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Proposal For A Strategic Plan For Self-Management In The Directorate Of Admission, Control And Evaluation (Dace) Of The University "Rómulo Gallegos".

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ABSTRACT

When we talk about strategic planning as a process of managerial reflection that allows directors and managers to obtain a guide for action to achieve a desired and defined north, translated into mission, vision and strategic objectives. Under this approach, we studied the Rómulo Gallegos University, specifically the Directorate of Admission, Control and Evaluation (DACE), which carries all the academic weight of student performance and therefore must give clear, honest and timely answers to the 26 programmes that rest on it. The General Objective is to propose a strategic plan for self-management within the DACE of the Rómulo Gallegos University. The research has a quantitative positivist paradigm, supported by a feasible project and a descriptive field research. After analysing the data obtained from the questionnaire and responding to the problem observed, which is the lack of resources in the DACE to carry out the processes of the area, it is concluded that it is of utmost importance to create a strategic plan for self-management of the DACE to achieve optimal performance of this important area within the University. With this strategic plan, the efficiency, effectiveness and productivity of the activities of each of the areas of the DACE is boosted, allowing the members of the team to achieve challenging goals, contributing to the development and personal growth as well as that of the managers of the DACE for an optimal functioning of each of the processes carried out in this department.

Descriptors: Strategic planning, SWOT matrix, institutional management, administrative management, self-management, university.

Biographical sketch: Note Venezuelan, Economist and Master in Administrative Management graduated from the National Experimental University of the Central Plains Rómulo Gallegos. He is currently director of Admission, Control and Evaluation (DACE) of the Rómulo Gallegos National Experimental University of the Central Plains.