

BUSINESS SKILLS SCHOOLS

Private business skills schools have not established a major presence in Mexico, partly because of competition from vocational schools and universities. Both offer business courses and seminars as part of non-degree programs.

A small number of business schools cater to the needs of students who seek specialized programs. Lower costs give some of them a competitive advantage relative to universities. But the fact that they are not recognized by the *Secretaría de Educación Pública (SEP)*, Secretariat of Public Education, or the *Universidad Nacional Autónoma de México (UNAM)*, National Autonomous University of Mexico, limits the size of their market.

One of the most prominent schools in this market is the *Instituto Angloamericano*, which offers a one-year program covering language skills, computers, accounting, business and marketing.

Students at these types of schools tend to be young women from the lower-middle class, between 17 and 25 years old, with a high school education. Typically, they attend business school because their families are not able to afford a university education but are aware of the importance of education in employment. Time is as heavily weighed as price, and these families often consider a university education too time-consuming to be cost-effective.

The most successful business schools are those specializing in computer training. Mexico is a country of young people and technology is considered a tool of their generation. Computers are seen as a way of increasing employability and circumventing the older generations' traditional hold on power and information. Secretaries are more likely to require computer skills than language skills.

INDUSTRIAL TRAINING PROVIDERS

Mexican companies buy industrial training services from a variety of domestic and foreign consultants and other training providers. Registered training programs must be executed by training agents who are registered with the *Secretaría del Trabajo y Previsión Social (STPS)*, Secretariat of Labour and Social Welfare. In 1993, there were about 5,600 registered training agents. Sixty-one percent of them were individual training agents and the rest were training organizations. The *Asociación Mexicana de Capacitación de Personal (AMECAP)*, Mexican Association of Personnel Training, has about 800 members. Almost 60 percent of the registered firms are located in the Federal District or in the State of Mexico. The rest are spread throughout the country.