THE ROLE OF THE UNIVERSITY OF VERACRUZ AS AN INSTITUTION OF HIGHER EDUCATION IN THE STRENGTHENING OF STUDENTS’ VALUES

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Abstract

Today, are identified a series of problems that affect society, such as economic inequalities, unemployment, loss of purchasing power, insecurity, family disintegration and in general the lack of values. To reduce these problems, the government establishes public policies aimed at minimizing the lag in its different spheres and boosting the economic and social development of its inhabitants.

So, universities tend to focus on establishing the appropriate mechanisms to promote values among their students and with this way, to promote a transformation in their behavior, which begins by recognizing the importance that the educational institution is playing in the performance of its students in society. Universal values as a set of characteristics and norms of coexistence of the human being are considered positive and valid qualities in a determined period. They are usually considered innate to human nature; these values have long been object of study of ethics and morals. The strengthening of values in higher education is crucial nowadays, since values in education are undoubtedly one of the most important axes of education today, since an education that does not promote the teaching of values, it is not a complete education.

The University of Veracruz gives the students an approach that leads them to experience the values through educational programs based on competencies, not only to know them but also to lead the students to reflection, to use them in their daily life, to put them into practice in their relations with others and with their conception of the world, so that the values become a part of the qualities of their personality and their life.

Objective:

To know the opinion of the students about the importance of strengthening the values in the University, in order to contribute to a better ethical and moral performance.

Development:

For the development of the work, a quantitative methodology was used, which allowed the analysis of the results obtained from an applied survey to the students of the 7th semester of the Faculty of Accounting in the University of Veracruz, Mexico. The results are mainly based on the analysis of the students' opinion about the values referred to in the survey.

Conclusion:

Integral training must go beyond just educating, mainly it tries to turn educational institutions into generators of a climate that makes possible the practice of values in everyday life. Universities are intended to be institutions that train students with a critical vision, with a capacity for self-learning, with values and social solidarity, with respect for human rights and the care of the environment, and to form citizens who have all the instruments necessary to participate in decision-making and contribute to building a democratic society based on social, scientific and technological development.

Keywords: Universities, values, education, higher education.

1 INTRODUCTION

At present, the social environment, insecurity, family disintegration, economic inequalities, unemployment, loss of purchasing power and all these situations that affect us, impels the universities to focus even more on establishing adequate ways to enhance the values between its students and with this to promote a deep transformation in their behavior, which begins recognizing the importance that the educational institution is playing in the performance of its graduates before the society. The
strengthening of values in higher education is urgent today; Since values in education are undoubtedly one of the most important axes of current education because an education that does not promote the teaching of values is not a complete education.

2 BACKGROUND

The university should give values an approach that leads the student to experience them, that is, to know and feel them as important, if he does not achieve this, he can not change his behavior. Value should not only be known to people, but must lead the university student to reflection, to link it with his daily life to put it into practice in his relationships with others and with his conception of the world to be part of the Qualities of his personality and his life. It also requires a great balance not to fall only in the normativity of the contents, as well as to promote self-knowledge, reflection and active and conscious practice around values. It is necessary to take into account that the young people when they enter the University already bring a baggage of values, customs and experiences that form and develop their personality throughout their life in a complex educational process in which they take part, the family, the school And society, since it is precisely during childhood that human beings learn to know the values according to the teachings they are receiving in the family that is what they will take as an example, hence the need for parents also Have enough information in order to be able to transmit to their children the basis of an education that allows them to integrate and develop successfully in their human relationships during their lives. Therefore, it will be necessary to strengthen that positive part of their knowledge and attitudes and to induce them to understand the importance of reinforcing them in order to achieve their integral development that will allow them to reach the planned goals, which in this university period acquires an extraordinary importance since it is in this When there are greater possibilities for the consolidation of values that will work with mediate perspective, active position and personalized reflection. Education in values at the University is the responsibility of all teachers and should be applied in all curricular and extracurricular activities that are developed, but mainly through the teaching - learning process. The role of teachers in the task of fostering and reinforcing values is very important so it should be a facilitator of learning and at the same time the personal development of students. Likewise, the university administration should always foster an environment in which values are the foundation of an education aimed at achieving an integral human development that seeks to train the man and prepare the professional with the attitudes and behaviors that allow him to regulate a criterion on the Problems of the world today so that it can participate in a responsible, congruent and purposeful way in its solution.

3 METHODOLOGY

A questionnaire was applied by means of non-probabilistic sampling for convenience to a group of 41 students of the 7th period of the Licentiate in Accounting of the Veracruz University in the Veracruz region about their opinion about the University fomenting and reinforcing the values already learned For them through their personal experience in the familiar coexistence and social environment, as well as in the different educational levels that they have studied.

4 RESULTS

The results obtained from some of the questions of the questionnaire related to the promotion of values are as follows:

1 Question number one: Is it important to promote and reinforce values in university curricula?
93% of the students surveyed answered "YES"
7% of students surveyed answered "NO"

1.1 Derived from the same question, students give us reasons why it is important to promote and reinforce values in university curricula:

- 34% said "To be better people and professionals"
- 15% said "Because the essence of values is being lost"
- 12% said "For its application in daily life"
- 5% said "To live in harmony"
- 27% said "Other reasons"

1.2 Derived from the same question, the students give us reasons why "It is not important" the promotion and reinforcement of values

- 5% answered "Because they already know"
- 2% responded "Ignore"

1.3 Derived from the same question, the students respond to the stage of their studies they have been mentioned the promotion and reinforcement of values

- 100% answered that in Primary
- 83% answered that in Secondary
- 49% answered that in High School
2 Question number two: If the student is questioned by a value, who responds?

- 95% answer for the content of the word
- 5% respond only by word

3 Question number three: What are the five most important values for students?

- 95% chose RESPECT
- 85% chose RESPONSIBILITY
- 68% chose HONESTY
- 56% chose TOLERANCE
- 45% chose JUSTICE

4 Question number four: What role does the family play in the development of values?

- 73% answered: Family is very important, BUT it must be supported by the school
- 27% answered: It is the family who transmits values, schools knowledge

5 CONCLUSIONS

Integral training goes beyond just educating in essence, it tries to turn educational institutions into generators of a climate that makes possible the exercise of values in the everyday, in the normal life of an individual. Universities are intended to be institutions that train students with a critical vision, self-learning capacity, values and social solidarity, with respect for human rights and care for the environment. And to form citizens who have all the necessary instruments to participate in decision-making and contribute to the construction of a democratic society based on social, scientific and technological development. In short, the universities graduate professionals capable of responding to the needs of society and facing new trends in a globalized world that today requires more than ever an integral formation in values.
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