

# **PROSPECTS IN COLOMBIA, A LOOK OF THE USE OF THE METHODOLOGY IN ORGANIZATIONS**

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## **SUMMARY**

Every time there is more emphasis on the transformation of organizations in Colombia to be competitive, this development must be supported with the use of new technologies, the challenge of the academy is to train new professionals fully to those organizations can be Along with international markets, it is necessary to adjust the educational process of integrating a deeper theory with practice, the latter supported by latest technology tools, so that processes can be made by prospective planning scenarios with methods such as MIC-MAC.

Keywords: prospective, competitiveness and education.

## INTRODUCTION

Given the current global conditions in developed countries, for organizations to perform their various activities and the technology used to perform the community in Colombia is engaged in these important activities is no stranger to think of a society with future scientific and participatory international in high places. In fact to think about this kind of visionary company, since the last two decades the country has experienced significant growth in its scientific and technological capabilities, therefore it is necessary to rethink on how Higher Education Institutions (HEIs) are participating in these production processes of the country.

Indeed as indicated [1] Arenas Landínez and Leon Jaimes (2008), the competitiveness of the productive sector demand, new profiles of graduates as a requirement for survival in the global context and the growth of national economies in Colombia is generated a new vision of education that seeks to take the country to higher levels of productivity and competitiveness, so that alternatives arise to better society through the so-called education Revolution.

In the current world situation and more so in a deep economic crisis, Colombia can not improve their development without improving productivity and social cohesion. According to [1] Luchilo (2010), the central link between science, competitiveness and development is the formation of human capital. Human resources are the starting point of growth, equity and development. The integration of science and technology to the development of Colombian demand the existence of a strong base of professionals at all levels.

These professionals when they have specific skills in each field, contribute well in improving processes and surely if implemented strategies in HEIs, graduates will have a better foundation practice losprocesos applying high technology, in such a way as to diminish the mortality business, since, many companies cease their activity according to statistics from the Chamber of Commerce of Bogotá DC, only in the Capital District, born year 53,000 companies in Bogotá and settled 16,000, and is why it is considered the main concern of this reflection that HEIs must not only focus on support and implementation of the organizations but its follow-up, which should be performed scenario planning and foresight, what better way to applying recognized methods used among others by proposing Michael Godet France.

## **SOME CONSIDERATION**

Organizations in the virtual age must have a fully identified strategic foresight, without anticipating the future runs the risk of disappearing in the market, but first you need to identify what is the meaning of foresight, for [2] Godet (2000 ) is a service prior to the action, spreading in companies and administrations. Foresight refers to the future, and is the set of analyzes and studies to explore or predict the same in a given subject.

Given the above considerations, the prospects are identified in two basic conditions, the first is to have insight to plan the future and second, have a clearer sense of organization. It should be emphasized that it must analyze recent years strategic planning scenarios in organizations, particularly as these processes are carried out in Colombia.

Indeed for [3] Bas (2004), the study of probable events is a task futuristic, focuses on the question of what the future most likely a specific phenomenon in a time period and under certain specified contingencies. The Futurists explored not only possible and probable futures, but also preferred. But this we must make interpreting the past and focusing the mind, considering it is very likely due to break traditional patterns for future projections of an organization, hence the difficult task in

some organizations include strategic planning and projections .

But it goes without saying that these movements and future plans are developed systematically from the 80s with the renowned Michael Godet, who according to the center's prospective "Pourpenser et airgauterment", from France, is the father of the current prospective. [1] Correa (2009), indicates that in 2005 Godet, was a special guest at the conference "The role of Latin America in the geopolitical and geo-economic future of the world" in the External University of Colombia, there give their view of these strategies in Latin America.

According to Godet, the radical changes that are occurring in the world can become the new marketplace opportunities, provided they are able to assume their responsibilities and take the future into their own hands. It is therefore essential to make good foresight.

Godet argues that foresight effectively help in the effort to be protagonists of global change, but you must first look to the future with new eyes and in greater depth. It also indicates that in the face of uncertainty about the future, individuals and businesses must confront him with three complementary attitudes: reactivity, pre-activity and proactivity. In other words, be prepared for the changes, and you have to be able to adapt

to them, and be compelled to act to make things happen as planned.

Based on the doctrines of Gaston Berger-founder of foresight, the six ideas essential when applying this discipline are: Look away, with a wide and deep; Taking risks; think humans ever since without them no future, see things differently, reflect together and use the tools necessary to achieve rigorous design a collective dream.

In terms of organizations, Godet said today the growth of these no longer depends on its size or incorporate technological change, the real difference will be the quality of the management of the organization.

In reference to the above and particularly in Colombia still apply all the strategies needed to be competitive, according to the observations of [3] Arango (2011), in the report released by the World Economic Forum in 2011, Colombia is the 68th position among 142 countries, and with over 2008 was in the post 74de 134, the country recorded no substantial progress.

Undoubtedly there have been significant improvements as they are, workforce training, strength in the financial sector, better macroeconomic environment, institutional and attracting more investment

should further consider two lines of action to advance on the road competitiveness, the first is the institutional strengthening and decentralization, this is in the hands of the government which develops specific action fields, the second is the commitment of the business class, and in some of its sections indicates to focus strategy in world class sectors, to associative models, clusters and networks, and offer concrete solutions that affect the competitiveness of contractors.

It means then that different sectors consider that even in Colombia are not used all the elements necessary to strategically plan, according the daily publication [2] Time (2008), a study by The Economist, for 2008, Colombia has progress in establishing a policy for the development of technology, but fails in the practical aspects. The country, for example, comes out unscathed by providing an enabling environment for business generation technology and establish a clear legal environment for the advancement of the sector. However, failure relevant points as human capital, infrastructure and research and development environment.

Throughout the proposals made, it appears that there are some mistakes to correct or actions should be performed as strategies in organizations in Colombia, we can start from how they are forming new strategies from higher education, and how how students interpret these conditions in order to plan future scenarios.

Regarding the latter must be taken into account that not all HEIs, and implement those strategies are put into practice. According to observations, few institutions in PEI (Institutional Educational Project), considered necessary, for example, is how to operate software that allow scenarios to plan more effectively.

According to [4] Oppenheimer (2010), in several countries in Latin America when it comes to the subject of education, are growing obsession with the past, and indicates that in this issue of Latin American countries should look deeply what made nations as China, India and some other powers that are concentrated entirely in the future, and make discussions to reach agreements on educational issues, such as the Latin American youth are not at the top when making international exams or because they only appear University of Sao Paulo, National Autonomous University of Mexico and University Federal do Rio Grande do Sul, in the top 100 places according to the survey conducted in April 2012, in webometrics., one of the entities to indicate the ranking web universities in the world.

For Oppenheimer, how to take off is feeling that you are falling behind, the danger is that if people are satisfied, there is no social need to improve educational standards ", so that it should reconsider the methods used to improve processes in education.

In addition to the previously expressed, is undergoing a process of globalization, and this results in an increasing technological gap between countries that are prepared for this challenge and those who did not, as indicated by Oppenheimer, those countries that invest in innovative processes and those that their economic situation can not allocate sufficient resources to support research and development. This technology gap has significant effects on welfare, as they determine the differences between productivity and income distribution between countries and within them, and that education is seeking access to knowledge in science, technology and values of culture, this process allows the individual to the apprehension of reality through restructuring and construction of knowledge, achieving the transformation of man that society requires.

As can be seen from the perspective of some authors, it is necessary not only to rethink the learning processes in Latin America, particularly in Colombia in the above aspects, but additionally must insist on strengthening current academic practices so that graduates have skills necessary to participate actively in the global marketplace.

To continue it is necessary to identify some software are used globally to manage futurology in organizations in Colombia and

are not yet implemented in all HEIs, according to the previous reflection. According to the information in [4] proerspective.eu (2011), thanks to LIPSOR (Laboratoire d'Investigation in Prospective, Stratégie et Organisation), 3IE

(Institut d'Innovation Informatique pour l'entreprise), EPITA (Ecole pour l'Informatique et les Techniques Avancées) and sponsors corresponding software available **MIC-MAC**, as shown in the example in Figures 1 and 2, for structural analysis prospective and **MACTOR**, for the analysis of game players. Looking ahead, other programs used in the program Morphol prospective research, programs and **SMIC-PROB MULTIPOL-EXPERT**, to be complemented with *Balanced Scorecard*, *Strategos* entre other.

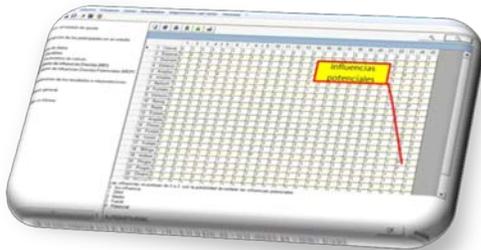


Fig.1. Software MICMAC, Matriz de influencias directas.

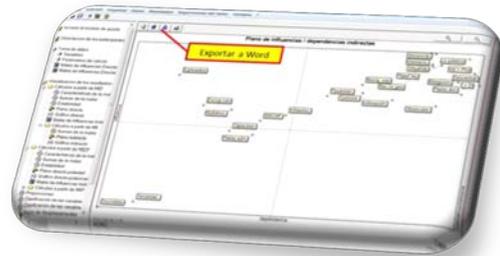


Fig.2. Software MICMAC, Plano de influencias directas.

It should, however, not forget that software programs or are merely tools to help in strategic foresight, so it is not recommended mechanistic use them as often warns Professor Michel Godet.

In this regard it is appropriate to indicate that the **IES** that are managing and promoting the conditions for competitiveness in the country largely reflect as graduates of these institutions are usually organizations working in Colombia, first must promote more actively the use of these tools, so that these institutions are carried out on the use of different software, and that in turn has its academic community awareness that these actions are aimed at institutional benefit, maybe that Colombia may compete strategically planning how best prospective or scenarios, it is time to rethink on IES methods, it would be better if the pair of the theory are made of different practices and encourages the use of these tools.

And although it is not a simple task, including the reluctance of teachers and students to educational technology and the infrastructure further, not all HEIs have the means to include in their virtual laboratories equipment, permits and licenses necessary but surely if these investments are made, would be for the quality of graduates and the application, organizations may conduct prospective analyzes with the tools provided by the market, and that is that if it's clear from the organizational will happen in the future, surely can take all necessary measures to better compete globally and meet the vision proposed in an organization.

Finally, it is intended that the IES, including different strategies for planning, and that these will become a reference in the research processes in organizations, it must be broken for different paradigms in terms of technology inclusions in academia, not underestimate traditional information systems that when used properly become a great ally in the educational process.

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