EVASION FROM GRADUATE SCHOOL COURSE IN BUSINESS MANAGEMENT OF A CORPORATE UNIVERSITY: STUDENT/EMPLOYEE PERCEPTIONS

Abstract

The graduate school course in Business Management is a reality and innovation in the corporate education university of the federal public company researched. The course presents characteristics pursuant to Distance Education, such as distance in space and time and student autonomy. Regarding the student of this form of teaching, it is important to identify the reasons that led many of them to evade the course. Given the above, a research instrument was applied, whose general objective was to identify the reasons why the student, who is an employee of the company, evaded this course. The quantitative-qualitative instrument contained close questions with answers based on the Likert scale, for descriptive statistical inferential analysis, and an open question, where the discursive text analysis technique was used. It was evidenced that the reasons that resulted into the high number (41%) of evaded students in the course are related to: the conciliation of the time for the work activities and the necessity of the presence in the synchronous activities (classes via videoconference and tests); the need for a greater articulation of the corporate university of the company with the managers of the employees, in order to facilitate their participation in face-to-face activities; awareness regarding labor aspects, such as holidays and specificities of the company’s reality, such as contingencies and strikes, among other factors.

Keywords: Graduate School. Working Student. Digital Medias. Evasion. Distance Study.