



Acreditación de la universidad privada es un sinónimo de calidad? [

Red Iberoamericana de Investigación sobre Cambio y Eficacia Escolar,
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text (article)

Analítica

This is a qualitative study done in a private university in the city of Monterrey, Northern Mexico. With a sample of 50 professors, department directors, students, and employees, within communication and journalism programs, this paper sought to unveil perceptions regarding the impact self-assessments and accreditations had on these two programs. Particularly, it was researched whether they believed these processes impacted their quality. Although accreditation was regarded as important, faculty members and employers believed that certified assessments did not produce significant changes over the way teaching and classes are conducted. Students showed high levels of misinformation about benefits and purposes of accreditation. Administrators seemed to follow mechanic assessments to accomplish marketing goals, but not to create meaningful innovations. Several of the professors manifested ethical concerns regarding the truthfulness of these accrediting processes. In the discussion section, the paper turns to alternatives of current models of accreditation

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