GUÍA PARA LA PRESENTACIÓN DEL

EXAMEN DE ACREDITACIÓN

DEL REQUISITO DE COMPRENSIÓN DE

ARTÍCULOS TÉCNICO-CIENTIFICOS

EN EL IDIOMA INGLÉS PARA LA

OBTENCIÓN DEL TÍTULO

PROFESIONAL.

**R**ecuerda que no existe una fórmula mágica que garantice la acreditación del examen, pero algunos puntos que te ayudaran, es el estar bien informado sobre este proceso y conocer algunos *tips* para un mejor desempeño:

**Se sugiere:**

* Tener conocimientos básicos de inglés.
* Tener práctica en lecturas en el idioma inglés, enfocadas a tu área de especialidad.
* Familiarizarte con verbos y vocabulario de diversos temas actuales (enfocado a tu carrera)
* Ensayar con exámenes prototipo disponibles en el Centro de Idiomas, probando diferentes estrategias de solución al examen, para identificar la que te resulte mejor de manera personal.
* Prepararte con tiempo, para que incrementes tus habilidades.

**REQUISITOS PARA TENER DERECHO A LA PRESENTACIÓN DEL EXAMEN**

1. Se recomienda haber aprobado un mínimo del 50% de los créditos de la carrera.
2. Haber entregado recibo de pago, solicitud del examen y copia en el Centro de Idiomas (ubicado en el Edif. “Raúl Martínez Cruz”), por lo menos una semana antes de la fecha de la aplicación del examen.
3. Presentarse puntualmente al examen en la fecha publicada previamente. *(Por ningún motivo se aplicará extemporáneamente)*
4. Identificarse al entrar al salón, presentando su credencial de elector o credencial del último semestre cursado del Instituto Tecnológico del cual provenga. *(Si quien se presenta el día del examen no es claramente identificado, no tiene derecho a presentar examen).* Adicionalmente un profesor de tu carrera te identificará personalmente.
5. Traer lapicero tinta negra o azul, lápiz, goma y sacapuntas.
6. No usar celulares, Tablets, etc., durante el examen.
7. No usar ningún material de consulta, durante el examen.
8. No salir del aula, una vez iniciado el examen.

**PROCEDIMIENTO PARA REALIZAR TU EXAMEN**

El tiempo para la aplicación del examen es de **dos horas** por lo que se te **sugiere** lo siguiente:

1. Al recibir el examen, deberás **ESCRIBIR** tu nombre, así como F**IRMAR**, en los espacios correspondientes, utilizando lapicero de tinta negra o azul.
2. Leer el correspondiente artículo técnico-científico redactado en inglés, que deberá tener un mínimo de 800 y un máximo de 1200 palabras.
3. **DAR RESPUESTA** a un conjunto de **10 reactivos** de opción múltiple, redactados en inglés. Cada reactivo tiene 3 opciones, de las cuáles, la que conteste mejor, de acuerdo al artículo leído, será la única correcta. Las opciones restantes serán incorrectas. Las respuestas deben señalarse claramente, utilizando lapicero tinta negra o azul. Si algún reactivo no tiene la respuesta claramente marcada con lapicero, o están marcadas más de una, dicho reactivo será tomado como incorrecto. La parte de reactivos tiene un valor de ***60/100.***
4. **ELABORAR** el resumen en español con una extensión mínima de una cuartilla (26 renglones), con un valor de ***30/100*** en el cual deberás tomar en cuenta los siguientes aspectos:

* Incluir todas las ideas principales esto con el fin de que no dejes fuera de tu resumen las ideas más importantes del artículo.
* Tener precisión de ideas. Para evaluar la exactitud con que expresas las ideas del resumen, con respecto a lo que expresa el autor del artículo.
* Redacción propia. En él se evalúa que el resumen tenga tu estilo propio de redacción, pero que no incluyas tus opiniones personales, ni hagas una simple traducción de lo leído. Debes demostrar que entendiste el artículo, identificando los aspectos más importantes del mismo y resumiéndolo con tus propias palabras.
* Ilación de ideas. En él se evalúa la relación entre las ideas expresadas. Es decir, una idea debe guardar relación con la que le sigue. Debe haber una secuencia lógica de ideas a lo largo del resumen. Si solo hay ideas aisladas, este aspecto no se cumple.

El orden de los pasos puede cambiar, de acuerdo a lo que tú creas que te da más probabilidades de un mejor resultado.

**EVALUACIÓN Y CALIFICACIÓN DEL EXAMEN.**

* La **evaluación** del examen estará a cargo de un jurado, compuesto por 2 sinodales, un sinodal del Centro de Idiomas y un sinodal asignado de tu academia que cuente con conocimientos de Inglés.
* El **tiempo** para entregar **resultados** será de un máximo de 5 días hábiles posteriores a la fecha de aplicación.
* Se le entregará al solicitante **hoja de resultados**, en la cual constará su calificación *APROBATORIA (mínima de 70%)* o *NO APROBATORIA,* además el jurado anotara las observaciones del porqué del resultado*.* Mismas que ayudaran al alumno no acreditado a conocer los aspectos a mejorar para próximas aplicaciones.
* La **calificación** correspondiente **se asentará en acta firmada por ambos, y será inapelable, de acuerdo al artículo 1.2.6.7 del manual de procedimientos** para la acreditación del requisito de comprensión de artículos técnico-científicos en el idioma inglés, para la obtención del título profesional.

**10 SURPRISING THINGS EVERY BUSINESS PLAN SHOULD INCLUDE:**



It may be tempting to dive right in when you have a great startup idea, but failing to create a detailed business plan is where many entrepreneurs go wrong.

A solid business plan can be the difference between just an idea and a successful business. It allows you to set goals and determine how to realistically measure them. In the process of creating one, you develop an understanding of your market and the competition that is based on facts, not just hopes.

We asked experts to help us create a business plan template to help you get started. Here are 10 unexpected items every business plan should have.

**A review of the competition**

If companies focus only on themselves in their business plan, they are making a big mistake. Businesses should use their business plan partly to address the competition and how their idea differs from what's already out there, said Steve Martorelli, CEO of [Turnkey Processing](http://www.processwithturnkey.com/), a payment processing provider.

"First, identify your X factor — what can you do 10 times better than your competition?" Martorelli said. "Next, test your hypothesis by talking to potential customers. Do they value what you are proposing to offer them as much as you think they do? Finding the answer to these two questions is the most important planning anyone can do."

**Innovation**

Companies that value innovation must make it a priority from the start. Your business plan should highlight the ways in which your startup will be original and groundbreaking, said Amy Hutchens, business strategist and CEO of [AmyK International](http://www.amyk.com/amyk/), which specializes in executive development.

"Innovation must be a critical component of every business plan," Hutchens said. "By making innovation part of the plan, the process becomes intentional, not reactive or accidental, and sets the stage for a culture of creativity and innovation for the long run."

**A contingency plan**

It is highly unlikely that everything about your business will go according to plan. Justin Palmer, founder and president of [HomeLife Media](http://homelifemedia.com/), which operates pet-focused websites, said entrepreneurs should have a "contingency plan" that allows them to make any necessary business-model changes should something not go as anticipated.

"An example of a contingency might be, 'If we do not have 1,000 paying customers within six months of operations, we need to shift product focus,'" Palmer said. "A metric such as this is especially vital if your business operates on the Web or builds software. A business plan is great, but there's no point in sticking with a failing plan for too long."

**Preparation for success**

On the other hand, businesses also should prepare for unexpected success. Your business plan should account for normal scenarios as well as highly successful, best-case scenarios, said Elle Kaplan, CEO of [LexION Capital Management](http://www.lexioncapital.com/).

"When I started my business, I was in no way prepared for the success and level of growth we obtained," Kaplan said. "I should have planned bigger and prepared for faster growth versus being surprised and having to rework my plan."

**Psychographics**

A typical business plan will discuss a company's target market, usually in terms of demographic information such as age, gender and income level. However, businesses should consider looking even further to define their target customers by factors such as lifestyle, needs and desires, said Amber Goodenough, co-founder of [fourfour media](http://fourfourmedia.com/), a Web design and development company.

**"**Psychographics ― customer values, lifestyles, habits and interests ― give you a deeper insight into your customers' needs, wants and frustrations, which then helps you create products and services that really meet those needs and solve their problems," Goodenough said. "The better you do that, the more money you make."

**A social media strategy**

As [social media](http://www.businessnewsdaily.com/7832-social-media-for-business.html) remains a dominant force in marketing and customer engagement, a business plan needs to highlight how the company will use social media to its strategic advantage, said Stephanie Ciccarelli, co-founder and chief brand officer at [Voices.com](http://www.voices.com/), an online marketplace that connects businesses with voice-over talent.

"No business plan should be without a section dedicated to the use of [social media] as part of their marketing efforts and channel for supporting and engaging customers," Ciccarelli said. "These efforts may also tap into a company's advertising, search engine optimization and customer service efforts."

**Employee engagement tactics**

If your business is going to have employees, you'll want to spell out how you're going to keep them engaged and focused on their responsibilities, said Bill Rosenthal, CEO of [Communispond](http://www.communispond.com/), a provider of employee skills training. "The plan must include ways to show employees [that] their well-being aligns with that of the company," Rosenthal said. "Establish metrics for everyone's performance, and spell out the rewards for meeting the metrics."

**An exit plan**

Although it may be the last thing on your mind when starting a business, providing an exit strategy with your business plan can be a great help if you decide to sell the business later on. A well-researched exit strategy can also help you land investors, said Mike Scanlin, a venture capitalist and CEO of [Born to Sell](https://www.borntosell.com/).

"As an early-stage company, you need to show investors a path to 10 times their investment," Scanlin said. "Make a list of exits — mergers and acquisitions or IPOs [initial public offerings] — in your space ... to help convince [investors] that if they invest in you, there are plenty of people who will want to buy you in three to seven years."

**A way to implement the plan**

One of the key challenges for businesses is actually implementing their plan, said Linda Pophal, author of "[The Complete Idiot's Guide to Strategic Planning](http://www.amazon.com/Complete-Idiots-Strategic-Planning-Guides/dp/1615640592?tag=businessnewsdaily-20)" (Penguin, 2011). All business plans should include a guide to implementing the plan's ideas, she said.

"Often, by the time the planning process is over, the team is exhausted and burned out, and they have a tendency to just go back to doing things the way they've always done them," said Pophal, who also serves as CEO of her company, [Strategic Communications](http://www.stratcommunications.com/home).

**A commitment to follow the plan**

Working out a detailed business plan won't do much good if you and your employees don't stick to it, so companies and employees should be committed to following the points included in a business plan, said Bob Shirilla, co-founder of online retail stores [Keepsakes Etc](http://www.keepsakes-etc.com/). and [Simply Bags](http://www.simply-bags.com/).

"The business plan should include a signed commitment by the leadership team," Shirilla said. "This ensures that the leaders understand and will support the business plan. Consensus decision making is key to moving a company forward. Many organizations fail to achieve their goals because of a lack of understanding and buy-in to the plan."

**TEST QUESTIONNAIRE FOR BUSINESS MANAGEMENT**

**INSTRUCTIONS: Choose the correct option that completes the sentence or answer the question given.**

**1. A company’s best target market in demographic terms are\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_.**

*a) Age, gender and income level.*

*b) Lifestyle, needs and desires.*

*c) Living, education, and status.*

**2. Companies should address on\_\_\_\_\_\_\_\_\_.**

*a) Only on themselves.*

*b) Payment.*

*c) Competition/what’s out there.*

**3. Social media is important for company’s advertisement.**

*a) True.*

*b) False.*

*c) Not in the article.*

**4. According to the article, what’s the best definition of “Psychographics”?**

*a) Living, education, and status.*

*b) Age, gender and income level.*

*c) Customer values, lifestyles, habits and interests.*

**5. A \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ makes a successful business.**

*a) Startup idea.*

*b) Business plan*

*c) Solid Business plan.*

**6. The process of bringing new ideas, to keep operations, and services fresh to reality best defines\_\_\_\_\_\_\_\_\_.**

*a) Innovation.*

*b) Preparation for success.*

*c) Employee engagement tactics*

**7. What’s the objective of a “Contingency plan”?**

*a)*  *Protects resources, minimizes customer inconvenience and allows to make changes, assigning specific responsibilities in the context of the recovery*.

*b) That everything about your business will go according to plan.*

*c) Businesses prepared for unexpected success.*

**8. If your business is going to have employees, you´ll want to…?**

*a) Reward them for not meeting the metrics.*

*b) Keep them engaged and focused on their responsibilities.*

*c) Ask them to run personal errands.*

**9. How come many organizations fail to achieve their goals?**

*a) Lack of understanding.*

*b) Lack of buy-in to the plan.*

*c) Lack of commitment towards their business plan.*

*d) All of the above*

**10. Providing a/n \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with your business plan can be a great help if you decide to sell the business later on.**

*a) Early stage plan*

*b) Contingency plan*

*c) Exit plan*

*d) All of the above*

**10 SURPRISING THINGS**

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\_.