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Epistemological horizons of the bachelor's degree in finance at the Universidad Técnica Estatal de Quevedo

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Abstract---The general objective of the Bachelor's Degree in Finance is to train finance professionals with scientific knowledge and high humanistic principles, capable of performing management activities and financial advice, to help strengthen the personal, family, and business economy, promoting the growth of the financial sector, thus responding to the mission and vision of the State Technical University of Quevedo as an institution permanently committed to the pursuit of regional and national welfare, for the achievement of sustainable development, providing an academic, scientific, technological and humanistic education. This career is designed in 2019 as a result of the existing needs, related to the economic development of the country. Its origin is due to praxeological deficiencies concerning elements of epistemological character allowing justifying the curricular conception that confirms it. Thus, based on a field study and a critical analysis of the bibliography, the epistemological referents that characterize the career are revealed. In this sense, the complexity paradigm, critical pedagogy, connectivism, the General Theory of Systems, as well as the theories of the field of finance, are considered.

Keywords---complexity paradigm, critical pedagogy, connectivism, general systems theory, financial management, entrepreneurship.

Introduction

The development of a university with a high scientific level, which allows the preparation of students capable of efficiently and effectively undertaking the tasks that the profession requires and that at the same time contributes to the scientific-technical development of mankind, is a global demand of today's society. The new Ecuadorian university is being discussed today and in this new conception, the mastery of scientific-pedagogical knowledge of teachers is essential to raise the quality of the training process of future professionals, considering the policies, strategic lines and goals of the government for the period 2017-2021, National Development Plan (NDP), very specific in its objectives for a lifetime. Its purpose is to promote research, education, training, development and technology transfer, innovation and entrepreneurship, protection of intellectual property, and promote the change of the productive matrix through the link between the public, productive and university sectors. It responds to Goal 4, referring to quality education, which consists of guaranteeing inclusive, equitable and quality education and promoting lifelong learning opportunities for all.

In this way, its purposes correspond to those referred to the integral formation in higher education with a humanistic approach, as a strategy of formative nature, which is based on the integral development of students in their intellectual, academic, professional and personal dimensions, and its scope goes beyond the institutional level (Valverde, 2022). In this sense, the State Technical University of Quevedo (UTEQ) is an institution permanently committed to the search for regional and national welfare, which makes possible within the scope of its faculties a sustainable development, providing an academic, scientific, technological and humanistic education with ethical and moral foundation, contributing decisively to the improvement of the living conditions of the people of Quevedo and therefore of all its students at the level of Ecuador.

In correspondence with these purposes, UTEQ's mission is to train competitive professionals and academics of excellence: generating knowledge, technology, quality services and solutions to society's problems: based on principles. Its vision is to be a model institution in university sustainability with national impact and social responsibility. The general objective of the Bachelor's Degree in Finance is to train finance professionals with scientific knowledge and high humanistic principles, capable of performing financial management and advisory activities, to contribute to strengthening personal, family and business economy, promoting the growth of the financial sector.

This objective is achieved through scientific and technological knowledge, for the development of the financial sector, through teaching, research and linkage activities, for the relationship between the university and society; strengthen entrepreneurship (Miguel Medina Romero et al, 2021), applying basic sciences, scientific and technological knowledge, for the growth of the popular and solidarity financial sector, and large companies, through the implementation of

innovative and participatory projects in the creation of savings banks, community banking, associations, financial business organization, among others, considering the local, regional and national development plans; efficiently use technological innovation in meaningful learning processes, linked to society and management, to achieve competent professionals in the national, popular and solidarity financial sector, through the use of laboratories, projectors, virtual platforms, databases, computer programs related to finance and accounting sciences, among others; and to train professionals committed to social, cultural, environmental and financial responsibility, honesty and transparency to make viable the rights of good living. These objectives are related to knowledge, relevance, learning that future graduates should obtain and intercultural citizenship. From this perspective, the objective is to establish the epistemological references that characterize the Bachelor's Degree in Finance, based on the existing Curricular Design (Vera, Arboleda y Pérez, 2019).

Development

In order to establish the epistemological references that characterize the emergence of the Bachelor's Degree in Finance, it is important to identify the problems and needs of the contexts and objectives of the NDP that the profession addresses. Quevedo and Zone 5 of Ecuador have several companies, both public and private, as well as organizations in the Popular and Solidarity Economy sector, which guarantee the scenario to develop financial practices. Through field research, it was determined that there is a demand for finance professionals, as a condition for the creation of this undergraduate program.

The course addresses three problems, considered fundamental: financial management, financial sustainability, and investment and financing. Financial management, from an internal approach, is characterized by problems derived from the management of the business and the economic sector to which they belong, and where the organization is responsible for their solution and improvement in terms of growth and business development. From studies carried out on SMEs, it is generally observed that there is a lack of attention to the analysis of accounting information and in some cases, failures are detected in the preparation of financial statements, also the lack of rationalization in the management of short-term resources of the company, concerning financing it is observed that there are no studies that support the indebtedness and the increase of paid-in capital, it can be summarized that some companies mistakenly use short-term resources to finance themselves. In summary, profitability management is absent in companies, which makes it important to study it in the Bachelor's Degree in Finance.

It has been pointed out that the business failure of SMEs in Ecuador during their first five years of creation is because entrepreneurs lack knowledge about what is a Corporate Governance, therefore, they do not carry out structured planning of their business, also most of the SMEs do not carry out relevant market research, act based on the problems and do not challenge themselves through competitive strategies that help them to enter new markets, it is identified then that there are serious problems of sustainability by the companies. Financial sustainability is considered a key component of organizational sustainability and is one of the

decisive factors for the achievement of the social mission; it is the capacity to obtain income in response to demand and to sustain its productive processes at a constant rate, obtaining results and surplus. Given the fact that maintaining the long term is a challenge for the organizations, it becomes a problem to overcome that is only possible through the appropriate approach of these in time.

Regardless of the nature of the companies, for profit and non-profit organizations consider financial sustainability to consist of resources that give the ability to take advantage of opportunities and react to unexpected threats, maintaining overall operations and a good pattern of performance and viability), which requires not only to understand it but also to put it into practice to meet long-term objectives. One of the difficulties faced by companies is associated with financing, which is why they turn to financial entities to strengthen their investments; smaller companies seek micro-credits and on many occasions are forced to seek informal financing; in both cases, the cost is higher. Several studies identify access to financing as one of the most important aspects of the progress of enterprises, especially in developing countries.

Thus, financing is one of the major obstacles faced by SMEs, especially long-term financing, since it is with this that investment and business growth can be supported; however, despite the efforts made, these seem to be insufficient and continue to be an obstacle for many companies in practice. Generally speaking, the Ecuadorian SME market is characterized by a changing environment with various obstacles that prevent the normal development of commercialization of any product, the lack of financial resources and credit opportunities to overcome and grow in the business world, in addition to their survival in the country's economy (Delgado & Chávez, 2018).

The study of the exposed problems will allow meeting the needs of promoting the knowledge of financial management by the organizations, in the context of the rights of good living and sustainable habitat, as well as the popular and solidarity economy, framed in the national objectives that promote productivity and competitiveness for sustainable economic growth in a redistributive and solidary way. Among the problems and needs that the profession will address is Financial management, which will cover the need to invest and strengthen the development of management, in the context of the social and solidarity economy, framed in Objective No. 5 of the NDP, which seeks to boost productivity and competitiveness that have as goals the promotion of national industrial development and strengthen the promotion of associativity of alternative marketing circuits.

The problem concerning financial sustainability will address the need to promote the financial growth of organizations, in the context of the rights of good living and sustainable habitat of organizations, framed in Objective 4 of the NDP, which seeks to consolidate the sustainability of the social and solidarity economic system, and strengthen dollarization, as long as its goals and policies contribute to ensure the proper functioning of the monetary and financial system and promote the population's access to credit and the services of the national financial system. The problem concerning investment and financing will address the need to raise resources and invest them adequately in the short and long term, in the context of the use and application of financial resources by organizations, which

is circumscribed in Objective 5 of the PND, which seeks to boost productivity and competitiveness for sustainable economic growth in a redistributive and supportive way.

The academic guidelines that support the Bachelor's Degree in Finance are closely linked to the Competency-Based Model (MPC) of the Quevedo State Technical University, which is centered on who learns, so the organization of the teaching-learning process considers the qualities that an individual requires to act effectively in the real world. Its approach must consider the differences in the experiences and even in the learning styles of the learning subjects. The epistemological horizon of the Bachelor's Degree in Finance is based on the Paradigm of Complexity. Synthesis and analysis are important to achieve effective learning, and each is applicable in different situations without having to overlap each other. The fact of constantly investigating what surrounds the human being, aware of uncertainty, includes at the same time being alert of a natural condition with which the human being is born: curiosity (Cabrera, 2014).

The educational system has favored the parceled learning of each academic area, without mediating pertinent globalization of contents that allows relating and working them together, so that there is no need to repeat them in different classes. In this way, it is avoided that the student perceives that the same contents to be discussed, for example, in the subjects Language and Literature, Mathematics and Natural Sciences, are not related to each other, when in fact the same thing is being discussed (Cabrera, 2014) The final purpose of socio-education is for people to possess solid complex thinking, which enables them to live ethically, concerning themselves, others, and the environmental-ecological context. This implies: having flexibility in approaching situations; analyzing and solving problems by articulating knowledge from different areas and disciplines; identifying and strategically facing uncertainty; understanding activities and problems from different points of view; addressing the challenges of the context by complementing different approaches and perspectives; having key axes to face reality in its multiple dimensions; and being able to organize the large amounts of information they have every day (Tobón, 2013).

The new multi-, inter- and trans-disciplinary approaches to knowledge break with these ways of understanding science and reality, proposing complexity in thinking styles, integrations of knowledge, multi-dimensionality in interpretative approaches, poly-causality and recursive effects of tensions, problems and opportunities of social and natural realities (Larrea, 2014). Complex thinking has methodological value for the use of the category "training" because it leads to understanding it in an integrative way and, when using it (even with a specific objective), to keep in mind that the person being trained is a human being, who is not simple, but highly complex. The integrative view has a relevant nuance in university education because the aim is to train high-quality professionals, capable of assuming great social responsibilities, and this cannot be achieved with a vision that fragments and focuses attention on certain aspects and forgets many others (Varona, 2021)

The career assumes the role of organizer between the use of technology and the relationships that occur in the various financial operations that take place in the context of a business system linked in time and space. The new epistemological

horizons, the virtualization of society, the new digital era and the connectivity of learning, lead to a change from the old perception that education is a process of individual internment, to another that allows combining its forms for the development of "creativity, innovation, collaborative and distributed work, experimentation laboratories, as well as forms of translation of thought, through new applications in information and communication technologies, which inserts us in a broader framework of skills for globalization" and for social emancipation. The complexity paradigm contributes to the study of finance through the intellectual disposition to understand differently the relationships between the components of the traditional form of financial management. The benefits derived from the teaching and learning of financial functions, markets, and personnel relations, among others, acquire a new dimension in the context of a globalized world.

Through the paradigm of complexity, the study of finance will make it possible to understand the needs of innovation as a condition for facing globalization, which ultimately affects business strategies and decisions, hence the need to understand individual organizations. In this sense, the complexity and the demands of the answers that organizations must give to society on the financial level acquire a different dimension. As a consequence of this new scenario, there is a continuous need for information. The paradigm of complexity, innovation and information management can only be successfully addressed in the study of Finance, through teamwork, as a condition to perform non-deterministic simulations for decision making in probable scenarios and with diverse results; thus the team must participate in this line of systemic and complex thinking, as an alternative for the survival of organizations.

From the pedagogical point of view, critical pedagogy uses the infinite circuit of action-reflection proper to the praxis action that transforms reality developed by the student (students) and the teacher as indissoluble parts of the learning process (González, 2006). In the theoretical field regarding pedagogical practice, there is a wide predominance of a notion of instrumental or functional practice in an educational system that requires teachers to act as executors of centrally designed policies and programs. Critical pedagogy appears as an alternative proposal that seeks to bring about transformations in the educational system. The proposal of education as a liberating praxis is considered a contribution that founds critical pedagogy, which is inscribed within the general theoretical perspective of critical theory.

Critical pedagogy is based on critical theory. This theory invented a new way of reading reality, capable of responding to the social problems of the modern world; this current has become a point of reference in the search for education from a critical approach. Critical pedagogy emerged as a responsive pedagogy because it implies a reaction generated from a conscious and responsible reflection (Giroux, 2013).

Characteristics of Critical Pedagogy

Its main motto is "teaching to learn". That demands teaching all the people who make up the educational community to become involved in this process from their practice. It means that both teachers and students are actively involved in the

process, both in its development and evaluation. The aim is to train efficient, autonomous professionals who can pose and solve problems using different alternatives in direct interaction with the environment. Unlike pedagogies that maintain the hierarchy between teacher and students, a dialectical relationship is understood between teachers and students in which both exchange, transform and mutually develop students (Almanzan, 2020), which in educational practice leads to its significance (Morales, 2021).

The study of Finance, from this point of view, includes the use of action, reflection and criticism of the facts and phenomena that directly and indirectly affect the management and disposal of resources of all actors and economic agents of society. In this way, both universities and organizations will be able to propose one or more alternative solutions to financial management and sustainability, thus linking financial theory and social practice.

Similarly, the theory of connectivism focuses on connecting specialized information packages and determining the relationships that allow to expand the current level of knowledge. There is a constant flow of new information that alters the principles considered valid yesterday. It is necessary to teach how to distinguish between relevant and irrelevant information, and to know how to evaluate how it will affect our knowledge, which has an impact on an integrative and active university education (Varona, 2021). Connectivism also addresses the challenges faced by a large number of companies in knowledge management activities. The knowledge that resides in a database needs to be connected to the right people in the right context so that it can be classified as learning.

To approach the epistemological horizon of the career, it is significant to address the theoretical considerations of the field of finance. In society everything is interrelated; from the simplest forms of production to the most complex. This is the scenario where the harmonious realization of human needs is integrated in the development process, which means the opportunity for people to live this development from the beginning, thus giving rise to a healthy, self-dependent and participatory development, capable of creating the foundations for an order in which economic growth, social solidarity and the growth of individuals can be reconciled.

The study of the Popular and Solidarity Financial Sector is made up of savings and credit cooperatives, financial and non-financial cooperatives, associative or solidarity entities, community banks and savings banks (National Assembly, 2011), which emerged as a response to the exclusion of financing opportunities to democratize money and support the community.

The exclusion of some of the entities from the banking financial sector has led to the emergence and subsequent strengthening of the Popular and Solidarity Financial Sector, which has favored financial inclusion for the entire productive sector, considering complementary elements, such as: the regulatory environment, offer of adequate products and services, traditional and non-traditional coverage in transactions, promotion of financial education and culture; and, protection and transparency of information; indispensable for the sector to meet its objectives and goals, and at the same time allow it to grow safely and efficiently.

In a general sense, a country's financial system is made up of a set of institutions, intermediaries and markets whose primary purpose is to channel the savings generated by spending units with surpluses to borrowers or spending units with deficits. The financial system thus comprises financial instruments or assets, as well as financial institutions or intermediaries and markets (Calvo *et al.*, 2014).

An important reference to consider to epistemologically base the career is the general theory of systems, since the construction of systems has become an invaluable tool for the construction of knowledge, given the emergence of the new sciences in the digital era. In this way, it allows to represent the objective reality to interpret the phenomena and processes of the objective reality given its multiple relationships and interconnections to penetrate its complexity. In this sense, it is important to consider the properties, objectives and functions of each system, emphasizing the need to consider its condition of totality, to achieve an integrating vision of the process being modeled.

Everything related in general and from the specific perspective of systems is part of the systemic paradigm. Although the general theory of systems, the systemic approach and the structural-functional systemic method differ in their epistemological presuppositions, systems of categories and methodological procedures do not mean that they exclude or replace each other, much less that one contains the other; they are epistemological, theoretical and praxiological approaches to systems, which enable the interpretation, understanding, approach and explanation of systemic processes and their ability to be used in scientific research for this purpose. It is necessary to start from this basic knowledge to understand and deepen the use of the so-called general theory of systems or the systemic approach (Peña y Velázquez, 2018)

The company and its financial operations are per se a set of activities aimed at obtaining and using resources, duly organized in some cases and unstructured in others, all, however, aimed at producing and satisfying the needs of the organizations. The General System Theory contributes to the formation of finance, from the understanding of the set of inputs, outputs and processes that affect or involve the organization of finance as an open system; therefore, it is not simply a technical or social system, it is the structuring and integration of human activities around various technologies.

The composition of the organizational structure determines the use of financial tools that facilitate the operability of companies; however, the social system determines the effectiveness and efficiency of the use of technology. The administrative activity and within this the administrative process are characterized by the functions of planning, organization, direction or influence, and control, within them the financial activities are related to the capture and administration of capital.

The study of investment and financing decisions affect the value of companies, falling within the field of corporate finance, using microeconomic fundamentals, econometrics, statistics, and decision theory, among others, which are part of the Financial Engineering and investor behavior (Saavedra & Saavedra, 2012). The social and solidarity economy is a form of economic organization of inclusive,

participatory and developmental nature of all actors and economic subjects of society, which jointly and organized pursue to produce, exchange, trade, market, consume and finance goods and services, aimed at satisfying their most important needs and generate or obtain income that will improve their social economic condition (National Assembly, 2011).

Ecuadorian public financial entities are part of the national financial system with significant economic presence, such as Ban Ecuador, Banco Central del Ecuador, Banco del BIESS, Banco del Pacifico, among others, and large, medium, and small private banks and finance companies, microcredit, among others, regulated by the Superintendency of Banks and Insurance of Ecuador. The entities of the financial system have diversified in products and markets, developing alternative distribution channels, adopting new management systems and formulating their strategy in an environment of growing competitiveness, possible within the framework of technological and organizational innovation.

The conception of developed societies with high demand in the use of Information and Communication Technologies that can be seen today, is a product of the accelerated development and explosion of the evolution of science; which is based on the desire to know, to know, to dominate and to seek better results in the productive and social processes of man throughout history. The development of ICTs driven by the digital era produces increasing changes in societies, and varies the way people relate, communicate, manage, behave and even have fun; these prevailing changes in the context of today's society demand new challenges from education to face this technological phenomenon (Cueva et al., 2020) and constitute a challenge for higher education as an expression of complex learning (Lara, 2019)

MSMEs in its most appropriate conception refers to micro, small and medium enterprises, which contribute to the economic system of a popular and solidarity economy, through the generation of goods and services and the provision of utility in the use or consumption of them. The economies require the participation of MSMEs, as producers and redistributors of goods and services, which have emerged in response to unemployment, and economic crises, among others, becoming an important option for obtaining resources, which have gradually evolved to position and grow to a greater or lesser extent in the market. The MSMEs are the embryo that allows reverting the crisis, the invisible world has created them, according to their survival strategies, some productive and community micro organizations, where the solidarity ethic that occurs within them is an indispensable resource to survive and move in an environment in which the competitive logic of prevails.

Entrepreneurship implies being associated with the concept of enterprise, which is identified as a particular economic activity that requires prior evaluation of the production and its equivalent in money, at all times of execution the criteria for evaluating the enterprise are already determined in product and money variables (Rodriguez, 2009). Entrepreneurship is linked to the entrepreneur, as an economic subject capable of foreseeing the future trajectory of his future activity, where money is the initial capital that will launch his initiative. The basis of entrepreneurship lies in the entrepreneur; among the qualities that identify

him/her is a person in a state of permanent innovation, highly motivated and committed to a task, who reports some characteristics of planning and execution, and prone to risk (Rodriguez, 2009). Ecuador is an entrepreneurial country as a concept that transforms the economy by being a real dynamizer due to its long-term effects, which gained strength in the year 2000, in the manufacturing productive areas (León, 2020)

New technologies, which have brought about changes in production logic and enabled the development of transport and communications, have led to growing densification of flows of products, people, capital, technologies, and knowledge between establishments, companies, sectors, and territories, giving rise to the formation of highly complex networks in the context of an increasingly globalized economy. Innovation should be one of the foundations on which companies of all types and sizes are built, not only in terms of technology but also in terms of production and organization.

With innovations in all areas, as a vision that guides companies, especially those of the popular and solidarity economy sector, as well as those of the market economy, development and its dimensioning will be achieved; however, there is a diversity of obstacles that will hinder this process, so it will be necessary to determine the severity of the obstacles to focus all efforts on the most critical problems, solving them to speed up business development.

Financing through credit obtained through the intermediation of the banking sector is the most important source of financing for businesses and households in Latin America and the Caribbean. Unfortunately, credit is scarce, costly and volatile. Without deep and stable credit markets, it will be very difficult for the region to achieve high and sustainable growth rates and successfully combat poverty. Faced with this perspective, the Popular and Solidarity Financial System has arisen as a historical necessity to democratize credit and favor business development and the economy as a whole.

The smallest entities understood as those that are part of the Popular and Solidarity Economy Sector, are the ones that face financing difficulties, putting at risk the possibilities of investment and future growth. It is undeniable that SMEs are the business segment that faces the most obstacles to their development and one of these obstacles is financing, especially long-term financing since it is with this that investment and business growth can be supported.

The study of investments starts with the identification of the needs of society as a whole. The implementation of these is the result of an enterprising idea oriented to the materialization of an organism with perspective of dimensioning from the micro, MSMs, and medium to the great company. In all areas of any type of company, the financial management of managers is characterized by the permanent search for mechanisms that make possible the creation and maintenance of value, through the allocation and efficient use of resources (Miguel Medina Romero, 2020).

An investment decision can be made correctly when a project has been developed as a proposal, which includes the contribution of capital for the production of a

good or the provision of a service, through which a subject decides to tie liquid financial resources in exchange for the expectation of obtaining benefits, also liquid, over a period called useful life. The project arises from the identification of needs. It consists of a set of technical, legal, economic (including market), and financial antecedents that allow to judge qualitatively and quantitatively the advantages and disadvantages of allocating resources to this initiative, its efficiency and effectiveness to satisfy the needs, taking into account the social, economic, cultural and political context.

The purpose of financial management is to obtain income and incur related expenses using a budget carried out by both public and private entities (Diccionario panhispánico del español jurídico, 2020). Companies need to achieve sustainable growth through the generation of value and competitiveness. The elements outlined above are summarized in Figure 1.

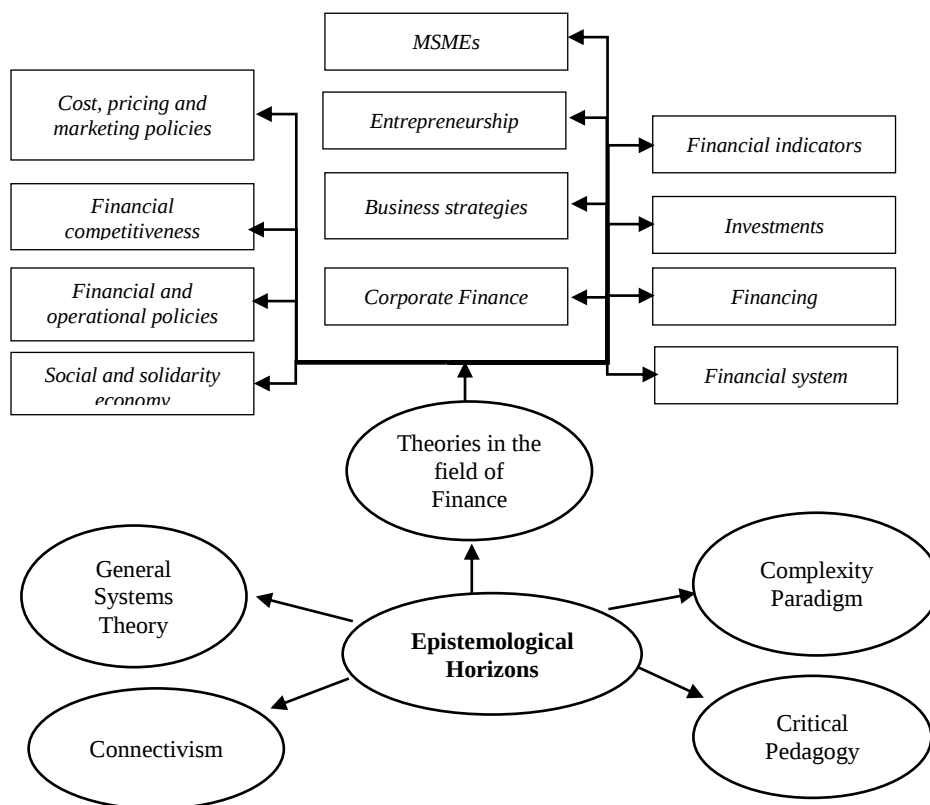


Figure 1. Epistemological horizons of the Bachelor's degree in Finance.

The epistemological approach of the complexity paradigm has the basic nuclei of socio-education and social and cultural study of man, for such purposes will require disciplinary knowledge in Human Rights, Corporate Social Responsibility, Entrepreneurship and Innovation, Leadership, Financial Legislation and Tax Legislation and Practice, which are based on the theoretical contributions of the evolution and defense of human rights, the dimensions, environment and eco-

efficiency of corporate social responsibility, entrepreneurship, creativity and motivation, financial laws and operations; and, taxation and taxation.

The epistemological approach of critical pedagogy is based on the basic cores of action-reflection, as part of the transformative praxis, supported by the following disciplinary knowledge: Research Methodology, Communication and Language, Epistemology and Research Methods and Development and Implementation of the Degree Modality, which will contribute with the following theories: The problematization, the hypothesis, the logical framework and the trees of problem and objectives, Elaboration of technical reports, Elaboration of essays, research and scientific knowledge; and, Research methodology.

The epistemological approach of connectivism takes into consideration the specialized information and the flow of information as part of the basic cores, which integrate the following disciplines: Fundamentals of Mathematics, Applied Mathematics, Descriptive Statistics, Inferential Statistics, Econometrics Applied to Finance, General Accounting, Financial Accounting, Cost Accounting, Administrative Accounting, Financial Mathematics, Economic Engineering, Microeconomic Theory, Macroeconomic Theory, Market Research, Project Formulation and Evaluation, Financial Markets and Institutions, Stock Markets, Financial Analysis, Financial Management, Corporate Financial Planning, Microfinance, Insurance Management, Short-Term Corporate Finance, Long-Term Corporate Finance, Public Finance, International Finance, Business Creation and Development, Financial Risk Measurement and Control, Financial Management, Financial Auditing, Performance Auditing and Economic Policy.

These disciplines will allow theoretical contributions in: Solution of nonlinear and linear equations, Probabilities, Regression and correlation analysis, Adjustment of a simple and multiple regression model, Valuation and accounting record of transactions, Fundamentals and techniques of costs, The cost management information systems, Financial valuation tools, Analysis of the main modalities of investment financing, The economic equilibrium, Macroeconomic models, Collection, preparation, analysis and presentation of data.

They will also allow feasibility studies, the Ecuadorian financial system, forward instruments market, structure of financial statements, cash management, fundamentals of profit planning and control, analysis of micro financial entities, insurance, risk and return, long-term financing, public finance and its relation to macroeconomics, financial markets, risk value model, financial diagnosis: profitability and solvency, IFRS, NEC, NEAS and their application, management control and strategic management, and economic policy instruments.

The epistemological approach of the General Systems Theory, considers that the following basic cores: Tics applied to finance and Orientation towards practice, will require addressing the following disciplinary knowledge: Business Management Model, Financial Simulation Models, Operational Research and Money and Banking Finance, making the following theoretical contributions: Analysis of the business environment and internal analysis of the company, Financial simulation and forecasting, Impact of ICT in the management of enterprises (Kustina et al., 2019).

Conclusions

The epistemological horizons of the Bachelor's Degree in Finance are the paradigm of complexity that contributes to the achievement of effective learning and understanding of the complexity of phenomena; critical pedagogy and the nexus that includes the action-reflection product of practice; connectivism that allows connecting specialized information and determining the relationships that lead to knowledge; and the General Theory of Systems that is responsible for encouraging, developing and promoting systemic behavior and the formalization of the laws that regulate it.

Among the theories in the field of finance are: social and solidarity economy, financial and operational policies, financial competitiveness, cost, price and marketing policies, corporate finance, business strategies, entrepreneurship, MSMEs, financial system, financing, investments and financial indicators. The epistemological horizons of the Bachelor's Degree in Finance enable the determination of the curricular contents that allow the future graduate to efficiently and effectively exercise his or her professional activity in terms of Ecuadorian economic development.

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