their execution. Carrying out this effort through the combination of wills will contribute to the strengthening of management and entrepreneurship in the business sector of goods and services, with a strong competitiveness component that will make it solid and effective against the demand of its own national markets and foreigners. All of this is based on the efficient use of technical, technological, environmental and human talent resources that are the ones that make business performance highly efficient.

So take charge of your own professional development and get the most out of the opportunities of the environment to seek social needs, found actions that can be catalyzed with differentiated advice and training.

The Public Administrations in the equator should promote self-employment and entrepreneurship through active employment policies and through structural and cyclical measures, understanding them as effective instruments to improve the labor market, generate employment and promote employability and entrepreneurship, especially among the youngest.

Entrepreneurship and SMEs are fundamental in the functioning of the Ecuadorian economy, starting with the rate of entrepreneurship that shows Ecuador as the Latin American country with a higher level of entrepreneurial activity, enhancing the SME sector as the main source of job creation in the country.

The Ecuadorian Constitution, in its Article 280, establishes the elaboration of a macro National Development Plan that is capable of achieving a synergetic effect in terms of plans, programs and projects together with the management of resources in a recurrent cycle. As far as youth issues are concerned, the constitution has important normative advances, since for the first time young people are included in an Ecuadorian Magna Carta, thus explicitly recognizing their existence and understanding young people as strategic social actors for the development of the country.

It is precisely the young people who are the fundamental promoters of entrepreneurship, their needs for intrinsic change in their reluctant condition to follow traditions and their willingness to break paradigms demand of the state the need to foster this attitude, adopting public policies tending to ensure the success of the management of these entrepreneurs through counseling and training.

It is not enough the genius of the idea which without guidance does not generate the success of the project, making the profile and motivation of the entrepreneur important the general economic context and the sector in which it operates, the necessary financing in the short and medium term, availability of adequate human and material resources, contacts of potential customers and suppliers, among others.

A public policy aimed at sustainability based on the advice and training of entrepreneurs could not be demonstrated in the research carried out by these authors, the mandates implicit in the constitution of the republic of 2008 have not materialized in a system of actions integrated in a government policy that propitiates the real development through advice and training of Ecuadorian entrepreneurs.

Structuring favorable conditions for the development of enterprises the entrepreneur is an individual who has a managerial orientation, to create a company, to innovate, has a comparative advantage in decision making because he will have a greater knowledge about events and opportunities, it is who takes risks and profits. Being an entrepreneur means being able to create something new or to give different use to something already existing and in that way to generate an impact on your own life and the community in which you live, is flexible enough to adapt ideas, has the necessary creativity to transform each event into an opportunity. It can be said that an entrepreneur can and should be an entrepreneur but not necessarily an entrepreneur is an entrepreneur.

From the investigative analysis, the assumption was made that there are three factors that explain the development of entrepreneurship in a given region, its culture, the formation that society receives from this region and the available funding.

The training was analyzed in the first of the strategic axes on which the process of evolution of the entrepreneurship in Ecuador falls, reason why it is necessary to approach the culture and the financing.

The culture of entrepreneurship is a way of thinking and acting, oriented towards the creation of wealth, through the use of opportunities, the development of a global vision and a balanced leadership, the management of a calculated risk, whose result is the creation of value that benefits to the entrepreneurs, the company, the economy and the society.

It compiles a set of settled values in conscious actions, having in it a high incidence the educated education and the legal system that sustains and understands much of those values. In Ecuador there is a culture of entrepreneurship demonstrated in the constant search of its people to generate wealth, solutions to the growing social and economic problems that arise and the predisposition to undertake the Ecuadorian.

The legal system supports from the constitution and other complementary norms this intention whose materialization has as main obstacle the existence and availability of financing and the volume of bureaucratic obstacles, which from the organs of public administration are imposed.

Financing is another of the difficulties facing entrepreneurship in Ecuador, there are no public policies that in a real way lend credit to entrepreneurs, leaving to self-management, leaving excellent initiatives deferred and not implemented.

Government support for new corporations

One of the strategic lines for the management of entrepreneurship is the support from the government to the creation, improvement and sustainability of micro, small and medium enterprises, it is a question of making integral services

available in an accessible, agile and opportune way to the entrepreneurs and MSMEs, according to their size and potential in one place.

It is an instrument that seeks to support companies in particular the smaller ones and the entrepreneurs with the purpose of promoting the national economic development, through the granting of temporary supports to programs and projects that foment the creation, development, viability, productivity, competitiveness and sustainability of micro, small and medium enterprises. This strategic axis has not achieved a visible development in Ecuador so it is necessary a real and decisive intervention from the central government that reverses the precariousness of the attention and development of the entrepreneurial capacity.

Entrepreneurship must be approached from its complexity as a system, where the strategic axes work with synergy and at the same time with recursion so that each one of them reaches independence without leaving to contribute to the macro-generating system.

In conclusion we must mean that the elimination of social inequality and the increase of wealth is subject to gradual achievement, where the ability of states to create management mechanisms that facilitate the creation of wealth from the creative transformation of endogenous resources, talent, independence of action and the formation of conditions conducive for this human capital to grow and progress through entrepreneurial displacement.

Entrepreneurial capacity is a system that cannot be separated or function independently of state functions, which is obliged to play a leading role through the public policies that make possible the realization of this objective. In order to consolidate entrepreneurship as a source of wealth in the equator, it is essential that public policies develop four fundamental strategic axes: Structure training by competition in basic and university education in Ecuador, counseling and training of entrepreneurs, structure conditions conducive to the development of enterprises and guarantee government support to new companies.

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