


INFORMATICS I

| | |
|-----------------------------|--|
| 1. Competences | To manage products and services commercialization process from market diagnosis, sales strategies and administrative tools, in order to satisfy client needs, to contribute to corporation national and international competitiveness and positioning. |
| 1. Term | First |
| 2. Theoretical hours | 12 |
| 3. Practical hours | 48 |
| 4. Total hours | 60 |
| 5. Weekly hours | 4 |
| 6. Objective | Students will complete papers, presentations and online activities applied to business, through the use of computer systems to efficiently carry out corporations operations. |

| Learning Unit | Hours | | |
|-------------------------------------|-------------|-----------|----------|
| | Theoretical | Practical | Total |
| I. Computer systems | 2 | 8 | 10 |
| II. Internet | 2 | 6 | 8 |
| III. Word processor | 5 | 17 | 22 |
| IV. Electronic presentations | 3 | 17 | 20 |
| Total | 12 | 48 | 6 |


| | | | | |
|-----------------|--|-----------------------------------|---------------------|---|
| ELABORÓ: | Comité de Directores de la Carrera de TSU en Desarrollo de Negocios área Mercadotecnia | REVISÓ: | Dirección Académica |  |
| APROBÓ: | C. G. U. T. y P. | FECHA DE ENTRADA EN VIGOR: | Septiembre de 2017 | |

INFORMATICS I


Learning Units

| | |
|-----------------------------|---|
| 1. Learning Unit | I. Computer systems |
| 2. Theoretical Hours | 2 |
| 3. Practical Hours | 8 |
| 4. Total | 10 |
| 5. Objective | Students will use operating systems' applications and tools to efficiently organize and control information in entrepreneurial environment. |


| Topic | Knowledge | Skills | Values/ Behavior |
|-----------------------------|--|--------|--|
| Computer systems background | <p>To identify basic concepts of computer systems:</p> <ul style="list-style-type: none"> - Computer system. - Computer. - Networks. <p>To identify changes underwent by computer systems throughout history.</p> <p>To identify computer systems modern tendencies:</p> <ul style="list-style-type: none"> - Mobile devices. - Tablets. - Notebook. - Laptops. - Desktop computer . | | <p>Responsible</p> <p>Honest</p> <p>Disciplined</p> <p>Ethical</p> <p>Initiative</p> <p>Researcher</p> |

| | | | | |
|-----------------|--|-----------------------------------|---------------------|---|
| ELABORÓ: | Comité de Directores de la Carrera de TSU en Desarrollo de Negocios área Mercadotecnia | REVISÓ: | Dirección Académica |  |
| APROBÓ: | C. G. U. T. y P. | FECHA DE ENTRADA EN VIGOR: | Septiembre de 2017 | |


| Topic | Knowledge | Skills | Values/ Behavior |
|----------|--|--|---|
| Hardware | <p>To identify the concept of Hardware and its characteristics.</p> <p>To identify the main elements integrating a computer system, its functioning and usefulness.</p> <p>To identify hardware types, their components and their characteristics: - Basic. - Complementary.</p> <p>To differentiate operating systems parts: processor, memory, storage devices, peripheral devices and their classification.</p> | To install basic elements of computer systems. | Responsible Honest Disciplined Ethical Initiative Researcher |

| | | | | |
|-----------------|--|-----------------------------------|---------------------|---|
| ELABORÓ: | Comité de Directores de la Carrera de TSU en Desarrollo de Negocios área Mercadotecnia | REVISÓ: | Dirección Académica |  |
| APROBÓ: | C. G. U. T. y P. | FECHA DE ENTRADA EN VIGOR: | Septiembre de 2017 | |

| Topic | Knowledge | Skills | Values/ Behavior |
|----------|---|--|--|
| Software | <p>To identify the concept of software, its characteristics and use in entrepreneurial environment.</p> <p>To identify types of software:</p> <ul style="list-style-type: none"> - System software. - Application software. - Programming software. <p>To identify basic elements of operating systems:</p> <ul style="list-style-type: none"> - Windows. - Mac. - Linux. | <p>To perform basic tasks in operating systems.</p> <p>To configure elements conforming operating systems environment.</p> <p>To execute commands for files and folders management in operating systems.</p> | <p>Responsible</p> <p>Honest</p> <p>Disciplined</p> <p>Ethical</p> <p>Initiative</p> <p>Researcher</p> |


| | | | | |
|-----------------|--|-----------------------------------|---------------------|---|
| ELABORÓ: | Comité de Directores de la Carrera de TSU en Desarrollo de Negocios área Mercadotecnia | REVISÓ: | Dirección Académica |  |
| APROBÓ: | C. G. U. T. y P. | FECHA DE ENTRADA EN VIGOR: | Septiembre de 2017 | |

| Topic | Knowledge | Skills | Values/ Behavior |
|------------------------------|--|--|---|
| Computer virus and antivirus | <p>To identify the concepts, characteristics and evolution of:</p> <ul style="list-style-type: none"> - Computer virus. - Antivirus. <p>To identify types of computer virus:</p> <ul style="list-style-type: none"> - Boot - Time bomb. - Worm. - Trojans. - Hihackers. - Keylogger. - Zombie. - Macro virus. - New means. <p>To identify types of antivirus:</p> <ul style="list-style-type: none"> - Preventers. - Identifiers. - Decontaminating. | To perform maintenance tasks in different operating systems. | Responsible Honest Disciplined Ethical Initiative Researcher |
| Informatics in business | <p>To identify application of computer systems in entrepreneurial environment:</p> <ul style="list-style-type: none"> -Automation of operations in the corporation - Accounting - Payroll - Communication and real relationship with clients (CRM). - ERP systems. | To propose computer applications to make corporation processes more efficient. | Responsible Honest Disciplined Ethical Initiative Researcher |

| | | | | |
|-----------------|--|-----------------------------------|---------------------|---|
| ELABORÓ: | Comité de Directores de la Carrera de TSU en Desarrollo de Negocios área Mercadotecnia | REVISÓ: | Dirección Académica |  |
| APROBÓ: | C. G. U. T. y P. | FECHA DE ENTRADA EN VIGOR: | Septiembre de 2017 | |

INFORMATICS I
ASSESSMENT PROCESS

| Learning Outcome | Learning Process | Assessment Instruments |
|--|--|---|
| <p>From practice in laboratory, to write a report containing:</p> <ul style="list-style-type: none"> - Summary of performed activities - Type of software used - Types of hardware - Type of maintenance used to prevent virus - Proposed computer application. | <ol style="list-style-type: none"> 1. To identify concepts of computer systems. 2. To differentiate hardware and software elements. 3. To understand computer virus and antivirus. 4. To identify computer applications in entrepreneurial environment. 5. To identify computer systems for entrepreneurial activities. | <p>Practical exercises</p> <p>Checklist</p> |

| | | | | |
|-----------------|--|-----------------------------------|---------------------|---|
| ELABORÓ: | Comité de Directores de la Carrera de TSU en Desarrollo de Negocios área Mercadotecnia | REVISÓ: | Dirección Académica |  |
| APROBÓ: | C. G. U. T. y P. | FECHA DE ENTRADA EN VIGOR: | Septiembre de 2017 | |


INFORMATICS I

TEACHING-LEARNING PROCESS

| Teaching Methodologies | Teaching Materials |
|--|--|
| Learning assisted by information technologies Laboratory practice Problems solving | Computer Projector Board Operating systems (Windows, Linux, MAC OS) Printed material Internet |

TRAINING FACILITIES

| Classroom | Languages Lab/Workshop | Corporation |
|-----------|------------------------|-------------|
| | X | |


| | | | | |
|-----------------|--|-----------------------------------|---------------------|---|
| ELABORÓ: | Comité de Directores de la Carrera de TSU en Desarrollo de Negocios área Mercadotecnia | REVISÓ: | Dirección Académica |  |
| APROBÓ: | C. G. U. T. y P. | FECHA DE ENTRADA EN VIGOR: | Septiembre de 2017 | |

INFORMATICS I


Learning Units

| | |
|-----------------------------|---|
| 1. Learning Unit | II. Internet |
| 2. Theoretical Hours | 2 |
| 3. Practical Hours | 6 |
| 4. Total | 8 |
| 5. Objective | Students will use Internet browsers, email clients, searching tools, virtual communities and file hosting services to make corporations process more efficient. |

| Topic | Knowledge | Skills | Values/ Behavior |
|-----------------------------|---|---|--|
| Search engines and browsers | <p>To identify the concept of Internet, its background and the needed tools to get access to this service.</p> <p>To identify browsers concepts, their classifications and working tools.</p> <p>To identify information search engines services in Internet, their characteristics and classification.</p> | To perform queries and information searching through Internet browsers. | Responsible Analytical Disciplined Ethical Initiative Tolerant Proactive Researcher Autonomous |


| | | | | |
|-----------------|--|-----------------------------------|---------------------|---|
| ELABORÓ: | Comité de Directores de la Carrera de TSU en Desarrollo de Negocios área Mercadotecnia | REVISÓ: | Dirección Académica |  |
| APROBÓ: | C. G. U. T. y P. | FECHA DE ENTRADA EN VIGOR: | Septiembre de 2017 | |

| Topic | Knowledge | Skills | Values/ Behavior |
|-----------------------|---|--|--|
| The Web in businesses | <p>To identify an email client elements and functionality.</p> <p>To identify the process and functions of an email in a WEB environment.</p> <p>To identify virtual communities, their elements, types and functionalities: - Blogs - Forums - Social networks.</p> <p>To identify multiplatform file hosting services in Internet and their characteristics.</p> | <p>To configure email accounts using clients emails.</p> <p>To perform email and attached files sending and receiving through an email client or in a Web environment.</p> <p>To participate in forums, blogs and social networks.</p> <p>To perform hosting of files in Internet.</p> | Responsible Analytical Disciplined Ethical Initiative Tolerant Proactive Researcher Autonomous |

| | | | | |
|-----------------|--|-----------------------------------|---------------------|---|
| ELABORÓ: | Comité de Directores de la Carrera de TSU en Desarrollo de Negocios área Mercadotecnia | REVISÓ: | Dirección Académica |  |
| APROBÓ: | C. G. U. T. y P. | FECHA DE ENTRADA EN VIGOR: | Septiembre de 2017 | |

INFORMATICS I
ASSESSMENT PROCESS

| Learning Outcome | Learning Process | Assessment Instruments |
|---|---|---|
| <p>From a case study in commercial area, to write a report containing:</p> <ul style="list-style-type: none"> - General information of the case. - Searching services used to buy products. - Evidence of use of buying-selling virtual communities. - Evidence of use of multiplatform file hosting services. - Conclusions and recommendations. - To send to professor via email. | <ol style="list-style-type: none"> 1. To understand concepts of Internet, browsers and searching engines. 2. To identify email elements and functionality. 3. To identify social networks concepts, functionality and types. 4. To understand the use of multiplatform file hosting services. 5. To send emails with attached files. | <p>Practical exercises</p> <p>Checklist</p> |

| | | | | |
|-----------------|--|-----------------------------------|---------------------|---|
| ELABORÓ: | Comité de Directores de la Carrera de TSU en Desarrollo de Negocios área Mercadotecnia | REVISÓ: | Dirección Académica |  |
| APROBÓ: | C. G. U. T. y P. | FECHA DE ENTRADA EN VIGOR: | Septiembre de 2017 | |


INFORMATICS I

TEACHING-LEARNING PROCESS

| Teaching Methodologies | Teaching Materials |
|--|---|
| Learning assisted by information technologies Laboratory practice Problems solving | Computer Projector Board Operating systems (Windows, Linux, MAC OS) Printed material Internet Word processor Storage devices |

TRAINING FACILITIES

| Classroom | Languages Lab/Workshop | Corporation |
|-----------|------------------------|-------------|
| | X | |


| | | | | |
|-----------------|--|-----------------------------------|---------------------|---|
| ELABORÓ: | Comité de Directores de la Carrera de TSU en Desarrollo de Negocios área Mercadotecnia | REVISÓ: | Dirección Académica |  |
| APROBÓ: | C. G. U. T. y P. | FECHA DE ENTRADA EN VIGOR: | Septiembre de 2017 | |

INFORMATICS I


Learning Units

| | |
|-----------------------------|--|
| 1. Learning Unit | III. Word processor |
| 2. Theoretical Hours | 5 |
| 3. Practical Hours | 17 |
| 4. Total | 22 |
| 5. Objective | Students will create files to present information. |

| Topic | Knowledge | Skills | Values/ Behavior |
|-----------------------------------|--|---|--|
| Word processor interface | To identify: - Toolbar. - Status bar. To identify basic functions that conform word processor working environment (main menu). | To execute basic functions of Word processor. | Responsible Analytical Disciplined Ethical Initiative Tolerant Proactive Researcher Autonomous |
| Files editing, design and format. | To identify tools which allow creation, edition and formatting of files (fonts and styles, paragraph, numbering and bullets, edging and shading, capital letter, columns, headings, footer, add images, insert designs or graphics). | To create files with format specific characteristics. | Responsible Analytical Disciplined Ethical Initiative Tolerant Proactive Researcher Autonomous |


| | | | | |
|-----------------|--|-----------------------------------|---------------------|---|
| ELABORÓ: | Comité de Directores de la Carrera de TSU en Desarrollo de Negocios área Mercadotecnia | REVISÓ: | Dirección Académica |  |
| APROBÓ: | C. G. U. T. y P. | FECHA DE ENTRADA EN VIGOR: | Septiembre de 2017 | |

| Topic | Knowledge | Skills | Values/ Behavior |
|-----------------------------|--|--|--|
| Page configuration | To identify tools which allow the use of tables of content, indexes, footnotes, markers and cross-references. To identify tools to use margins, headings, indexes and printing tools. | To create files including tables of content, indexes, footnotes, markers, cross-references, margins, headings and printing tools | Responsible Analytical Disciplined Ethical Initiative Tolerant Proactive Researcher Autonomous |
| Tables and graphic elements | To identify tools to create tables, templates, styles, organization charts and diagrams. | To create a files with tables, templates and styles. To create organization charts and diagrams in a file presentation. | Responsible Analytical Disciplined Ethical Initiative Tolerant Proactive Researcher Autonomous |
| Mail merging | To identify tools for mail merging. | To elaborate files using mail merging. | Responsible Analytical Disciplined Ethical Initiative Tolerant Proactive Researcher Autonomous |

| | | | | |
|-----------------|--|-----------------------------------|---------------------|---|
| ELABORÓ: | Comité de Directores de la Carrera de TSU en Desarrollo de Negocios área Mercadotecnia | REVISÓ: | Dirección Académica |  |
| APROBÓ: | C. G. U. T. y P. | FECHA DE ENTRADA EN VIGOR: | Septiembre de 2017 | |

INFORMATICS I
ASSESSMENT PROCESS

| Learning Outcome | Learning Process | Assessment Instruments |
|--|---|---|
| <p>From a case study in commercial area, to write an executive paper in the word processor, including:</p> <ul style="list-style-type: none"> - Templates and styles - Text - Tables - Formats - Headings and footers - Cross-references - Footnotes - Images and graphics. - Capital letters - Organization charts and diagrams - Master files and mail merging - Markers - Indexes - Tables of content | <ol style="list-style-type: none"> 1. To identify word processor working environment. 2. To identify word processor tools. 3. To understand the use of tools to give the desired format to documents. 4. To understand the procedure to save their files in an external storage device and by email. 5. To create formatted files. | <p>Practical exercises</p> <p>Checklist</p> |

| | | | | |
|-----------------|--|-----------------------------------|---------------------|---|
| ELABORÓ: | Comité de Directores de la Carrera de TSU en Desarrollo de Negocios área Mercadotecnia | REVISÓ: | Dirección Académica |  |
| APROBÓ: | C. G. U. T. y P. | FECHA DE ENTRADA EN VIGOR: | Septiembre de 2017 | |


INFORMATICS I

TEACHING-LEARNING PROCESS

| Teaching Methodologies | Teaching Materials |
|--|---|
| Learning assisted by information technologies Laboratory practice Problems solving | Computer Projector Board Operating systems (Windows, Linux, MAC OS) Printed material Internet Word processor Storage devices |

TRAINING FACILITIES

| Classroom | Languages Lab/Workshop | Corporation |
|-----------|------------------------|-------------|
| | X | |


| | | | | |
|-----------------|--|-----------------------------------|---------------------|---|
| ELABORÓ: | Comité de Directores de la Carrera de TSU en Desarrollo de Negocios área Mercadotecnia | REVISÓ: | Dirección Académica |  |
| APROBÓ: | C. G. U. T. y P. | FECHA DE ENTRADA EN VIGOR: | Septiembre de 2017 | |

INFORMATICS I


Learning Units

| | |
|-----------------------------|---|
| 1. Learning Unit | IV. Electronic presentations |
| 2. Theoretical Hours | 3 |
| 3. Practical Hours | 17 |
| 4. Total | 20 |
| 5. Objective | Students will create executive presentations to organize and present information in corporations. |

| Topic | Knowledge | Skills | Values/ Behavior |
|---|---|--|---|
| Software working interface for electronic presentations | <p>To identify programs to create multimedia executive presentations.</p> <p>To identify basic elements and functions of working environment for presentations designing.</p> | <p>To execute working environment basic functions of presentations design software.</p> <p>To create presentations using different styles.</p> | <p>Responsible</p> <p>Analytical</p> <p>Disciplined</p> <p>Ethical</p> <p>Initiative</p> <p>Tolerant</p> <p>Proactive</p> <p>Researcher</p> <p>Autonomous</p> <p>Creative</p> <p>Innovative</p> |
| Presentations format and design | <p>To identify working tools with tables, graphics, organization charts, images and text.</p> | <p>To create presentations using tables, graphics and organization charts.</p> | <p>Responsible</p> <p>Analytical</p> <p>Disciplined</p> <p>Ethical</p> <p>Initiative</p> <p>Tolerant</p> <p>Proactive</p> <p>Researcher</p> <p>Autonomous</p> <p>Creative</p> <p>Innovative</p> |


| | | | | |
|-----------------|--|-----------------------------------|---------------------|---|
| ELABORÓ: | Comité de Directores de la Carrera de TSU en Desarrollo de Negocios área Mercadotecnia | REVISÓ: | Dirección Académica |  |
| APROBÓ: | C. G. U. T. y P. | FECHA DE ENTRADA EN VIGOR: | Septiembre de 2017 | |

| Topic | Knowledge | Skills | Values/ Behavior |
|--|---|---|--|
| Design and animation of an electronic presentation | To identify multimedia tools: <ul style="list-style-type: none"> - Sounds management - Movies - Animations - Transitions and Hyperlinks. | To elaborate presentations including multimedia elements. | Responsible Analytical Disciplined Ethical Initiative Tolerant Proactive Researcher Autonomous Creative Innovative |

| | | | | |
|-----------------|--|-----------------------------------|---------------------|---|
| ELABORÓ: | Comité de Directores de la Carrera de TSU en Desarrollo de Negocios área Mercadotecnia | REVISÓ: | Dirección Académica |  |
| APROBÓ: | C. G. U. T. y P. | FECHA DE ENTRADA EN VIGOR: | Septiembre de 2017 | |

INFORMATICS I
ASSESSMENT PROCESS

| Learning Outcome | Learning Process | Assessment Instruments |
|--|---|---|
| <p>To elaborate a multimedia presentation for sales area, containing:</p> <ul style="list-style-type: none"> - Text - Graphics - Tables - Organization charts - Objects - Animations, sounds, images, video, transitions and hyperlinks. | <ol style="list-style-type: none"> 1. To identify software working interface for presentations. 2. To understand tools for tool design. 3. To identify the use of objects, graphics and organization charts in a presentation. 4. To understand multimedia tools in presentations 5. To elaborate executive presentations. | <p>Practical exercises</p> <p>Checklist</p> |

| | | | | |
|-----------------|--|-----------------------------------|---------------------|---|
| ELABORÓ: | Comité de Directores de la Carrera de TSU en Desarrollo de Negocios área Mercadotecnia | REVISÓ: | Dirección Académica |  |
| APROBÓ: | C. G. U. T. y P. | FECHA DE ENTRADA EN VIGOR: | Septiembre de 2017 | |


INFORMATICS I

TEACHING-LEARNING PROCESS

| Teaching Methodologies | Teaching Materials |
|--|---|
| Learning assisted by information technologies Laboratory practice Problems solving | Computer Projector Board Operating systems (Windows, Linux, MAC OS) Printed material Internet Presentations designer Storage devices |

TRAINING FACILITIES


| Classroom | Languages Lab/Workshop | Corporation |
|-----------|------------------------|-------------|
| | X | |

| | | | | |
|-----------------|--|-----------------------------------|---------------------|---|
| ELABORÓ: | Comité de Directores de la Carrera de TSU en Desarrollo de Negocios área Mercadotecnia | REVISÓ: | Dirección Académica |  |
| APROBÓ: | C. G. U. T. y P. | FECHA DE ENTRADA EN VIGOR: | Septiembre de 2017 | |


INFORMATICS I

ABILITIES DERIVED FROM PROFESSIONAL COMPETENCIES TO WHICH THE SUBJECT CONTRIBUTES


| Ability | Performance Criteria |
|--|---|
| <p>To diagnose the corporation situation through the use of financial, administrative and researching tools, as well as to analyze functional areas, in order to plan commercialization process.</p> | <p>Students perform a diagnosis of the corporation including:</p> <ul style="list-style-type: none"> - Organizational philosophy - Organizational objectives - Financial analysis: <ul style="list-style-type: none"> - Vertical method <ul style="list-style-type: none"> * Financial reasons * Integral percentages * Critical point - Horizontal method <ul style="list-style-type: none"> *Tendencies * Percentage variations - Installed capacity - Positioning in the market - Product analysis - Distribution channels - Competitiveness of sales force - Client portfolio behavior - Public perception - Identification of strengths and weaknesses. |

| | | | | |
|-----------------|--|-----------------------------------|---------------------|---|
| ELABORÓ: | Comité de Directores de la Carrera de TSU en Desarrollo de Negocios área Mercadotecnia | REVISÓ: | Dirección Académica |  |
| APROBÓ: | C. G. U. T. y P. | FECHA DE ENTRADA EN VIGOR: | Septiembre de 2017 | |

| Ability | Performance Criteria |
|---|---|
| <p>To establish competition positioning through the study of its competitive advantages, weaknesses, use of methods and techniques, in order to identify corporation's opportunities in the market.</p> | <p>Students deliver an analysis of competition, containing:</p> <ul style="list-style-type: none"> - Participation in the market - Positioning in the market - Competitive and comparative advantages matrix: <ul style="list-style-type: none"> - Price, - Product quality, - Service quality, - Distribution channels, - Delivery time, - Publicity, - Payment terms, - After-sales service - Results analysis and interpretation - Opportunities Detection |
| <p>To do national and international market research by an environment analysis and the use of quantitative and qualitative methods, for commercial decision making.</p> | <p>Students present a report on the market research, containing:</p> <ul style="list-style-type: none"> - Executive overview - Research approach (problem, objective, hypothesis, research methodology, technical proposal, tool for data gathering) - Data gathering and management - Results analysis and interpretation - Conclusions y recommendations |
| <p>To formulate national and international business ideas through business projects methodology, to harness detected opportunities.</p> | <p>Students present a draft at a profile level containing:</p> <p>Executive overview</p> <p>Definition of goods or service</p> <p>Market analysis</p> <p>Technical analysis:</p> <ul style="list-style-type: none"> - Organizational - Legal - Production - Environmental impact <p>Financial analysis</p> <p>Pre-feasibility analysis</p> <p>Conclusions</p> |


| | | | | |
|-----------------|--|-----------------------------------|---------------------|---|
| ELABORÓ: | Comité de Directores de la Carrera de TSU en Desarrollo de Negocios área Mercadotecnia | REVISÓ: | Dirección Académica |  |
| APROBÓ: | C. G. U. T. y P. | FECHA DE ENTRADA EN VIGOR: | Septiembre de 2017 | |

| Ability | Performance Criteria |
|--|---|
| To elaborate sales programs based on sales projections and through resources analysis and strategies design, to achieve commercial goals. | Students elaborate a sales program containing: <ul style="list-style-type: none"> - projection - objectives - goals - strategies - budgets - activities timetable |
| To organize sales forces through functions assignment, sales methods and administrative techniques, to achieve commercial goals. | Students present a structure proposal for sales department including: <ul style="list-style-type: none"> - Organizational philosophy - Organizational structure of sales area - Profiles and position description - Salesperson selection - Training plan - Incentives plan |
| To supervise commercial processes through control tools and performance indicators, in order to institute improving actions and contribute to the corporation's profitability. | To elaborate a report including: <ul style="list-style-type: none"> - Supervision type - Control tools - Sales area indicators measurement - Evaluation of customer satisfaction - Evaluation of sales force performance - Improvement proposals. |

| | | | | |
|-----------------|--|-----------------------------------|---------------------|---|
| ELABORÓ: | Comité de Directores de la Carrera de TSU en Desarrollo de Negocios área Mercadotecnia | REVISÓ: | Dirección Académica |  |
| APROBÓ: | C. G. U. T. y P. | FECHA DE ENTRADA EN VIGOR: | Septiembre de 2017 | |

INFORMATICS I BIBLIOGRAPHY

| Author | Year | Title | City | Country | Editorial |
|--|------|---|------------------------|---------|---|
| Gaskin , Shelley y Vargas, Alicia | 2014 | <i>Go! Microsoft Word 2013</i> | Ciudad de México | México | Pearson Educacion ISBN 9786073229104 |
| Bribiesca Correa, Gabriela | 2013 | <i>Microsoft Office para los Negocios</i> | Ciudad de México | México | Pearson Educacion ISBN97860732151 21 |
| Peña Rosario | 2013 | <i>Curos Completo de Informática</i> | Ciudad de México | México | Alfa Omega Grupo editorial. ISBN 9786077076957 |
| Fonseca Sr, Alexandre | 2014 | <i>Marketing Digital en Redes Sociales</i> | Ciudad de México | México | Smashwords Edition ISBN97813104895 87 |
| Meléndez Jesús María, | 2014 | <i>Introducción a la Informática</i> | Ciudad de México | México | Anaya Multimedia ISBN 9788441533943 |
| Macías, Fernando, Santoja María | 2016 | <i>Marketing en Redes Sociales</i> | Ciudad de México | México | Anaya Multimedia ISBN 9788441537262 |

| | | | | |
|-----------------|--|---------------------------------------|---------------------|---|
| ELABORÓ: | Comité de Directores de la Carrera de TSU en Desarrollo de Negocios área Mercadotecnia | REVISÓ: | Dirección Académica |  |
| APROBÓ: | C. G. U. T. y P. | FECHA DE ENTRADA EN VIGOR: | Septiembre de 2017 | |