

SUMMARY

This current investigation is a feasible project, because there are enough human and technological resources and computing equipment for the creation of the Professional Profile of the Secretaries in the UTN UNIVERSITY. This investigation has the purpose of serving as support and orientation for the application of better procedures and knowledge in order to give solutions to obstacles raised inside and outside the institution. The modern executive secretary plays an important role in favor of the efficiency, and productivity, according to the new requirements that are demanded by institutions that have the goal to be successful, in the world of business, in the industry, or in the liberal professions as well. Throughout the time due to the world of business and the bureaucracy, the secretary has become a fundamental mainstay of the activities done in the office in the private or public field, supporting her boss directly in a discrete, meticulous, and dynamic way, assuming even bigger responsibilities with credibility and confidence. It is important and independent, the capacity of leadership ability to communicate, a long term vision, assuming new responsibilities. A secretary is an immediate collaborator of a management center with a great knowledge of the activities that are being executed in the institution, moreover she is trained for the delegation of certain fields of work that she develops or can develop. The efficient secretary should have personal qualities that joined with the skills and knowledge can allow her develop her job in the best way; it will help her to work with other people as members of the same team. One of the qualities that should be part of the secretary is kindness, treat people with courtesy, being always present in order to help to solve problems that a customer or user could have giving place to a good prestige for the company. This topic and the development of this thesis necessarily include a process of assimilation to a previous structure, in other words, the integration of a previous structure and in this way the assimilation of elements recently known and its meaning in the context of the human being. It is important for the UTN University to count with personnel in the area of the secretarial profession who possess qualities based in the incidence of the effectiveness and efficiency in the fulfillment of their duties, moreover to count with professionals trained in the secretarial field who support the academic administrative management in this center of Higher Education.