

**UNIVERSITY OF EL SALVADOR
SCHOOL OF ARTS AND SCIENCES
FOREIGN LANGUAGE DEPARTMENT**



UNDERGRADUATE RESEARCH

“A Proposal for Implementing Entrepreneurship Courses of Specialization as an Alternative to the Current Graduation Process for Obtaining the Bachelor’s Degree in Modern Languages: Specialization in French and English, Fifth-Year Students of the Public Relationship Track, School of Arts and Sciences, University of El Salvador, Semester II-2019”

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I. ABSTRACT

This research work is aimed at raising awareness and inform about the need to implement a specialization framework addressed to students of the Bachelor of Arts in Modern Languages: Specialization in French and English of the Foreign Language Department of the School of Arts and Sciences of the University of El Salvador, specifically those who choose the Public Relations track. In addition, the research team presents a curricular proposal that contains an appropriate academic load to the specialization. Taking into consideration the current economic situation of El Salvador and the challenges that globalization brings, Entrepreneurship has been considered as an option with great benefits and opportunities that foster spaces of grow as an alternative of life for future professionals.

The research team studied the current Public Relations track graduates' situation and the problems they are facing in the labor market due to the need for an academic restructuring of the track of Public Relations, which has not been modified since its creation in 2002. It would be advantageous for the students to have the option of being able to choose between the carrying out of a specialization that could generate more learning through experience, adequate preparation, and specialization in an area that allows graduates to find a means of economic growth for their families or the elaboration of the research work.

II. STATEMENT OF THE PROBLEM

2.1 DELIMITATION OF THE PROBLEM

The professional profile and work area for graduates of the Bachelor of Arts in Modern Languages with Specialization in French and English, University of El Salvador, specifically those who specialize in the public relations track, are an object of concern due to the lack of opportunities they face when entering the labor market, as there is no specific work area to put into practice the knowledge acquired in the public relations courses.

On the other hand, it is important to point out the time involved in the preparation and presentation of a graduation work that could be more advantageous for students if it were invested in a well-structured specialization, focused on a specific work sphere which would provide the opportunity to execute their role using the knowledge in the area of public relations with confidence. In addition, there is another factor that affects the development of the graduation work, which is the lack of teachers' preparation in the field of research methodology, Arias and Gómez, (2017), p.18. *"Teachers say that not everyone has the necessary skills or knowledge to guide a research work, which means that many of these do not have the profile required to be considered as good research paper work. The possibility of looking for other alternatives as a graduation requirement must be considered."*

Although the report presented is focused on the Bachelor's Degree in English Teaching, it makes reference to the Bachelor of Arts in Modern Languages: Specialization in French and English in many of its lines since both majors belong to the same family and are connected in some aspects within the Department of Foreign Languages of the University of El Salvador.

The authors also mention that there are previous investigations about the need to move on from a traditional graduation work to an experiential and practical work, that provides the future professionals preparation for the competent labor market; it is worth mentioning that many private universities are aware of this need, and have already begun to restructure and modify the requirements for obtaining the different academic degrees that they offer.:

Arias and Gómez, (2017),p.18 *"Some research works reveal that specializations and internships are more advantageous for students than traditional processes such as the graduation work, since students who have done specializations or internships (case of private universities) are better prepared for the labor market and develop specific tasks in the application of the acquired knowledge. The specializations can be an economic benefit for the universities. The internships have the opportunity to exploit the skills learned, at the same time they can offer a job opportunity after finishing the internship period. "*

Taking into consideration the advantages offered by the specializations, it is necessary to make a concrete proposal that responds to the socio academic needs of the students and to the labor demand. This study is focused on the importance of implementing an alternative to the current graduation process for students who are enrolled in the Fifth-Year of the Bachelor of Arts in Modern Languages: Specialization in French and English of the Public Relations track, School of Arts and Sciences, University of El Salvador during Semester-II 2019. This alternative will be centered in an entrepreneurship specialization based on a syllabus designed to help students develop competitive and appropriate skills that fulfill students' socio-academic needs that would allow them to be inserted in the labor market or to create their own means of subsistence.

In a globalized world like the one we live in, it is believed that learning and mastering different languages is an essential key to the development of permanent communication, which increases the possibilities of social, cultural, and economic development.

In this context, the Bachelor's Degree in Modern Languages: Specialization in French and English was created in the Department of Foreign Languages, agreement N °. 91-99-2003 (VII-7.1) of the Higher University Council (CSU for its initials in Spanish) (2002). This major has been designed for linguistic preparation in both languages and is divided into two tracks: teaching and public relations.

According to the description provided by "Secretaría General de la Universidad de El Salvador" (from its name in Spanish), the previously stated major was designed to respond to the current socio-economic demands, providing highly trained personal in the management of languages in both the education and public relations areas, with a critical and proactive conception. However, 17 years after the creation of this bachelor, graduates of the public relations track encounter many difficulties when they look for a job because they do not have an established professional profile that is required by employers.

De Paz and Figueroa.(2017), p.79."It was known that the graduates from the " Public Relations" have not had an identifiable professional profile to work in a position related to this labor field since their preparation was more theoretical rather than practical. Consequently, most of these professionals feel their strength is in the command of the two foreign languages beyond the implementation of the knowledge about public relations. One of the graduates confessed being a graduate of this minor, but she works as a teacher of a foreign language".

This context generated the idea to create sub specialization courses that respond to the detected needs, which would help in a great way because they are more advantageous for the students; this could open specific preparation spaces that might help with well-developed skills at the moment of entering the labor market. According to Arias and Gómez, no modification has been done in the curriculum of the Bachelor's Degree in Modern Languages: Specialization in French and English since its creation in 2002, and there is no information about the possibility of modifying it soon.

Also, it is important to mention that the “Reglamento de la Gestión Académico-Administrativa de la Universidad de El Salvador” (for its name in Spanish), is very clear when it specifies that all the students have to accomplish the graduation work, on article No 189. Nevertheless, the results of the previously cited graduation works lead to the discussion of creating a proposal of different options to replace the traditional graduation work; such a proposal offers specific preparation to help students get inserted in the labor market. But, what do students, graduates, and teachers think about it? Taking into account the results obtained by Oliva, Ramos and Rosales (2018), 92.1% of students surveyed considered that specialization courses should be added as an alternative to graduate because in this way, they get more job opportunities if they are prepared to do specific job performances, students get more experience , and it is a plus in their curriculum vitae. Also, 97.3% of the population already graduated from the before mentioned bachelor agrees that taking a specialization course would have been more beneficial. They said that they would have acquired more knowledge, they would have reinforced the knowledge that they had in the career, and it would have opened doors to better job opportunities.

Teachers surveyed, specifically those who are tutors of graduation works, considered in a 100% that the implementation of specialization courses as a graduation work would be a very good idea because that would help students to improve their professional skills in order to be more prepared for the labor market.

Based on the results of the previous studies and on the experience acquired by people who already graduated, it is necessary to analyze the possibility of offering 2 options to the students: taking a specialization course in a specific area that would help them to get a better preparation to get a job, or the completion of the traditional degree work.

2.2 RESEARCH QUESTIONS

Main Research Question:

What kind of proposal can be presented as an alternative to the current graduation process for obtaining the Bachelor's Degree in Modern Languages: Specialization in French and English, for the fifth year students of the public relations track of the School of Arts and Sciences of the University of el Salvador during semester II-2019?

Subsidiary Questions:

- Why is it important to implement specialization courses as an alternative to the current graduation process for the Fifth-year students of the Bachelor's Degree in Modern Languages: Specialization in French and English of the public relations track?
- What areas of study should be suggested for the entrepreneurship specialization courses for the students of the Bachelor of Arts in Modern Languages: Specialization in French and English of the public relations track?
- Which curriculum can be proposed for the modules of entrepreneurship specialization in response to the current economic model of El Salvador?

2.3 OBJECTIVES

General Objective:

To design a proposal for implementing entrepreneurship courses of specialization as an alternative to the current graduation process for obtaining the Bachelor's Degree in Modern Languages: Specialization in French and English, fifth year students of the public relations track of the School of Arts and Sciences of the University of El Salvador Semester during semester II-2019.

Specific Objectives:

- To justify the importance of implementing specialization courses as an alternative to the current graduation process for the Fifth-year students of the Bachelor's Degree in Modern Languages: Specialization in French and English of the public relations track.
- To suggest the entrepreneurship specialization with emphasis in the creation of job opportunities and possibilities for the students of the Bachelor of Arts in Modern Languages: Specialization in French and English of the public relations track
- To create a curricular proposal corresponding to the modules of the entrepreneurship specialization in response to the current economic model of El Salvador.

2.4 JUSTIFICATION

The main goal for the research group is to propose entrepreneurship courses of specialization as an alternative to the current graduation process for obtaining the Bachelor's Degree in Modern Languages: Specialization in French and English for the Fifth-Year students of the public relations track, since the previously mentioned area has been the basis of other research works due to the fact that the current curricula has been found sketchy regarding subjects and contents.

One of the research works that has been taken into consideration while justifying the importance of suggesting or proposing an alternative to the current graduation process was "The importance of implementing courses of specialization as a second alternative to the current graduation process for obtaining the Bachelor's Degree in English Teaching and the Bachelor's Degree in Modern Languages : Specialization in French and English at the Foreign Language Department, University of El Salvador by Oliva, Ramos, and Rosales (2018). The researchers of the before-mentioned work argued that the students who work on the research papers are dealing with some issues such as choosing a group, an advisor, a research topic, and the consequences of suffering misunderstandings with a classmate or the advisor, adapting their own work schedules to the availability of the others, or in the worst possible case, they must finish the research paper with one less member if one of them is either granted a scholarship abroad or if they are given the opportunity to graduate with honors, which exempts students from doing the research paper.

The waste of time and money for printing copies for the advisor is another issue presented in that research; the members of the research team agreed that writing a research paper can represent difficulties on the budget of the students, taking into account that some of them are not earning money while they are working on their paper, and saving sources efficiently could at least reduce the problem.

Time is another fact that creates trouble when students work on their research because it is uncertain if the process can last one or more years. After having worked for one year, undergraduate students feel frustrated if they have not finished their research work, and some of them just give up in the middle of the process; they sometimes prefer to restart it. On the contrary, having an established period of time and schedule offers them the opportunity to finish without delays.

On the other hand, the research team took into account the graduation work named “Estudios de posgrados ofertados por las universidades del área metropolitana que proveen un corredor de profesionalización y acceso a mejores puestos de trabajo a los graduados de la Licenciatura en Lenguas Modernas Especialidad: Francés e Inglés Opción Comunicaciones del departamento de Idiomas de la Universidad de El Salvador”, Hernández, Pérez and Rivas (January 2016)” to support the idea that the labor field in El Salvador is limited for the ones who choose the public relations track in the major. As a matter of fact, some other offers should be proposed to the students of the major in modern languages in order that they can have more alternatives in post-graduate studies, specialization courses, or the work field when they look for a job. In addition, the researchers agreed that there is no better reward than getting a job you study for and applying all the knowledge acquired in the major; in this way, the students feel proud and satisfied knowing that the effort was worthy.

The Bachelor's Degree in Modern Languages: Specialization in French and English offers two different tracks, which are Teaching and Public Relations. Out of these two, the Public Relations track has five subjects: Theory of Communication I, Theory of Communication II, Public Opinion, Public Relations, and History of El Salvador; these subjects are included in the curricula in order to prepare students or at least give them an idea of what a Public Relations professional must know to perform a job.

These subjects, unfortunately, are not enough to prepare a public relations professional; they are considered deficient in general because there is not a clear idea about why these subjects were included in the study plan. As a result, there are some other undergraduate students that have proposed to make a change in the curricula of the aforementioned bachelor's degree, but the authorities have not attended the claims, and the situation is currently the same.

For the reasons stated above, the researchers decided to work with the current plan and gathered all the subjects of the major that are related to entrepreneurship; they propose a reinforcement of the contents with the missing information in a summarized way in order to have at least hints of what entrepreneurship means. This process should be carried out by asking for help from other schools of the University of El Salvador that have already applied these courses the same way the Engineering and Business Schools have done it.

In the following pages, not only do the researchers intend to justify the importance of the specialization courses in entrepreneurship through facts, but also present the curricular proposal corresponding to the modules of entrepreneurship specialization in response to the current economic model in El Salvador. In this way, the members of the research team demonstrate that it is possible to apply this project in the Foreign Language Department considering the advantages and disadvantages that the changes in the proposed modified curricula convey.

III. THEORETICAL FRAMEWORK

3.1 Definitions

Research Paper

According to the Sunny Empire State College definition (2019), a research paper is “An expanded essay that presents your own interpretation or evaluation or argument. When you write an essay, you use everything that you personally know and have thought about a subject. When you write a research paper you build upon what you know about the subject and make a deliberate attempt to find out what experts know. A research paper involves surveying a field of knowledge in order to find the best possible information in that field. And that survey can be orderly and focused, if you know how to approach it.”

The “Reglamento de la Gestión Académico Administrativo de la Universidad de El Salvador” in title 10, chapter 1, article 188 , defines the research paper work in the following form: “Trabajo de Grado: es el producto de una investigación que representa por su contenido, desarrollo y metodología un aporte del estudiante en la comprensión, sistematización y resolución de un problema de carácter teórico o práctico, expresando la aplicación de conocimientos, métodos y técnicas en un área de especialidad respectiva.

The research paper can be worked in groups or individually according with the specification of each case and rules; it must follow the requirements of article 190 of the same title mentioned before, and must be focused on article 191, which says that it should help to resolve a problematic situation by developing competences of the scientific disciplines studied in the major and reflected in a final research report determined for each area of knowledge.

Specialization

According to Kentucky State University, in the Area of Specialization, some major programs consist of a core program of study within the academic unit as well as required additional study in one or more areas of specialization selected from options within or related to the discipline. The area of specialization shall consist of a minimum of 12 upper-level semester credit hours. So, taking into account that specialization programs or courses, as the one the research team proposes, are additional studies of specialization related to the discipline studied, the research team concludes that they can be applied in the B.A. in Modern Languages in order to reinforce the area of public relations by adding complementary information about entrepreneurship such as the subject French and Commerce.

Entrepreneurship

According to the Business Dictionary (2019), entrepreneurship is defined as the capacity and willingness to develop, organize, and manage a business venture along with any of its risks in order to make a profit. The most obvious example of entrepreneurship is the starting of new businesses. In economics, entrepreneurship combined with land, labor, natural resources and capital can produce profit.

On the other hand, a successful entrepreneur defines it as the art and science of building profitable systems to help people in ways that other systems do not. The core competency of the entrepreneur is not business acumen or marketing ability but rather empathy – the ability to understand the feelings and needs of others. – Logan Allec, CPA and owner of Money Done Right.

Specialization courses on entrepreneurship are being offered at the University of El Salvador in the Schools of Economy, Engineering, and Architecture; this time, they are being proposed by the research team as an alternative to the current graduation process in order to obtain the Bachelor's Degree in Modern Languages: Specialization in French and English with a subspecialization in entrepreneurship as a way of reinforcing the knowledge acquired along the study of the major.

Public Relations

According to The Public Relations Society of America, (2009) public relations is the management function of researching, engaging, communicating, and collaborating with stakeholders in an ethical manner to build mutually beneficial relationships and achieve results. It is important to note that public relations help to create a sphere of beneficial communication at the right time and in the right place to the right audience in order to get good business results.

In its "Official Statement on Public Relations," PRSA goes on to clarify the function of public relations:

- Public relations help our complex, pluralistic society to reach decisions and function more effectively by contributing to mutual understanding among groups and institutions. It serves to bring private and public policies into harmony.
- Public relations serve a wide variety of institutions in societies such as businesses, trade unions, government agencies, voluntary associations, foundations, hospitals, schools, colleges, and religious institutions. To achieve their goals, these institutions must develop effective relationships with many different audiences such as employees, members, customers, local communities, shareholders and other institutions, and with society at large.

- The managements of institutions need to understand the attitudes and values of their publics in order to achieve institutional goals. The goals themselves are shaped by the external environment.

The public relations practitioner acts as a counselor to management and as a mediator, helping to translate private aims into reasonable, publicly acceptable policy and action. Public Relations Society of America (2009a).

3.2 Theoretical Bases

3.2.1 The origin of Entrepreneurship

The term entrepreneurship has been used since ancient times and has been applied in different social sciences. That term comes from the Latin word "in" and "prendre". Etymologically, the terms entrepreneur, company, and the verb to undertake come from the French entrepreneur, entreprise, and entreprendre respectively. In turn, these terms come from the same root of vulgar Latin (in and prendere), whose meaning is to catch or take.

The word entrepreneur is included for the first time in a dictionary: *Dictionnaire universel, contenant généralement tous les mots François, tant vieux que modernes & les termes des sciences et des arts de Antoine de Furetière* (1609-1688). In France, the term "entrepreneur", was introduced in the eighteenth century by the economist Richard Cantillon. He formally defined as an entrepreneur *the "agent who buys means of production at predetermined prices in order to combine them"*. Besides, Richard Cantillon, a pioneer of the theory of entrepreneurship, affirms that the entrepreneur is an important actor who influences the economic market. Almost at the same time, the French economist Jean-Baptiste Say expanded the definition of Cantillon including the idea that the entrepreneur must be a leader. J.B. Say developed the most comprehensive concept of entrepreneurship at that time.

He said: *The entrepreneur uses the ideas of a philosopher that is new knowledge, which has not yet been applied in the economy to produce a new product.* Origin and Historical Background of Entrepreneurship document (2016).

British economists such as Adam Smith, David Ricardo, and John Stuart Mill used the term entrepreneur under the term of business management. Mill emphasizes the meaning of entrepreneurship for economic growth and suggests that the skills associated with entrepreneurship are rare and limited in origin. He states that the entrepreneur's skills are "so large and so numerous that very few people can exhibit all of them in a very high degree".

3.2.2 The explosion of entrepreneurship

In 1911, Joseph Alois Schumpeter defined the entrepreneur as a person who innovates and creates new combinations, new products, or new processes. According to his work *"The function of entrepreneurs is to reform or revolutionize the pattern of production by exploiting an invention or, more generally, an untried technological possibility for producing a new commodity or producing an old one in a new way, by opening up a new source of supply of materials or a new outlet for products, by reorganizing an industry and so on"*. Analyzing his point of view, a "business administrator" or a "manager" only keeps existing structures, while a true entrepreneur creates new and fundamentally better structures, therefore, innovates.

According to researchers' and economists' views, entrepreneurial activity is essential to economic strength. Some researchers tried to explain the phenomenon of business creation, and how it influenced economic development. There are a lot of researches about the entrepreneurship field and many specializations. According to Filion, L. (1997) in his article *Le champ de l'entrepreneuriat: historique, évolution, tendances (Revue internationale P.M.E.)*, the field of entrepreneurship includes many specializations.

Let's name a few: innovation and creativity, creation, starting and closing of businesses, business growth, self-employment and micro-enterprises, franchises, studies on various dimensions of the entrepreneur, behaviors, systems of activities, entrepreneurial processes, intrapreneurship, and corporate entrepreneurship, etc.

3.3.3 Entrepreneurship in El Salvador

To initiate a business is the dream of many people in El Salvador, but it is a very risky decision for those who decide to start it, many times alone, without any direction, without any guidelines, and others with some degree of formal education, but without any experience and without market knowledge; they are simply motivated by the vision of a better future, or a better quality of life.

According to the ESEN GEM study, El Salvador is the Latin American country with the lowest rate of entrepreneurship, with 15.30%, in addition to the fact that economic and social conditions are not the most appropriate for the development of this sector. The educational institutions are not preparing or motivating an entrepreneurial vision in the new generations, and those, who by nature have the qualities, do not find in the Salvadoran environment the ideal conditions to concretize the ideas and establish their business.

A study by the Central American Bank for Economic Integration (BCIE) in 2010, which made a diagnosis of the situation of entrepreneurship in the Central American region, says that El Salvador is one of the countries with more institutions that support this sector, but also this indicated that they were not working together in the search of a favorable environment to develop entrepreneurship, each one carries out its own programs and efforts separately, which has led to the lack of results expected.

Another important element to mention is that in El Salvador, financing is limited due to the lack of options, even when there is a wide range of financing sources, which are often oriented to businesses that are already established, and they have excessively high interest rates.

In general, in El Salvador, entrepreneurship is viewed with optimism because of its level of development and because of the willingness of many people to start that adventure. This country would need large investments in education and training to put its population back to an acceptable level of positive perception of entrepreneurial activity.

3.3 Background information

3.3.1 Importance of the courses

To begin with, the following research work was taken into consideration: Oliva, Ramos and Rosales (July 2018), *The importance of implementing courses of specialization as a second alternative to the current graduation process for obtaining the Bachelor's Degree in English Teaching and the Bachelor's Degree in Modern Languages: Specialization in French and English at the Foreign Language Department, University of El Salvador*. The researchers took this paper as the groundwork for the simple reason that the specialization courses are proposed as an alternative to the current graduation process in it.

Before reaching the stage of justifying the importance of implementing courses of specialization, a summary of the issues included in the work about the disadvantages of making the research paperwork will be presented:

First of all, not knowing how much time would be taken to make the research work, not having fixed schedules to hold meetings with the members of the group and with the advisor, and not having a fixed date to defend a profile and follow administrative procedures to make the final reviews of the research work are reasonable arguments to think twice before starting the process.

Second, spending money on the paperwork necessary to print all the research instruments and the copies turned in to the advisor and the evaluating committee represents another disadvantage to carry out research papers as requirements to graduate. Thus, having a set amount of money at the beginning should reduce this problematic situation because the researchers would be aware that some of the undergraduates may not be performing a job at the time they are doing their research work.

Third, and highly remarked by its importance, it is necessary to state the fact that most of these research works are based on a problematic situation related to education with the purpose of presenting possible solutions to it; however, the topics have been repeated and the possible solutions have not been applied yet as they were supposed to be... and when working on a research paper, the students take this work as a requirement to graduate and not as something that helps them to get a job.

These are some of the conclusions the team presents on their work and they reinforce the idea that the final work, which is supposed to be the compendium of knowledge acquired along the major, is only a temporary roll-out but not any specific knowledge carried out in the practice to perform a job. There are grounds for believing that if this happened with the teaching track, there would not be a chance that public relations could run towards a different target.

Bearing the previous ideas in mind, the specialization courses are required as an option for the students who want to concentrate their knowledge in a single branch and have more opportunities to get a better job or be skillful in the field of languages. It is considered that the importance of implementing the courses of specialization is very clear and easy to understand because of the experiences of the graduates who share their stories, and the results through the time following the same line years ago.

3.3.2 Curricula of the Major

Based on Arias de Vega Gloria, and Gómez Grace, (March 2017) *Proceso de diseño curricular de la carrera Licenciatura en Idioma Inglés: Opción Enseñanza que ofrece el Departamento de Idiomas Extranjeros de la Universidad de El Salvador*, the last modification of the curricula for the major in English Teaching took place in 1999 and the one for Modern Languages has never been modified since its foundation in 2002. As for the authors, in a paraphrased way, it is essential to update the curricula in response to the current skills required for a professional; we are talking about knowledge, behavior, values, and abilities that do not seem to fulfill the enterprises' needs at both the national and international level. Bearing this in mind, the enterprises are currently looking for skillful people, and get stuck without being aware of the situation, and not proposing an update in the curricula may not benefit the students.

In other words, the B.A. in Modern Languages urges a modification in the curricula because of the fact that in seventeen years, the students have been taking the same subjects without a change in content or methodology and in the track of public relations, the theoretical part of journalism has been too brief. As a result, there is not a real specialization in a specific theme. Additionally, the authors of the work state that the profile of the undergraduate students is found negative since students do not develop target skills; consequently, a holistic profile is required.

Not only is the speaking skill necessary to start working on an enterprise, but also the knowledge must involve the use of the tools and applications of the new technologies.

3.3.3 Factors Involved in the Labor Market Insertion Process

One of the most striking features in the major is the labor market insertion process for graduates of the Bachelor of Arts in Modern Languages. The common doubts are: What is the amount of money offered to them as a salary? What are the work vacancies for graduates in the country to perform a job? and Are there factors interfering in the labor market insertion process for graduates of the bachelor under study?

In the work named "*Factors involved in the labor market insertion process of the 2014–2015 graduates of the Bachelor of Arts in Modern Languages with Specialization in French and English, Study Plan 2002 of the Foreign Language Department of the School of Arts and Sciences of the University of El Salvador*". De Paz and Figueroa, (March 2017), the authors summed up these four factors in the following form:

- Being Trilingual.
- Experience required.
- Absence of training on the field.
- Lack of skills

Being trilingual can allow the vacants get a better salary, position, and status; the field does not matter. Just being able to communicate in other languages can ease the enterprises to solve issues better; even if the tasks assigned are very simple, language is the bridge to other countries and markets. In other words, being trilingual is a positive factor involved in the labor market insertion process.

Talking about experience required, it is considered that the major itself could just have inderence on the social service if the authorities of the Foreign Language Department could get alliances with specific enterprises to allow the students to have internships. Regarding this matter, the students can get better results at the end of the major and avoid struggling at the time of performing a job. Thus, the experience requirement could be considered a positive factor involved in the labor market insertion process.

The main concern within the factors above is the absence of training in the field and the lack of skills of the graduates since they respond to the same need, "specialization", which is not currently offered by the major. Thus, this is a negative factor involved in the labor market insertion process that can be treated in advance and not until the bachelor's degree is gotten.

Gathering all the factors above, the research team infers that they must be taken into consideration at the time of looking for a job, especially the students of the public relations track because of the fact that the authors summed up saying: "It was found that public relations track graduates do not comply with a professional profile that would allow them to get a job position due to the fact that their studies were only theoretical, and they never got to actually practice major specialization related skills; graduates consider that even though they are able to speak two foreign languages, they lack knowledge in the public relations field" "It was known that the graduates under the subspeciality of Public Relations track, do not have a recognizable professional profile to perform a post related to this field of work since their preparation was more theoretical than practice, consequently, the majority of these professionals feel that their strong is on the domain of the two foreign languages more than the start-up of the knowledge concerning the Public Relations".

In addition to the previous argument, the authors even mention that one of the surveyed graduates expressed that she was working as a teacher even though she actually has a major in the public relations track. The research team is aware that this is not the only case, but this can be avoided by reinforcing the students' weaknesses with training in a specific labor field.

3.3.4 Public Relations Track: Current Perspective from the Students

Based on the work of Gálvez and Landaverde (August, 2012). *Elementos que influyen en la opinión actual de los estudiantes activos del tercero y cuarto año de la Licenciatura en Lenguas Modernas: Especialidad en francés e inglés en el Ciclo II del año 2011 con respecto al área de Relaciones Públicas*, the research team found the methodological aspects about the courses, the institutional components of the Foreign Language Department, and the circumstantial and individual elements of the students.

Based on the information gathered by the researchers of that work, the main goal of the Major in Modern Languages since its foundation has been to train minds to adapt them to the new society of international services, which demands more developed language abilities. Along with this, in the field of the public relations track, it has been considered that the labor fields in which the knowledge can be applied are the following:

- Business managers at international companies
- Flight Attendants
- Bilingual services for hotels
- Customer service airline agents at airports
- Translators
- Customer service agents for call centers
- Interpreters and tour guides

Unfortunately, the researchers discovered through opinion surveys that the students are not aware of the majority of these work options, mainly the public relations' students. They are just potential activities that a public relationist does not consider as one of his/her functions. Additionally, the results of the surveys showed that external means are the main sources of knowledge students get in order to know about job opportunities; they attend employment fairs, and they are exposed to this information thanks to the organizers of those fairs. Bearing this in mind, it can be inferred that students need to look for information on their own since the authorities overlook this issue.

On the other hand, when students were asked about what labor options they consider themselves able to perform well, the majority answered that they can work as tour guides, as teachers, and as communication managers. Here, it can be clearly noticed that students feel confident to work as tour guides to apply the knowledge in the field of communications.

In another question related to labor options, students answered that call centers are the closest places to work for; others prefer to work as officers to help passengers at airports, and still others considered they are ready to work as flight attendants. For the students who chose the public relations track, call centers are the first place that comes to their minds when looking for a job because the publicity of those enterprises is closer to them.

Talking about the knowledge acquired after approving the subjects for the public relations track, students answered in a survey that they are up to perform a job in management and administration of the information between the institution and its public, in the second place they chose publicity, and in the third place, they chose diffusion and management of the information between the institution and its public.

After the analysis of all the information mentioned above, the research team concludes that the lack of communicative processes in the Foreign Language Department is not related with the perception about public relations itself; however, this does not deny the perceptions differing with reality. In other words, it does not matter if there is not a clear explanation about what public relations entails; students know the problem is that the real situation does not match the concept. In contrast, the curricula of the major is not properly structured to make the public relations' students perform a job on the field. Therefore, it would be necessary either to make a change in the curricula first or reinforce the contents to fix that and adjust the current necessities of the enterprises to the topics studied along the major.

As a final conclusion, the research team found out that the Foreign Language Department does not share its academic processes with students, and most of the cases, students go on the wrong way while enrolling the tracks, and they sometimes do both tracks; they realize how this works along the way, but even with this lack of information, the students build up their own knowledge and improve it by any means.

3.3.5 Legislative Sphere in a National Level

According with: "Política Nacional de Emprendimiento de El Salvador" (*Ministerio de Economía MINEC and Comisión Nacional de la Micro y Pequeña Empresa CONAMYPE, 2014*) chapter 6, the legal frame which the national entrepreneurship policy is based on is the "Ley de Fomento, Protección y Desarrollo para la Micro y Pequeña Empresa", which establishes the following:

The Central Government and its municipalities as well as the Micro and Small Enterprise (or MYPE as its name in Spanish) will provide the support to the new endeavors, promoting private investment, the enterprises services' offer, and financial services in gender equity conditions aimed at improving the levels of organization, administration, productions and trade production linkages.

In addition, the government should promote a creative entrepreneur spirit, supporting the inception of new enterprises, promoting the effort and private investment for free trade by intervening on those activities in which it is necessary to complete the actions performed by the private sector in support of the Micro And Small Enterprise

The research team tried to understand the law by taking one of its statements word by word : "El Gobierno Central y los Municipios propiciarán el apoyo a los nuevos emprendimientos...", which means that in a certain way, the central government and its municipalities should promote the release of new entrepreneurs by providing all the conditions required. Besides that, the authorities are urged to do it by promoting the effort and private investment for free trade so that enterprises can gradually grow by investing first in the local stores when buying the raw material to convert it into the final product, export it, or sell it in the country, subsequently contributing to the national economy by creating business circles empowered by its inhabitants.

Consuming local products may be the solution to fight poverty or avoid the bankruptcy of micro enterprises, which are financially feeble dealing with many issues on the way; the main problem lies in the lack of interest in supporting the local products and ideas due to the fact that there is no consciousness about consuming what El Salvador produces; there should be more awareness regarding this issue so that people avoid buying foreign brands.

For these reasons and more, the University of El Salvador, being a national institution, must be engaged with those policies, laws, institutions, and initiatives to become the bridge that students can take to study the processes that would lead them to achieve their goals and be actual change-makers of El Salvador's economy.

3.3.6 Legislative Sphere All over the Campus

The document named: "ASAMBLEA GENERAL UNIVERSITARIA COMISIÓN DE LEGISLACIÓN 2017-2019. DICTAMEN No. 07", which makes reference to the: "REGLAMENTO ESPECÍFICO DE PROCESOS DE GRADUACIÓN DE LA FACULTAD DE CIENCIAS Y HUMANIDADES" expresses that in order to achieve the whole graduation process, it is necessary to execute article 215 of the "REGLAMENTO DE LA GESTIÓN ACADÉMICO-ADMINISTRATIVA DE LA UNIVERSIDAD DE EL SALVADOR" modified on February 24th, 2019.

Article 215 says that all the university schools are obliged to harmonize their own specific graduation process guidelines so that these rules comply with the current General Guidelines. In this way, the different schools of the University of El Salvador would regulate each major characteristic during a 6-month time frame before they are presented for the approval of the University's General Assembly.

This general regulation only explains the procedures to follow to be registered in the graduation process system once the students accomplish all the requirements, their rights, and responsibilities as undergraduate students, and what the paperwork demands, but it is pretty clear that the School of Arts and Sciences does not offer the students other ways to get a bachelor's degree than making the research work. Even though the previous article expresses that each school within the University of El Salvador is forced to harmonize its specific

graduation process rules with the guidelines of the current regulations, it also says that the schools can regulate the specializations of each career. Bearing this in mind, the research team dares to propose specialization courses as an alternative to the current graduation process since the general regulations of the University of El Salvador allow the schools to adjust themselves to their needs.

Consequently, some other schools such as the Economy, and Engineering and Architecture Schools are taking advantage of that chance, and they have been applying the specialization courses in entrepreneurship as an alternative for the students to get the bachelor's degree. This is not only an alternative for the students to get the bachelor's degree; it also offers them the opportunity to create a micro-business and have an initial investment on behalf of the sponsor enterprises previously linked by the deans of each school.

One instance of this is the "Centro de Fomento de la Innovación y el Emprendimiento de la Universidad de El Salvador" (or CEFIE-UES for its initials in Spanish); that is an institution which has been working since 2015, accomplishing the main goal of promoting the importance of entrepreneurship and innovation on campus. However, CEFIE is not just for the people who belong to the Industrial Engineering School, but to any others, too.

It is often said that CEFIE belongs to the Industrial Engineering School because it is located in its building, but the representatives explained to the research team the reason for this is that it is the nearest spot to the center's coordinator. CEFIE is an important institution within the university because the befall of entrepreneurship is being currently exposed through the publicity and events coordinated by it. CEFIE offers online courses for all students within the university who want to improve their knowledge on entrepreneurship courses by following some stages to make a self-analysis, a life plan and guidance on the area.

Additionally, CEFIES' people are open to help other schools to launch an initiative or project; thus, the research team decided to rely on them because of their experience on the field and the application of the complementary entrepreneurship courses they have been working on.

IV. METHODOLOGY

4.1 Research Approach

In order to obtain the most suitable results for this research, both the qualitative and quantitative approaches were chosen as the tools to lead the way in the creation of the specialization courses proposal. Therefore, the research has been based on the Mixed Method.

According to the Statistic Solutions Team, a Qualitative Research Approach *“...seeks to tell the story of a particular group’s experiences in their own words, and is therefore focused on narrative...The logic of qualitative research can be challenging for researchers...Unlike quantitative research, in which researchers state specific hypotheses and then collect data to empirically test them, most qualitative research employs an inductive approach in which the researcher first collects data and then attempts to derive explanations from those data. As such, qualitative research tends to be more exploratory in nature, seeking to provide insight into how individuals (or organizations, groups, etc.) understand aspects of their worlds.”*

Enlightened by the previous statement, the research team decided that the qualitative approach was the suitable method that would lead to the finding of four major data: first, the way specialization courses are held in other Schools of the University of El Salvador; second, the legal means that were taken in order to implement an alternative to graduation works; third, the previous graduation works that have already brought light in regards of this matter; and fourth, the possible areas of study that may address a specialization course.

Once this data information was collected, the research team was able to explain why a specialization course is needed for the students of public relations.

Previous graduation works have explained the need of study areas that should be reinforced by a possible specialization course. Three works were taken into consideration. First: Oliva, Ramos and Rosales (2018) *The importance of implementing courses of specialization as a second alternative to the current graduation process for obtaining the Bachelor's Degree in English Teaching and the Bachelor's Degree in Modern Languages : Specialization in French and English at the Foreign Language Department, University of El Salvador*. Second: Gálvez and Landaverde (August, 2012). *Elementos que influyen en la opinión actual de los estudiantes activos del tercero y cuarto año de la Licenciatura en Lenguas Modernas: Especialidad en francés e inglés en el Ciclo II del año 2011 con respecto al área de Relaciones Públicas*. Third: De Paz and Figueroa (March 2017). *Factors involved in the labor market insertion process of the 2014–2015 graduates of the Bachelor of Arts in Modern Languages with Specialization in French and English, Study Plan 2002 of the Foreign Languages Department of the School of Arts and Sciences of the University of El Salvador*.

Once the qualitative research was established, and all the information related to both the legal procedures and the trades that lead to the need of a sub specialization was collected, the research team continued to work in order to understand the perspective from the students who were about to finish the study program. This step was taken by means of quantitative research.

Data were also collected through the quantitative approach by means of a survey, which asked about the areas or skills students feel avid for improving on and expanding their knowledge; consequently, the areas or skills that obtained the majority of preference were taken as the subjects or courses that are to become part of a study plan for the specialization courses proposal.

The definition given by Snap Surveys website is the following: “*Quantitative Research is used to quantify the problem by way of generating numerical data or data that can be transformed into usable statistics. It is used to quantify attitudes, opinions, behaviors, and other defined variables – and generalize results from a larger sample population. Quantitative Research uses measurable data to formulate facts and uncover patterns in research. Quantitative data collection methods are much more structured than Qualitative data collection methods. Quantitative data collection methods include various forms of surveys – online surveys, paper surveys, mobile surveys and kiosk surveys, face-to-face interviews, telephone interviews, longitudinal studies, website interceptors, online polls, and systematic observations.*”

Enlightened by the definition above, the research team decided that the quantitative approach would also be implemented through a questionnaire administered to the students of the fifth year who chose the Public Relations track of the Bachelor of Arts in Modern Languages.

4.2 Research Design

4.2.1 Non Experimental Design

The E-book named “Research Methods in Psychology” explains that non-experimental research is the label given to a study when a researcher cannot control, manipulate or alter the predictor variable or subjects, but instead, relies on interpretation, observation or interactions to come to a conclusion. Typically, this means the non-experimental researcher must rely on correlations, surveys, or case studies, and cannot demonstrate a true cause-and-effect relationship. Non-experimental research tends to have a high level of external validity, meaning it can be generalized to a larger population.

As the reading continues through the E-book, *“the choice between the experimental and non-experimental approaches is generally dictated by the nature of the research question. If it is about a causal relationship and involves an independent variable that can be manipulated, the experimental approach is typically preferred. Otherwise, the non-experimental approach is preferred. But the two approaches can also be used to address the same research question in complementary ways. For example, non-experimental studies establishing that there is a relationship between watching violent television and aggressive behavior have been complemented by experimental studies confirming that the relationship is a causal one (Bushman & Huesmann, 2001) Similarly, after his original study, Milgram conducted experiments to explore the factors that affect obedience. He manipulated several independent variables, such as the distance between the experimenter and the participant, the participant and the confederate, and the location of the study (Milgram, 1974)”*

Based on the previous statements, this work carries out a non-experimental research since the information was processed by means of interpretation, observation or interactions to come to a conclusion.

The interpretation part was taken care of by reading different documents mentioned in the Theoretical Framework section. Such documents helped the team to have both better and verifiable information in regards to how effective the learning experience is for the students of the public relations track at the moment of getting a job opportunity. The observation part was carried out throughout the research process because the students who held this paperwork had to take into account their classmates' experiences as well as theirs. The interactions were reached through a questionnaire that was administered to the students of the public relations track, and this was how both the research team and the fifth-year students helped each other to get to a conclusion about the improvement the major can have in order to form better professionals so that once the students graduate, they may have more opportunities to get a job that actually allows them to apply the knowledge they have acquired along the major.

4.3. Population

Heinz Dieterich, (2011) *Nueva guía para investigación científica*, p. 165. Explains that the universe or statistical population is defined by the researcher's interest. Hence, the population that defines this work is composed of the 5th year students of the Public Relations track of the Bachelor of Arts in Modern Languages since they are the ones who have expectations about getting a job opportunity after graduating, and the ones who could tell if the graduation work would provide them with skills to make them succeed in the real world as a public relations professional.

4.4 Sample

Heinz Dieterich explains about how to decide the sample delimitation in *Nueva guía para investigación científica*. p. 166. (2016). According to him, sampling is the selection of a fragment of the population that can quickly offer results to the questions of the subject of study. For this work, the research team decided not to use a fragment of the population as suggested by the definition; instead, the team considered more suitable to use the whole population because of the nature of the study.

4.4.1 Sampling Technique

“The Convenience sampling (also known as availability sampling) is a specific type of non-probability sampling method that relies on data collection from population members who are conveniently available to participate in study.”, as stated in the website <https://research-methodology.net/sampling-in-primary-data-collection/convenience-sampling/>, (July, 2019).

The research team decided to use this technique because the nature of the study allows to have the data of the participants accessible and available. Also, the number of the students from 5th year of the public relations track of the Bachelor of Arts in Modern Languages (42) allowed the research team to take into consideration the whole population.

4.5 Instruments

4.5.1 The Interview

For this research, the team decided to use the interview as one of the instruments because of the fact that experts on the field already know how to create and develop specialization courses regarding the University of El Salvador's rules and regulations as well as the advantages and challenges of implementing them.

4.5.2 The Questionnaire

The research team also used a questionnaire to collect the information since this technique provides a quick and efficient amount of information from the population involved in the study; the team provided the participants enough time to consider their responses carefully without any interferences; in addition to that, the responses remained anonymous, which helped obtain the most genuine answers and opinions. Another advantage of using the questionnaire is that the answers are relatively easy to analyze since they go straight to the point of what information is needed to achieve the main goal of this research paper: to find the areas that should be improved in the current curricula.

V. DATA ANALYSIS AND RESULTS

Once the data was collected, the analysis of the information was organized in a chart that follows some steps to organize and process the information by taking into account the goals outlined before and bearing in mind that this will be the main source for the research.

5.1 Analysis of the interview to the representatives of the Centro de la Innovación y el Emprendimiento de la Universidad de El Salvador CEFIE UES

CEFIE UES has its origins in 2015 with the creation of a facebook page and a space on the engineering building. Since its foundation was established, Ingeniero Manuel Montejo has been the head of the center, and the engineering building has been the space for working since it is easier for him to stay there teaching some subjects and representing the center. The main goal of the center is to promote the importance of entrepreneurship and innovation within the campus community; it was created as a necessity in the University of El Salvador to let the public know about the work performed by the different University schools related to entrepreneurship, micro and small enterprises, and original ideas promoted by university community members that are necessary to share with others inside and outside of the campus; in this way, the participation in the entrepreneurship programs is promoted and their effort is supported.

The activities performed by the center are:

- Online courses about entrepreneurship and innovation.
- Workshops and training sessions about entrepreneurship and innovation.
- Programs and contests to distribute seed funds by looking for an innovative idea
- Lectures and talks about entrepreneurship and innovation.
- Information sharing about the activities performed by each school about entrepreneurship and innovation.

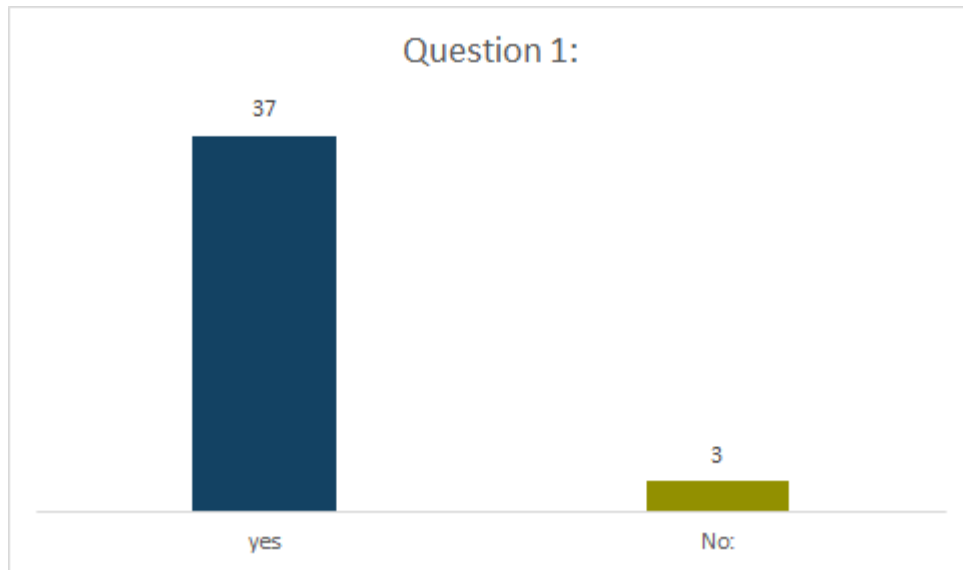
These activities are performed along with other institutions that help the center to achieve its goals and improve the events it organizes; some of the entities are presented below.:

- Comisión Nacional de la Micro y Pequeña empresa (CONAMYPE)
- Federación de Cajas de Crédito y Banco de los Trabajadores
- Food and products Sponsors who promote contests and programs

5.2 Questionnaire Results Explanation

Total of students who answered the questionnaire: 40

Question 1: Would you consider the possibility of studying a specialization course instead of writing a research paper in order to graduate?



Answer:

Yes: 37

No: 3

For this question, thirty-seven students, which represents 92.5% of the sample population, answered that they could consider studying a specialization course instead of writing a research paper in order to graduate and three students, representing 7.5%, answered that they would prefer to write the research paper.

Question 2: Explain the previous answer.

The majority of the students believe that it would be more advantageous to expand their knowledge in order to increase the chances of obtaining a job in the area they have studied for because according to them, some of the subjects in the study plan do not actually lead them into the work field. In addition to this, students mentioned that in matters of time and economy, a research paper results kind of complicated since looking for a research advisor is not always a simple task to achieve, and they cannot always afford the expenses that writing a research paper implies.

Question 3. If you answered “yes” to the first question, please mark with the letter “X” the areas you would like to gain knowledge about.

Categories:

- Tourism in El Salvador
- Publicity Basic Techniques
- Marketing Basic Techniques
- How to create entrepreneurship in El Salvador
- Basic concepts of entrepreneurship
- Photoshop skills
- Statistical data handling
- Salvadoran Entrepreneurship Laws



Answers:

- **Tourism in El Salvador 30**
- **Publicity Basic Techniques 26**
- **Marketing Basic Techniques 24**
- **How to create entrepreneurship in El Salvador 14**
- **Basic concepts of entrepreneurship 12**
- **Photoshop skills 12**
- **Statistical data handling 8**
- **Salvadoran Entrepreneurship Laws 5**

For this question, the least popular category was Salvadoran Entrepreneurship Laws, with five marks, representing 3.82% of preference among the sample population; Statistical Data Handling obtained eight marks, which represents 6.11% of preference among the surveyed students. Photoshop Skills and Basic Concepts of Entrepreneurship obtained the same percentage, 9.20%, with 12 marks each; the field of How to Create Entrepreneurship in El Salvador obtained 10.69% with fourteen marks; Marketing Basic Techniques was marked twenty-four times, getting 18.32% of the votes. Publicity Basic Techniques was one of the favorite categories with twenty-six marks, representing 19.85% of the votes. Finally, the most popular category was Tourism in El Salvador, with thirty marks, which represents 22.90% of preference among the surveyed population.

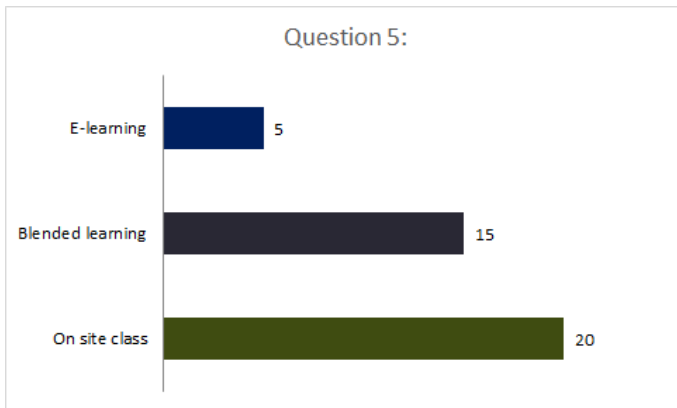
Question 4. Why would you consider it important to develop the skills on the areas you marked on question number 3?

Answer: Students believe that Tourism is a key area to gain knowledge about; they mentioned this is a new area of work because of the emergence of this matter in recent years. Students expressed that Tourism is fundamental to El Salvador's economy and, therefore, a main source of work in which they can develop as professionals.

Marketing and Publicity are the two areas that follow in the students' preference list. The students explained that becoming a real professional in those areas would guarantee their insertion in the work market field since nowadays it is fundamental to understand how to create a business opportunity and at the same time how to address the target public. In this way, tourism could be supported by bilingual professionals that would be able to understand both the economy and publicity factors that boost El Salvador's development.

Question 5. What type of method do you prefer in order to study a specialization course?

- **Blended learning**
- **On-site**
- **E-learning**



Answers:

- **On-site class: 20**
- **Blended learning: 15**
- **E-Learning: 5**

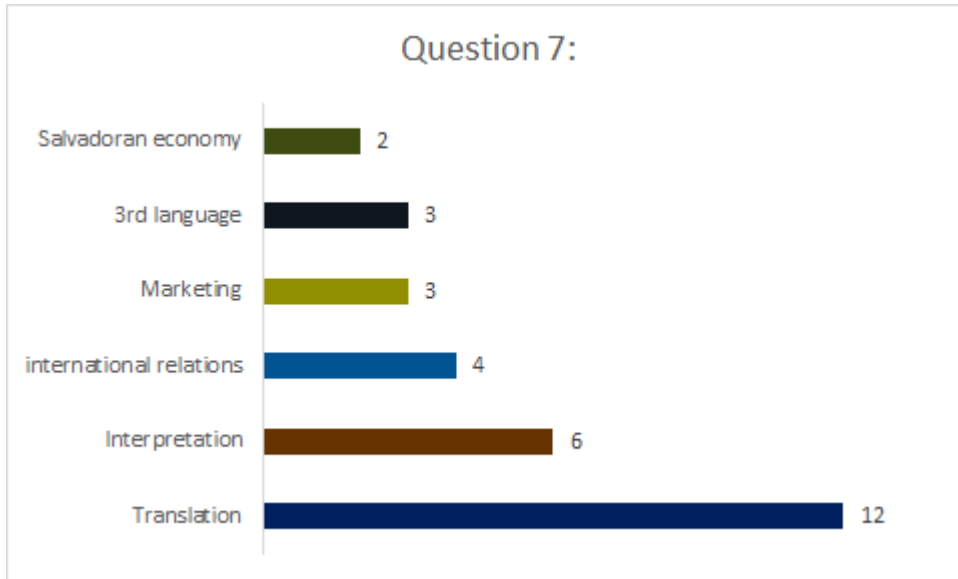
For this question, the least popular category was e-learning, obtaining 12.5% of the votes; blended learning obtained 37% of preference, with fifteen votes, and the most popular category was on-site class, with twenty votes, representing 50% of the surveyed population.

Question 6. According to your experience in the major, what suggestions would you make in order to make the study of specialization courses an advantageous experience? This suggestion must be both academic and work related to become a public relations professional.

Answer: Students expressed that there are two key factors that would lead to the success of studying specialization courses: flexible schedules and the hiring of professionals that actually know about the areas proposed. Students also suggested the keys mentioned before since they explained that at the end of the major, some of them work and need to have options to enroll in the proposed courses. At the same time, students should consider that if the classes are taught by well-informed professionals, they would acquire the best competences to improve as future public relationists.

Other suggestions encountered were to focus on the public relations field, to add practice opportunities, and to look for the proper material or sources of information.

Question 7. In addition to the areas mentioned back on question number 3, can you please add up to 8 more options? And if possible, can you please explain what needs they would cover while studying them?

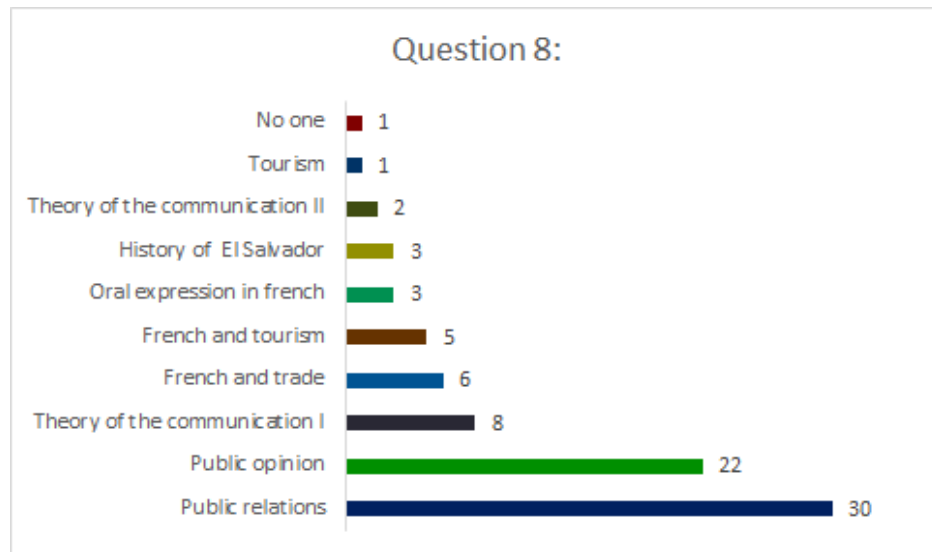


Answers:

- **Salvadoran economy 2**
- **3rd language 3**
- **Marketing 3**
- **International relations 4**
- **Interpretation 6**
- **Translation 12**

For this question, the most popular category was Translation, getting twelve votes, which represents 40% of preference among the surveyed students; Interpretation obtained 20% with six votes. International Relations was voted four times, obtaining 13.33% of preference. Marketing and Learning a Third Language obtained the same result, 10% and 10% accordingly, with only three votes each, and the least popular category was Salvadoran Economy, getting only two votes, representing 6.67% of preference among the surveyed population.

8. After studying this major, which subjects do you consider being the most useful ones to become a successful public relationist?



For this question, the subject that was considered the most useful was Public Relations; it obtained 30% of preference, with thirty votes. Public Opinion was considered important, getting 55% with twenty-two votes, Theory of C communication I obtained 20% with eight votes, and French and Trade obtained 15% of preference among the surveyed students, with six votes. French and Tourism was voted five times, obtaining 12% and the subjects Oral Expression in French and History of El Salvador obtained 0.7% of preference, with three votes each one. Theory of Communication II was one of the least popular subjects, getting 0.5% of preference with two votes, followed by Tourism, which obtained just 0.2% of preference, with just one vote. Finally, one student answered that any subject students register during the major helps them to become successful public relationists.

5.3 CURRICULAR PROPOSAL CORRESPONDING TO THE MODULES OF ENTREPRENEURSHIP SPECIALIZATION



UNIVERSITY OF EL SALVADOR
SCHOOL OF ARTS AND SCIENCES
FOREIGN LANGUAGE DEPARTMENT



ENTREPRENEURSHIP SPECIALIZATION

Presentation

- The Entrepreneurship specialization has been designed to provide the knowledge and basic tools to develop and enhance skills and competences in students that generate entrepreneurship and business opportunities through creative processes in the conception of ideas, organization, strategy formulation, and practice for the creation of a sustainable business plan and its materialization.

Objective

- To provide students with the basic knowledge and management tools of entrepreneurship and innovation to enhance the development of business ideas and formulation of entrepreneurial plans where future professionals become agents of change towards a new entrepreneurial and innovative culture with a vision of search for the economic development of the individuals and their environment.

Competences

- Students will be able to take advantage of context opportunities to generate entrepreneurship and consolidate companies with a view to development, growth and competitiveness.

- Students will be able to handle and apply information about product, price, advertising, sale, and distribution, in order to make offers according to consumers' needs and desires.
- Students will be able to prepare a business plan for the implementation of a sustainable project applicable to their region.
- Students will be able to analyze the different sources of financing available, their adaptation and implementation.
- Students will be able to understand the importance of effective management and administration of company funds to generate profits and minimize investment risk.

Methodology:

The methodology of the courses will be focused on students' interactivity through due tasks and specific projects to develop skills and competences related to the subject by working in groups and individually through oral presentations and written reports, and searching and exchanging information with their classmates, according to their progress in the area. In addition, the instructor should be side by side with participants, solving doubts and working on skills related with entrepreneurship, bearing in mind the current socio-economic model and needs to take advantage of the tools offered to them.

ENTREPRENEURSHIP SPECIALIZATION

SEMESTER	COURSES/SUBJECTS	MODULE	DESCRIPTION	
I	ENTREPRENEURSHIP	Basic Concepts of Entrepreneurship	1	This course will be an introduction of basic concepts about entrepreneurship.
I		Legislation of Entrepreneurship in El Salvador	1	Salvadorian legislation must be one of the first courses taken in order to start having an idea of what laws allow entrepreneurs.
I		How to Start a Business in El Salvador	1	Students will have at least an idea about how micro and small enterprises start a business in order to create their own model.
I		Funding Sources in El Salvador	1	Students must know where to find funding sources in El Salvador to start a business.

I	TOURISM AND ENTREPRENEURSHIP	Tourism Entrepreneurship in El Salvador	2	<p>Based on the current curricula of the Bachelor in Modern Languages, in which the subject Tourism was included along the major, this course will be the basis to combine with entrepreneurship to achieve new goals with the specialization.</p> <p>Having combined the knowledge of both areas, students will address them in El Salvador.</p>
I		Attention and Service to Tourists	2	This course will be addressed to attention and service to tourists.
I		Translation and Interpretation as a Work Tool.	2	<p>Based on the current curricula of the Bachelor in Modern Languages, in which the subject Translation was included along the major, this course will be the basis to combine with Interpretation to be used as a work tool</p>

II	MARKETING AND ADVERTISING	Basic Techniques of Advertising	3	This course will be taken as a way of introducing basic concepts about marketing and advertising so the students can use them according to their needs.
II		Basic Techniques of Marketing	3	This course will provide details on techniques of marketing in general so that students can use them in specific situations.
II		Photoshop Management	3	This knowledge will be a tool for participants to blend it with some other contents related with advertising and marketing.
II		Basic Photography for Advertising	3	A basic photography course for advertising will be an elementary tool for participants to reflect their business ideas on pictures.

II	NEW TRENDS ON THE CREATION OF MICRO AND SMALL ENTERPRISES	Genesis of the Creative Process in Entrepreneurship	4	<p>Participants must be aware about the new trends in business in general in order to know how to apply this with micro and small enterprises.</p> <p>This course will be taken to acquire knowledge about the creative process entrepreneurs follow in order to have a business idea,</p>
II		Trends of Entrepreneurship and Business Creation	4	<p>This course will provide information about the characteristics of the current trends of entrepreneurship, and participants will have an idea about their own business plan.</p>
II		Design of a Business Plan	4	<p>This course will represent the basis of how the representatives' business plan is going to work by following the corresponding procedures.</p>

II	Basic Business Finances	4	This course will provide information about the importance of the effective management and administration of company funds to generate profits and minimize investment risk.
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Evaluation guidelines

All evaluations will be taken by the students under the next directions:

Evaluations	Description	Percentage
Evaluation 1	First written individual evaluation about the topic list developed along the semester.	20%
Evaluation 2	Oral evaluation through a group presentation that explains specific topics to reinforce the knowledge on the area.	20%
Evaluation 3	Second written individual evaluation about the former list of topics developed along the semester.	20%
Evaluation 4	A cumulative review to measure the progress along the semester.	20%
Evaluation 5	A final project assigned in groups divided into two stages. The first stage will be the creation of a written report, and the second one will be an oral presentation of the project itself.	20%
	Total	100%

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VI. CONCLUSIONS

- It is wise to present a proposal for implementing entrepreneurship courses of specialization as an alternative to the current graduation process for obtaining the Bachelor's Degree in Modern Languages: Specialization in French and English instead of the traditional research work.
- It is important to implement the specialization courses as an alternative to the current graduation process for the fifth-year students of the Bachelor's Degree in Modern Languages: Specialization in French and English for the public relations track because they are neither specialists on public relations nor on teaching; thus, enhancing their skills with a specialization can allow them to reach their goals more easily and obtain a better job.
- The main areas of study suggested for the entrepreneurship courses plan to emphasize tourism in our country are marketing, entrepreneurship, laws and theoretical concepts because they were demanded by the students.
- The curricula proposed by the research team is a basis to be a mold depending on the regulations of Junta Directiva and the laws of the University of El Salvador; it was created respecting the experts' methods of evaluation, and it is pretty simple to keep its nature.

VII. LIMITATIONS

1. It was hard to get information from the entities or schools within the campus since at first some of this help was offered but never delivered.
2. It was a disadvantage for the research team not to be able to reach all the students considered in the sample since at the moment of applying the instrument, two students were absent.
3. The lack of specific information related to the specialization courses in entrepreneurship created inconveniences to the research team to enhance the ideas for the proposal.
4. There was little access to further information about how to work on a sub specialization course.

VIII. RECOMMENDATIONS

1. Based on the data collected, the research team recommends to the Foreign Language Department to consider the possibility for the students to choose between the research paper or specialization courses according to their needs.
2. The research team recommends to the Foreign Language Department to get involved with some other academic units within the University of El Salvador in order to expand the areas of job opportunities for the students, by sharing and exchanging experiences, which at the same time would increase students' knowledge on the area.
3. The research team recommends to the authorities of the Foreign Language Department to update the curricula of the Bachelor of Arts in Modern Language: Specialization in French and English because the University of El Salvador is considered one of the best institutions in Central America since it has recently been certified by The High Council for the Evaluation of Research and Higher Education (Le Haut Conseil de l'Évaluation de la Recherche et de l'Enseignement Supérieur (HCÉRES)).
4. The research team recommends to the authorities of the Foreign Language Department and the professor responsible for the subject French and Trade to participate and get involved in the free workshops offered by CEFIE UES taking into account that they help students to develop entrepreneurship skills that will help them to be their own source of incomes.

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X. ANNEXES

Universidad de El Salvador
Facultad de Ciencias y Humanidades
Departamento de Idiomas Extranjeros
Licenciatura en Lenguas Modernas: Especialidad en Francés e Inglés

Cuestionario de Entrevista a representantes de Centro de la Innovación y el Emprendimiento de la Universidad de El Salvador CEFIE UES

Objetivo: Recopilar información general acerca del ser y accionar del CEFIE para comprender a través de sus actividades los parámetros a emular al momento de diseñar la propuesta de implementación de cursos de emprendedurismo, principal objetivo de la investigación.

Preguntas:

¿Cuál es el origen y causa de la fundación del CEFIE UES?

¿Cuáles son los objetivos del CEFIE UES?

¿Qué actividades realizan?

¿Qué instituciones trabajan en conjunto con el CEFIE UES?

¿Qué temáticas sugieren implementar para los cursos de especialización en emprendedurismo?

Universidad de El Salvador
Facultad de Ciencias y Humanidades
Departamento de Idiomas Extranjeros
Licenciatura en Lenguas Modernas: Especialidad en Francés e Inglés

Cuestionario dirigido a los estudiantes del quinto año de la Licenciatura en Lenguas Modernas: Opción Francés e Inglés, especialidad en Relaciones Públicas.

Objetivo: Recopilar información general acerca de los posibles intereses de los estudiantes del quinto año de la Licenciatura en Lenguas Modernas: Opción francés e inglés, especialidad en Relaciones Públicas respecto al estudio de una sub-especialización que sea una alternativa al actual proceso de grado.

Indicaciones: Este cuestionario debe ser llenado de manera individual y con la mayor sinceridad posible. Por favor, responder con lapicero azul o negro.

Preguntas:

1. ¿Consideraría la posibilidad de estudiar durante un año una subespecialidad en lugar de hacer un trabajo de investigación para graduarse de la carrera? Sí ____ No ____

2. Explique:

3. Si la respuesta a la pregunta número 1 fue “Sí”, favor marcar con una “X” las áreas en las cuáles le gustaría expandir sus conocimientos:

- a. Conceptos básicos sobre emprendimiento
- b. Cómo emprender en El Salvador
- c. Manejo de Photoshop
- d. Técnicas básicas de mercadeo
- e. Legislación salvadoreña del emprendimiento
- f. El turismo en El Salvador
- g. Técnicas de manejo de datos estadísticos
- h. Técnicas básicas de publicidad

4. ¿Por qué considera esas áreas de estudio importantes para desarrollar en una subespecialidad?

5. ¿Qué tipo de modalidad preferiría para estudiar esta especialidad?

Presencial _____

Semi-presencial _____

En línea _____

6. De acuerdo a su experiencia durante la carrera, ¿Qué sugerencias haría para que el estudio de una subespecialidad sea provechoso? Estas sugerencias deben estar enfocadas a sus necesidades académicas y posibles oportunidades de trabajo como futuro relacionista público.

7. Aparte de las áreas mencionadas en la pregunta número 3, ¿Qué otras considera importantes estudiar en una subespecialidad? Si es posible, mencionar las necesidades que se cubrirán al estudiar esas materias. Puede sugerir un máximo de ocho áreas de estudio.

8. ¿Cuáles han sido las materias que más han aportado a su formación como relacionista público durante la carrera? y ¿Por qué?
