

Innovation and Use of New Teaching Technologies in Undergraduate Learning and Empowerment for the Labour Market

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Abstract—The present study aims to investigate the perspective of students in the business course on innovation and the use of new teaching technologies in undergraduate learning and empowerment for the labour market in a city in northeastern Brazil. The methodology study is qualitative, conducted through a questionnaire tech-nique with open questions with students from a higher education institution, graduates of the business course and others who have already completed and are looking for space in the labour market. The results obtained in the present study suggest a greater participation of the university in the articulation of its trained professionals with the local companies, serving as a support platform and in this way enabling some monitoring of these graduates at the entrance of the local market, through networks of contacts that bring together companies of recent graduates. The conclusion of the study is that there is a complex situation, that despite the difficulties imposed by the economic crisis and lack of local opportunities, the chance of getting a job is better for those who, in fact, absorb as much of the knowledge that the course offers and get their diploma.

Keywords—Profession, business, university.

1 Introduction

Academic influence in the labour market is an important concern for students and higher education institutions [1]. In the case of small cities in northeastern Brazil, many jobs are dependent on public initiative [2], as private resources are few or insuf-

ficient [3], due to various factors such as water scarcity [4], few industries [5] and very competitive retail [6] for being one of the alternatives for income generation.

The search for stability, good jobs and salaries, several young people enter a college to finally reach the dreamed profession [1]. However, in cities like the one surveyed, this dream has become frustrated and many enter the informal market. Those who are leaving the college have little (sometimes none) experience in the intended area, falling behind in the race for a job. The economic crisis and rising unemployment further complicate the situation [2].

In the last decades, the labour market in Brazil has been undergoing great transformations [7]. However, the informality that persists is a problem that has generated several discussions, but little is studied about the determinants of informality employment. The problem seems to us to be not only local, despite the governmental actions developed in Brazil in recent years, aimed at professional qualification having as the discourse for employability, there was an increase in the unemployment [8]. It is important to remember that the development of capitalism, with the use of technologies, has led companies to rethink the human workforce. Thus, especially in Brazil since the 1990s, companies have adopted toyotism methods, such as flexibility and new ways of organizing the work process. Therefore, we remember that unemployment is not determined only by the difficulty of training and education.

Another path that has been proposed for recent graduates is entrepreneurship, but many of them have also been frustrated with this possibility, it does not bring the long-awaited stability [9]. In view of the context presented, it is worth questioning the traditional form of teaching [10]. There is a need for better reflection on the use of active teaching methodologies [11], as well as the use of training through distance education [12]. Rethinking management education while valuing entrepreneurship can be a relevant form of practical learning to be considered. Thus, the present study aims to investigate the perspective of students in the business course on innovation and the use of new teaching technologies in undergraduate learning and empowerment for the labour market in a city in northeastern Brazil.

2 Methodology

The research method utilized is survey. Survey research may use a variety of data collection methods with the most common being questionnaires and interviews [13]. This type of research allows for a variety of methods of instrumentation. Survey research can use quantitative research strategies or qualitative research strategies using open-ended questions), or both strategies. It is often used to describe and explore human behavior. In this study surveys are used to understand the opinion of the students with open question.

The study is qualitative, conducted through a questionnaire technique with open questions with students from a higher education institution, graduates of the business course and others who have already completed and are looking for space in the labour market. Qualitative research is a scientific investigation focused on the pertinent character of the objective analysis, which studies its particularities and individual

experiences, in which the respondents answer questions more freely, so that they give their point of view on the given related subject with the object study [14].

The data collection instrument used was a questionnaire with open questions. The questionnaire was applied through an instant messaging application. The questionnaire asked about: the respondent's view of the course he was studying and whether it would improve his life as a whole; the degree of knowledge of the labour market and the interest of companies; the security that the participant would have at the end of graduation entering on labour market; the utility of the undergraduate course in the respondent's life. From the answers, the data were tabulated. The analysis technique used was the content analysis using procedures that analyzes the description of the message content [15]. Content analysis is a methodological tool and stresses the relevance of describing the content of messages, by analyzing the informants dis-course.

3 Results and Discussion

The survey was applied interactively, via the instant messaging app. The questions were sent in a single block, and the participants answered them promptly. When asked about the perspective regarding their future as managers, most students reported that the prospects are very low. According to them, the city does not offer good positions for managers and there is no salary increase. So, it is possible to observe in the discourse that your expectation is about looking for an employment, to have a salary and advance career.

Regarding the question about the local market for the business professional, whether or not it is promising and if companies are looking for this type of employee for their staff, they replied that “Mostly, there are few companies that specifically seek a manager” (Respondent B). This means that there is a lack of local interest in the companies for the business professional, thus, having a degree in the area does not represent such an important differential because companies are looking for something more. Generally, companies are looking for proactive professionals, able to solve problems and trained for the labour market. Mainly with ability to innovate and adapt to any adverse circumstances. This something more could, for example, be added to the students' training path through new Technologies [16], [17]. However, it is important to prepare the students with another teaching forms. The new teaching technologies may include the use of distance education [18]-[25] and new ways of conducting learning [26]-[31].

The students' opinion in relation to the companies in the city needs more professionalism, and the reasons for these companies not hiring professionals in the area, they responded by stating that “yes, they believe it is due to the expense, or the fact that they think that anyone who has already worked in the management area can act like a trained professional” (Respondent D). Thus, it is noted that companies seek to save on hiring professionals and seek cheaper alternatives, believing that the management function can be done by a person with some experience in the management area.

When asked about the ability of graduates of the business course to run a company in our city, the vast majority stated that they receive many theories and miss some practical experience. So, there is insecurity in taking over a company. Despite the availability of internships, they are insufficient for everyone, and there is a lack of further clarification on the importance of their participation. The internships could be used as a strategy for innovation in learning during the undergraduate course [32]. The practice of active methodologies with the creation of projects using Problem based learning - PBL is a good option to prepare students for the labour market. Many innovation projects are created with the aim of providing some experience with the labor market

As for the question about the importance of the business course in the organization of personal and professional life, the subjects replied that the course was important for the organization in general, market, political, economic and social view. Thus, it is notable that the course covers beyond the individual's professional life, generating important gains for personal life and gaining knowledge in various areas. In this way, education, by making the student think for himself with the use of active methodologies, can boost the student's empowerment. Learning to work with projects and as a team helps in the training of professionals. This helps to make the professional more proactive. Because the students get a real experience with the company [33].

The results obtained in the present study suggest a greater participation of the university in the articulation of its trained professionals with the local companies, serving as a support platform and in this way enabling some monitoring of these graduates at the entrance of the local market, through networks of contacts that bring together companies of recent graduates. The use of information technology-based platforms could facilitate this approach [20], [24].

It is also possible to affirm that it is necessary to improve the qualification of students through more practical methods, in a way that generates some experience and training currently required by companies, using important tools such as junior companies and business incubators. It is also important to note that the idea that a student who leaves a college has not learned anything about running a business is mistaken. Each student has a background in education, as they knew how to take advantage of what they had been taught. So that others they did not care about teaching and were more concerned with simply receiving the university degree.

Finally, the path of entrepreneurship is an interesting alternative for these professionals. Despite certain advantages and disadvantages, such as insecurities and instabilities, in the world increasingly fewer jobs, but never less work, through incentives and partnerships with public and private entities. It is necessary to engage the university in implementing policies to support entrepreneurship and empowerment for the labour market.

4 Conclusion

The conclusion of the study is that there is a complex situation. Despite the difficulties imposed by the economic crisis and lack of local opportunities, the chance of

getting a job is better for those who, in fact, absorb as much of the knowledge that the course offers and get their university degree.

In view of this, it became evident that there needs to be a better valuation of the business course by local companies. Actions must be taken so that these companies know the quality of the course and of these professionals who graduate from the educational institution. However, the university needs to better monitor the entry of its graduates into the labour market. It's important to improve the techniques of students' practical experiences to be a link between companies and students.

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