ABSTRACT
The challenges faced by the country on its forthcoming Bicentennial (e.g. backing up transition of its economy to an economy based on knowledge, increasing equity, quality and effectiveness of the higher education system, and the need to achieve these results by improving performance, transparency, and accountability), require having timely, reliable and truthful data by the institutions for the development of internal management, and the projection of its offer and results to the external media. This article analyzes the current context of demands for management data systems, and describes how the University of Bio-Bio solved this issue producing its Integrated University Data System.

Key words: management data, Integrated University Data System