STUDENTS’ PERCEPTION OF THE SUBJECTS’ CONTENTS APPLICATION RELATED WITH THE BACHELOR OF BUSINESS SCIENCES AT UNIVERSIDAD TECNOLÓGICA DE LA MIXTECA, BY TAKING PART ON THE BEERTUAL CHALLENGE 2012

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Beertual Challenge is a competition organized by Grupo Modelo, who is the most important group in Mexico in the beer industry and other related products. Grupo Modelo invites higher education students of Mexico, Spain and Argentina to take part of the Beertual Challenge. This competition is about how the students take management decisions using simulation software developed by StratX. The students of the ninth semester of the Bachelor of Business Sciences at Universidad Tecnológica de la Mixteca (UTM) located in Oaxaca, Mexico, take part on this challenge, trying to apply what they have learned in the subjects’ contents of the program.

The students answer a questionnaire about their perception on how they applied some of the contents of the programs and what other skills outside the programs they think they need to improve their abilities. Also if the use of the simulator is a real approach to what they think they need in the real world, among other aspects related with the use of the simulator’ software and the programs skills. As a result of the experience, the instructors can improve the participation of the students, so they will be able to apply most of the skills learned in the bachelor’s program for obtaining better skills in the real world.