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PERCEPTION OF THE INDUSTRY ABOUT STUDY PLANS AND TEACHING METHODOLOGIES OF THE ENGINEERING EDUCATION PROGRAMS AT UNIVERSIDAD POLITÉCNICA DE BAJA CALIFORNIA, MEXICO

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ABSTRACT

This study has, as objective, to describe the perception of the industrial area regarding the liaison actions of Universidad Politécnica de Baja California. We surveyed a non-probabilistic sample of 60 representatives from companies located in the city of Mexicali, Baja California; corresponding to six areas of industry: aerospace, automobile, communication, electronic, metallurgic, and plastics. The design of the study was quantitative, non-experimental, cross-sectional, descriptive; having as variables the analysis of liaison with the industrial area, the plans of study for the training of individuals to face and solve this challenges, and the teaching methodology for comprehensive training. In order to obtain the data, we designed a structured survey based on the surveys from Bedoya and Chávez (2010), UPP (2013), and Alcántar, Arcos, and Mungaray (2006). The survey was administered electronically, focusing on the data from Excel tables and were taken in 2017. The analysis technique was descriptive, and frequencies and percentages were obtained. The analysis results showed that the perception of the industrial area regarding the liaison actions from the university is, in general, good, specifically in the areas of Communication, Electronics, and Metallurgy.

KEYWORDS: *Study Plans, Teaching Methodologies, Liaison with Industry, Technical Colleges*