



Análisis De Oferta Y Demanda En Programas De Educación Superior En Neiva, Huila [

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Analítica

The purpose of this research is to analyze the supply and demand in higher education programs in Neiva, Huila, using fundamental theoretical supports such as human capital theory, economic theory (supply and demand), and organizational theories. These interact and form a context of great interest for the development of the educational system, incorporating educational theories such as constructivism (Piaget, Vygotsky, and Ausubel) and connectivism (Siemens and Downes, 2005), where social networks play a role in the educational system. Regarding methodological aspects, the study considered the development of mixed-type research (qualitative-quantitative) with a descriptive approach, using techniques favorable for theoretical support, such as content review and analysis, and instruments like surveys and interviews, which were designed through a questionnaire that facilitated the obtaining of results. The population consisted of 396 students from different educational institutions in the city of Neiva, from which a sample of 111 students was obtained. The questionnaire was applied, and responding to the filter question, only 94 accepted participation in the research process. The results achieved favored the academic trend, allowing the Navarra University Foundation in the city of Neiva to implement a flexible curriculum capable of meeting the demands of the student market in Neiva, Huila

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