Abstract

This research deals with the vital character of the interconnection existing between universities and the social and institutional environment in which these are developed, as an essential element for local development. For this, there were considered social and professional local needs as well as the chances given by the capacity of current Cuban syllabus in the superior level education system to adapt to new circumstances. Insufficiencies that constrain universities' relevance are also disclosed in this research. Likewise, this study emphasizes the significant role of curricular management of the different pedagogical groups in achieving these needs within the university syllabus, which is the essence of the training process. Another important subject that this research concentrates on is the significance of incorporating social organizations, institutions and business areas to the development of this activity.

Keywords

Social needs, curriculum, curricular flexibility, curricular management, local development, social relevance, social impact.