

IMPROVEMENT OF THE STUDENT RECRUITMENT PROCESS OF THE BUSINESS ADMINISTRATION CENTER CASE STUDY: UPPER MIDDLE SCHOOL THROUGH THE METHODOLOGY OF MULTI-CRITERIA TECHNIQUES FOR THE CORRECT DEVELOPMENT OF A STRATEGIC MARKETING PLAN.

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Abstract-- The present project seeks to analyze the most important factors that influence high school students when choosing a high school. A 90% confidence interval and a 10% margin of error were used for the research. The multicriteria technique was used for the development of the research. The results indicate that the most relevant aspects in the surveys were economic, academic prestige, location and curriculum.

Key words: Improvement, strategic market, multi-criteria techniques.

INTRODUCTION

Nowadays, education should be considered the most important pillar that a young person should aspire to, since thanks to it he/she will have the opportunity to enjoy a better quality of life. But it is also important to mention that public education can no longer supply a population that year after year overpopulates government schools.

This is why private institutions are becoming more and more present in which they have had a great response to the demand of students who wish to start a school education, however, it is also known that each time the demand of students who wish to start a high school education is increasing.

The economy has been affecting the pockets of an entire society and for this reason only a few enjoy an education. Meanwhile, it is important to mention that society also increasingly relies on private schools for a good education, since they can offer a more personalized educational service, among other things.

The Business Administration Center (CEAN) is a very young institution in the educational sector that seeks to transcend, however, it faces a very strong competition in the same area of Chalco, State of Mexico.

Therefore, it is important to mention that it seeks to increase student enrollment, since student recruitment has been a little slow [1]. In 2016 they reopen the doors of the Business Administration Center, It seeks to analyze the tastes and interests of young people.

The realization of this project arose from the need to increase student enrollment with quality standards.

For this purpose, an expert validation of the most relevant variables will be developed using the "Multicriteria techniques" methodology in order to implement a marketing plan that will allow for

to attract the largest number of young people to the upper secondary level [2].

That is why the business administration center (CEAN) through the development of this plan and with the analysis of the current situation of the institution, the necessary elements will be identified, in order to visualize the appropriate scenario towards which this educational institution should be directed [3].

This institution considers education as the ladder of knowledge that allows to advance both personally and professionally, to this extent it is of great importance for the growth of the municipality of Chalco, as a country and in general the world. However, Mexico has the third highest percentage of young people who do not study or work, among the 34 countries of the Organization for Economic Cooperation and Development (OECD), only below Turkey and Israel [4].

This is alarming, however it is a satisfaction to be part of the educational market and that in a certain way there is a contribution to the formation of future professionals. To this end, the attraction new students increasingly inclines their tastes for the curriculum and infrastructure [5].

METHODOLOGY

TYPE OF RESEARCH

This research is of mixed type because it will involve the qualitative and quantitative so to investigate it is necessary to conduct surveys that allow to know what are their tastes and preferences, as well as the needs of the customer's customer. And therefore the quantitative research, once this information is collected, the statistical tools will allow this research to be more accurate.

Thus obtaining reliable results, achieving the objectivity of the project [6].

RESEARCH DESIGN

The ideal of the research is descriptive since it describes the systematic way and characteristics of a sample population, situation or areas of interest. It is also experimental in nature since it is being investigated with a degree of reliability of the

90% and a margin of error of 10%, thus cause and effect, where it is possible to represent it in a design of experiments. It will propose new parameters for a marketing plan.

POPULATION AND SAMPLE

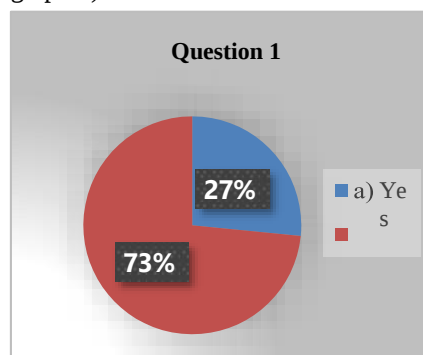
The dependent variable is "Enrollment of students I want to increase" while the independent variables are the following: Time, money, prestige, location, the teaching staff, the cost of enrollment and tuition, once having these data a sample will be made to 60 students with a degree of reliability of 90% and a margin of error of 10% [7].

Specifically segmenting young people aged 15-18 years old of the municipality of Chalco. For this purpose once these data were recorded, the methodology "multicontrol techniques" or better known as expert validation was used.

In the first instance, it will be possible to know if a person is an expert on the subject, secondly, it will allow internal and external consensus on the opinions of people specialized in the subject, and finally, it will allow the generation of new knowledge from internal and external validation [8].

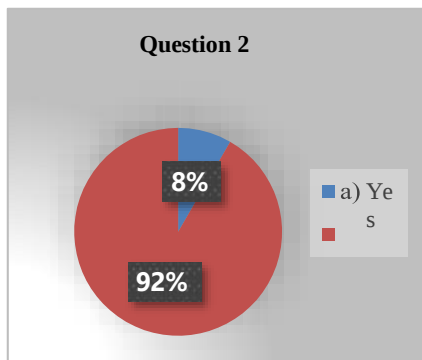
ANALYSIS OF RESULTS

The graph represents the results of question 1, corresponding to the prestige of the business administration center (CEAN), where 27% know the institution and 73% do not know the institution (see graph 1).



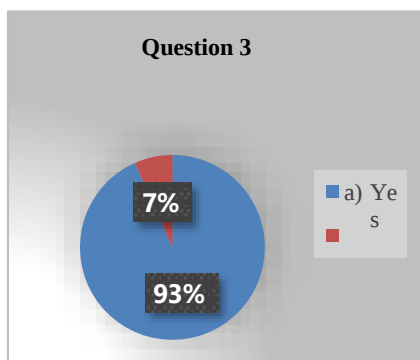
Graph 1. Results of the prestige of the business administration center (CEAN).

The graph represents the results of question 2, regarding the location of the campus. Eight percent say that they know where the campus is located and 92% do not even know where it is located (see graph 2).



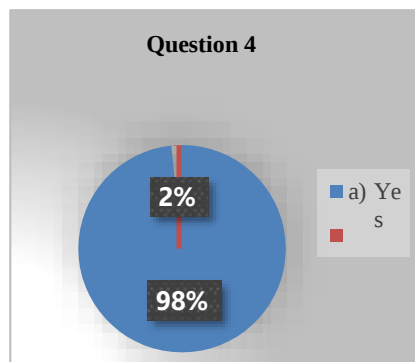
Graph 2. Results of the location of the campus.

The graph represents the results of question 3, corresponding to the cost factor. Seven percent say that cost is an important factor when choosing an institution, while 93% say it is not important (see graph 3).



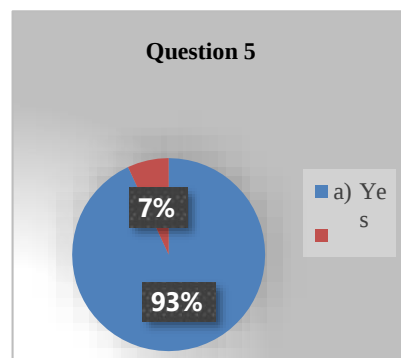
Graph 3. Results of the cost factor.

Graph 4 represents the results of question 4, with respect to the curriculum. Two percent say that it is essential to know the curriculum before choosing an institution, while 98% say that it is not important (see graph 4).



Graph 4. Results of the study plan.

Figure 5 represents the results of question 5, corresponding to the proximity of the institution. Seven percent say that the proximity of an institution is not important, while 93% say it is not important (see Figure 5).



Graph 5. Results of the proximity of the institution.

Graph 6 represents the results of question 6, corresponding to the diversity of options for choosing an institution. Three percent of the young people did consider another option before choosing that institution, while 97% would not consider another option (see graph 6).

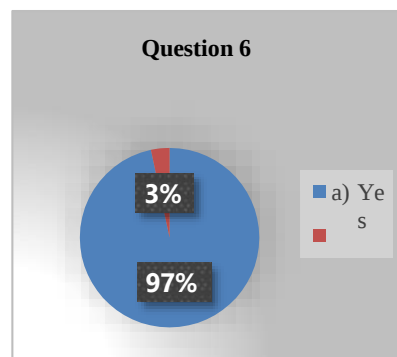
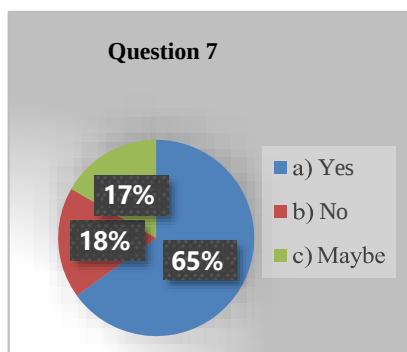


Figure 6. Results of the diversity of options for choosing an institution.

Figure 7 represents the results of question 7, regarding sports activities. Sixty-five percent consider it important for the institution to have sports activities, while 18% do not consider it important, while 17% say that it might be important (see Figure 7).



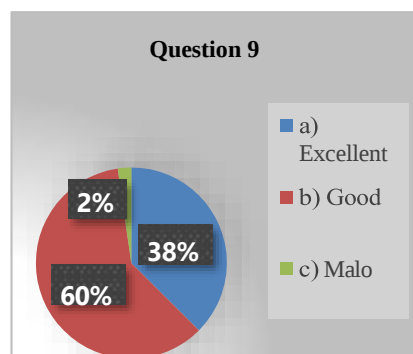
Graph 7. Results of sports activities.

Graph 8 represents the results of question 8, corresponding to infrastructure. 10% consider that infrastructure is important because it is a place to work, while 6% say it is for comfort and 84% say it is important for safety (see graph 8).



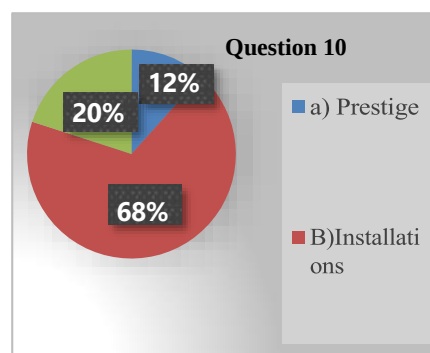
Graph 8. Infrastructure Results.

Figure 9 represents the results of question 9, regarding customer service. Thirty-eight percent said that the service provided by the institution was excellent, 60% rated it as good service and 2% as bad (see Figure 9).



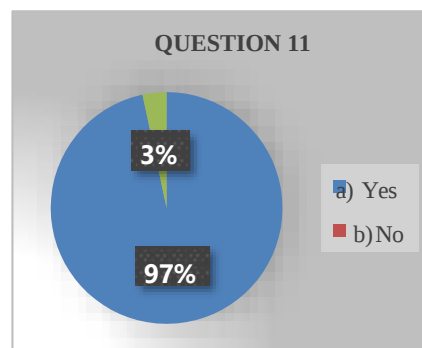
Graph 9. Results of customer service.

Figure 10 represents the results of question 10, corresponding to the reasons for enrolling in the business administration center (CEAN). 12% say they would enroll in the institution because of its prestige, 69% say because of its facilities, and 20% because of recommendations (see Figure 10). And 20% because of recommendations (see Figure 10).



Graph 10. Results of the reasons enrolling in the business administration center (CEAN).

Graph 11 represents the results of question 11, corresponding to trained teaching personnel. Ninety-seven percent say that trained teachers are essential, while 3% say it is maybe important (see graph 11).



Graph 11. Results of trained teaching staff.

RESULTS

Based on the results obtained from the sixty people surveyed and using a 90% reliability interval with a margin of error of 10% in the first question, do you know who is the Business Administration Center (CEAN), 73% do not know, while 23% do know who it is. In the next question, Do you know where the Business Administration Center (CEAN) is located? 92% do not know and 8% do know. In the third question, do you think that cost is an important factor for entering high school? 93% say that it is indispensable, and 7% say that it is not so indispensable. In the fourth question, do you consider it essential to know the curriculum offered by the institution at the time of choosing, 98% say that it is essential and 2% say that it is not essential. The fifth question: Do you consider that the proximity of the institution is an important factor? 7% say it is important and 93% say it is not.

In question six: "Would you consider another option before choosing a business administration center (CEAN)?" 97% of respondents said yes, while 3% did not, while question seven: "Do you consider it important that the institution has sports activities?" 65% said yes, while 18% said no and 17% said maybe, in question eight: "Why do you consider that infrastructure is an essential part to enter the high school? 84% of respondents say it is for safety, 10% because it is a place to study, while 6% say it is for convenience. On the other hand, in question nine, how would you rate the service you received from the staff of the CEAN business administration center?

60% rated it as good, 38% as excellent service and 2% as bad. In question 10, what would be the main reason for joining the business administration center (CEAN)? 68% said it was because of its facilities, 20% because of recommendations and 12% because of its prestige. Basically, these results in this study sample indicate that the economic elements are the ones that create inequalities among the decisions that young people can make. The objective was to investigate the choices of

The purpose of this study is to find out what factors determine their preferences and the reasons for their choices.

The results indicate that the most relevant aspects in the surveys are economic, academic prestige, location and curriculum (Grajalez, 2005).

CONCLUSIONS

In the present investigation it gave rise to describe the main problem of the Business Administration Center (CEAN) there has not been an increase in the enrollment of new students for high school so that the recruitment of the same is very deficient. Therefore, it was necessary to study the factors that a young person from fifteen to eighteen seeks in an institution.

Therefore, it was necessary to determine general objective and the specific objective according to the research questions. Therefore, the general objective is to increase student enrollment through the methodology of multi-criteria techniques for the correct application of a good marketing plan, case study: Chalco Business Administration Center.

RECOMMENDATIONS

Thanks to this research, it is possible to increase not only at the high school level, but also at the higher education level, taking advantage of the online modality to make it an area of opportunity to train the best professionals in a globalized and competitive world.

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