MANAGEMENT OF SYSTEMS AND INFORMATION TECHNOLOGIES IN HIGHER EDUCATION INSTITUTIONS MSIT/ HEIs

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Summary: In a scenario where higher education institutions discuss issues such as: maintaining student's interest in the classroom and if the traditional patterns of teaching and learning interact with the exponential growth of available information, among other topics. We propose the presentation of the project " Management of Systems and Information Technologies in Higher Education Institutions (MSIT/ HEIs)", a research proposal that aims to answer these and other questions. Therefore, based on a prospective tool - the Prospective Questionnaire (PQ) - which has been specially developed to respond these - and other existing questions in education, the application of this PQ aims to conduct research about the management of systems and technologies of information in HEIs. Because of the multifocal feature of PQ, it will be possible to display from the results obtained by applying this QP, information to support decision making in educational management and also in various other fronts -Project MSIT/ HEIs is multifocal-. Participation in MSIT/ HEIs project is open to all interested parties, which must apply the methodology in higher education institutions located in their region or city. The involvement in this research project should be formalized via a cooperation term win - win (according to the research level).

Keywords: Research; Higher Education; Management Information Systems, Information Technology; Prospective Multifocal Questionnaire

1 Introduction

Information Technology (IT) has optimized relationships and roles in the world we live especially in the workplace, generating more and more information and knowledge. In general, educational institutions are based on the way, the method of teaching and learning and have found it difficult when considering the wide availability of existing information in digital repositories i.e. traditional patterns of teaching and learning -a way to acquire and retain information and transfer information, conflict with the exponential growth and availability of information made possible by technology (GADOTTI M., 2000).

This question, traditional patterns of teaching and learning vs. conflict with the exponential availability of information has been the subject of endless discussions among teachers and mentors, as daily lives of students are very involved with technology, thanks to factors such as low-cost access to these technologies, which stems from the fact that data storage capacity doubles approximately every two years, resulting in the reduction of iT costs. Also, there is a movement towards the appreciation of the intellectual resource,

focusing on people as a competitive advantage: an evolution of the Information Age to the Knowledge Age, with the emergence of an increasingly globalized and virtual culture that only tends to evolving. (BALLONI & TARGOWSKI, 2010)

In this scenario we have the project Management Systems and Applied Information Technologies- MSIT - in organizations, Renato Archer Information Technology Center (MSIT / Project, 2006), a general instrument used to measure the relationship of human element with the technologies -what specifically in this project occurs via the macroproject MSIT / Education, which contains the project GESITI / HEIs -. Therefore, according to the CTI MSIT Project (MSIT / Project, 2006), organizations such as Higher Education Institutions (HEIs) have as their main goal and lead research of human element relationship with -Systems Sociotechnical- technologies and seek to understand how people use new forms of interaction offered by Information and Communication Technologies -TIC's-. Note that the MSIT project mentioned above, has expanded its lines of action and fulfilling increasingly their goals-for example, the publication of the book "Why MSIT Hospital? "(Balloni, Levy, Nemer et al, 2014), and, for this article, we are now proposing the project Management Systems and Information Technology in Higher Education Institutions - MSIT / HEIs - one of these goals - carefully planned and running and coordinated by FATEC / Itapetininga (http://fatecitapetininga.edu.br).

Thus, as the goal of MSIT / HEIs -Perform research project on the management of information systems and technologies in higher education institutions, from a prospective tool specially developed for HEIs -, we will be examining Education via the application of a Prospective Questionnaire - multifocal- in higher education institutions, public and / or private (HEIs). Finally, we point out that the project MSIT / HEIs is a subproject within the macro project " MSIT / Education" and which has the potential to be redirected to other levels Magazine Perspective in Management, Education and Technology, v.4 n.7, January -June / 2015 HIGHLIGHT PROJECT : High and elementary education. Thus, for this proposal presented here, - open to the interest of public or private universities - will be focusing on the activities of MSIT / Education project exclusively at higher education institutions - HEIs - via MSIT / HEIs.

The MSIT / HEIs project conducted by FATEC Itapetininga began from a letter of intent signed between CTI Renato Archer and FATEC Itapetininga concerning the intention of institutional cooperation and provision by the CTI MSIT Project (MSIT / Project , 2006) prospective questionnaire - PQ / hospitalar- developed and associated methodology used by the project management Assessment Systems and Information Technology in Hospitals Brazilian MSIT / Hospital (MSIT / questionnaire, 2012). This PQ / hospital developed by project MSIT / Hospital was adapted and expanded FATEC for their application in project HEIs MSIT / HEIs, ie, it was developed PQ for -o HEIs / HEIs -. The methodology will be the same used by MSIT Hospital project, explained below.

2 Methodology

As detailed in the last paragraph of the introduction of this project, the research project MSIT / HEIs is based on the methodology and a Prospective Questionnaire - PQ / HEIs - developed by FATEC Itapetininga with the cooperation of the CTI MSIT Project (MSIT, 2006; 2011 ; 2012 and 2013). This QP / HEIs is in preparation for registration in the National of Rio de Janeiro Library (MSIT, 2015). The summary of this PQ / HEIs is presented in Table 1.

The summary of MSIT Project / HEIs, Prospective Questionnaire for HEIs. Access to PQ / HEIs occurs by signing Cooperation Agreement (TC) between MSIT Project / HEIs and the participant / interested institution (a).

Quadro 1 - Sumário

Characterization of the Institution
Human Resources
Institution of Strategic Management
Research and Development
Tecnologic innovation
Investment in Innovation
Technological Cooperation for innovation
Competitiveness & Institutional Collaboration for Strategic Advantage
Information technology equipment in the institutions
Acquisition of machinery and equipment Database
Networking, Security and Telecommunications
IT Management
E-commerce
Module A: General Information and Communication Technology Information
Module B: Use of Internet
Module C: Electronic Via Internet commerce (e-business)
Module D: Costs / Expenses and System Features Implemented
Module E: Barriers to Use of the Internet and ICT in general
Distance Learning (ODL)
Relationship to Student Policy and Higher Education Regulation

This research, based on our PQ / HEIs, which summary is presented in Table 1, is characterized as qualitative and exploratory (Balloni, Levy, Nemer et al, 2014, chapter 1, page 21-22.). Exploratory studies or makers aim to "become familiar with the phenomenon or get new understanding of this often to make an accurate research problem or create new hypotheses" (developments) (Selltiz, 1975; Segatto, 2006). This research fits these characteristics.

The choice of the institutions to be investigated is the team's responsibility to their local coordinator. Coordinator who should be set by the participating HEIs of the Project as Cooperation Agreement among the institutions. The staff -from HEIs - via formal -Informed informers, should get access and permission to

conduct research in HEIs which will be randomly chosen -by decision of the local coordinator. The Cooperation Agreement and win-win, granting access to QP / IES -Electrical multifocal- and methodology.

As part of the methodological process, the -application research QP / IES- will be conducted through direct interviews with representatives of each education institution-specifically with the person accredited by IES - in the subject - as the prospective tool is multifocal- . These people should answer the questions according to item or theme described in QP / HEIs -see Table 1. In short, research must The cooperation agreement must be signed between the participating institutions so that we can -FATEC perform the assignment of the use of prospective questionnaire QP / HEIs MSIT Project / HEIs. be applied in person and the person corresponding to the topic being considered in QP / HEIs. This care is important and avoid distortions or bias in the results, which would decrease the reliability of the answers.

 There are three factors that determine the type of search strategy, "the type of research question; the degree of control that the researcher has on behavioral events; and the degree of focus on contemporary or historical events "(YIN, 2005). This research seeks to analyze the management of IS and IT in education institutions, through the study of contemporary events, which do not require control. Consequently, the Strategy Case study proves appropriate. Thus, as already mentioned, the methodology to be used in the research is the interpretation (or introspective) (PADRÓN, 2001). In the interpretative approach the project chose the qualitative type of research (MARTINS, 1994)

We are planning to soon launch in the pages of Fatec Itapetininga (http://fatecitapetininga.edu.br), site MSIT / HEIs, containing all the information on how to participate in the project, since the cooperation agreement until details of how the project should be implemented in a in a region, state or even a country, a benchmarking process methodology and QP / hospital -Electrical prospectivautilizado in MSIT / hospital project (BALLONI, 2011; MSIT / hospital, 2012).

3 Team

FATEC Itapetininga has a team of three teachers and four students, which are in addition to supporting the project coordination, be generating jobs and articles from the results obtained using the QP / IES by this team and also via integration of research reports locally generated by local coordinators of other HEIs where the research was applied -which in turn, these local coordinators can generate publications on local results and propose developments of other research.

 We emphasize that each participant of another HEIs will build independently their own team and the results not processed of the application of PQ / HEIs will be the exclusive possession of this university. It'll be cleared up in the Cooperation Agreement to be signed, as explained in Section II, where we will explain that it is up to other HEIs to submit a full report of the survey results, with conclusions and development. This report will be used as a paper publication basis for this HEIs.

4 Expected results

It is expected as a result of this initial research work in higher education institutions, the start in Brazil of an unprecedented database -with report published at FATEC Itapetininga site, registered with ISSN- on the

management of higher education and from which a number of important information will be extracted because the multifocal character of the prospective tool developed by MSIT / HEIs project.

a) Local information - developed by HEIs - Local coordinators - that make up the project via cooperation agreement and their access to PQ / HEIs- obtained via local research reports - developed by the Local Coordinator - you can take local decision-making.

b) About integration of local information. It will be prepared by FATEC Itapetininga -from local reports -item above- an Integrated Research Report (IRR) with focus also a Report Research Roadmap (RRR) (Sloman, 2007) for use as a support in national, integrated and comprehensive decision-making , where comparative analysis (participants from Brazil & International) will be contextualized from the integration of local results - given by local coordinators via researchers report. We are confident that with this IRR / RRR present reliable subsidies for better decision-making on issues of interest to the front managers to better efficiency and effectiveness of management education institutions, public or private.

While not addressed directly, the last final result, coming from research is a significant improvement in the management and decision-making process, resulting in more satisfied people with the care and management of higher education.

Finally, we emphasize that all data base collected by Local Coordinators from each participating HEI will be the responsibility and custody of that institution, being the developer -Coordinator local-, format a report with conclusions and prospects of the results and possible developments and to deliver to FATEC Itapetininga. The report received an ISSN - request in progress - and will be available on site MSIT /HEIs -in construction- FATEC Itapetininga.

5 Project outlook

From the results collected by each local coordinator of the project MSIT / HEIs, we will be based on data and statistics seen that each local search report summarizes what happens in that city or region regarding the HEIs - correlação- analysis resulting from a multifocal PQ / HEIs. In integrated level - a result of the integration of all -reposts- results received from local coordinators, we have a comprehensive analysis conducted by FATEC Itapetininga. Some issues that confront as from this research: the Distance Learning (ODL) -as the most appropriate methodology for upper- education, the extinction of classroom teaching, or questions about a new practice that is already being called education Hybrid -an education and presencial-mixture distance education. What notice how imperative is the presence of technology as attractive and why not say medium. However, the survey results at the local level and the integrated level will reveal -among other possibilities that may arise due to the multifocal character of the QP / IES- the best way to answer -or interpretar- the questions. We emphasize again, and finally, the research has multifocal character, where correlation can be performed.

The results that will be obtained via the project MSIT / -Reports HEIs local research, developed by Local-coordinators and subsequently via the integrated report with comparative analysis should create subsidies for taking -Local- or Integrated- decision aiding education Institutions to find answers to meet current needs, making teaching and learning more attractive, motivating teachers and students on this journey of knowledge. The synergy factor is inserted into – this country education or another country participant- with this research proposal.

Therefore, we invite interested parties to participate !