PROCESO DE GESTIÓN DE FORMACIÓN PROFESIONAL INTEGRAL

FORMATO GUÍA DE APRENDIZAJE

IDENTIFICACIÓN DE LA GUIA DE APRENDIZAJE

- Denominación del Programa de Formación: Técnico en Contabilización de Operaciones Comerciales y Financieras
- Código del Programa de Formación: 133100- Versión 1
- Nombre del Proyecto Creación de una empresa didáctica para aplicar criterios de reconocimiento y medición de los hechos económicos.
- Fase del Proyecto: Planeacion - Estructurar la empresa didáctica de acuerdo requerimientos contables legales y administrativo
- Actividad de Proyecto: Identificar el entorno, la estructura administrativa, financiera y organizacional de la empresa, de acuerdo con la normartiva.
  Competencia: 240202501 Interactuar en lengua inglesa de forma oral y escrita dentro de contextos sociales y laborales según los criterios establecidos por el Marco Común Europeo de referencia para las Lengua.

  Resultados de Aprendizaje Alcanzar: Resultados de aprendizaje
  240202501-1 Comprender información básica oral y escrita en inglés acerca de sí mismo, de las personas y de su contexto inmediato en realidades presentes e historias de vida.
  240202501-3 Participar en intercambios conversacionales básicos en forma oral y escrita en inglés en diferentes situaciones sociales tanto en la cotidianidad como en experiencias pasadas

- Duración de la Guía: 48 Horas un crédito

2. PRESENTACIÓN:

La formación profesional integral reconoce la necesidad de dominar el inglés como *lingua franca*, esto es, como la lengua común para el intercambio cultural, tecnológico, científico y humanístico que conlleva a una comunicación exitosa coherente con los principios éticos que busca respetar y respetar-se.



El aprendizaje de esta lengua permitirá ampliar el horizonte profesional del aprendiz, además le ayudará a formarse como persona que vela por sus intereses y los de su comunidad. Este proceso formativo tiene en cuenta las competencias del Usuario A-2 incluidas en el Marco Común Europeo de Referencia para las lenguas.

3. FORMULACIÓN DE LAS ACTIVIDADES DE APRENDIZAJE

3.1 Actividades de Reflexión inicial.

Why is English so important?

En grupos de trabajo, los aprendices van a discutir la siguiente pregunta: ¿Por qué aprender inglés es importante? Cada grupo debe dar un mínimo de cinco razones. Después de socializar las respuestas, los aprendices verán dos videos en los que se resume la importancia del inglés en la actualidad https://www.youtube.com/watch?v=zm4dAr8tAOs y https://www.youtube.com/watch?v=D0VfGV-73yk. Seguido a esto se realizará una actividad con cognados falsos, en donde se ejemplifica la necesidad de aprender inglés de la manera correcta, usando expresiones de la cotidianidad. Para concluir se les entrega por grupos de trabajo una expresión en español, y los aprendices sin hacer uso del celular o de un diccionario, deben de encontrar la frase correspondiente en inglés a esa expresión, por ejemplo “Dar papaya” tendría como equivalente en inglés “To ask for it”, sin embargo la idea es que ellos sean creativos e intenten diseñar expresiones a partir de lo que ellos conocen. Cada grupo lee la expresión que le correspondió y su equivalente. La idea es ejemplificar no solo la importancia del idioma inglés sino también la necesidad de aprenderlo correctamente para ser realmente competentes en el idioma.

3.2 Actividades de contextualización e identificación de conocimientos necesarios para el aprendizaje.

Considering one of the strongest skills you have to develop in the program is directly related to customer service, we are going to check some important aspects when working for a company and/or creating your own company.

Reading Comprehension Activity:

Please read the next text and work on the vocabulary activities described at the end of it. Take into account the vocabulary underlined to solve the activities.

“No matter the size of your business, excellent customer service needs be at the heart of your business model if you wish to be successful. It is important to provide good customer service to all types of customers, including potential, new and existing customers.

Although it can take extra resources, time and money, excellent customer service can generate positive word-of-mouth for your business, keep your customers happy and encourage them to purchase from your business again. Good customer service can help your business grow and prosper.

Customer service is the service provided to customers before, during and after purchasing and using goods and services. Good customer service provides an experience that meets customer expectations. It produces satisfied customers. Bad customer service can generate complaints. It can result in lost sales, because consumers might take their business to a competitor.

Good customer service involves developing bonds with customers, hopefully leading to longterm relationships. It creates advantages for both customers and the business alike. Customers benefit because the business is providing a service that meets their needs. The business benefits because satisfied customers are likely to be repeat customers. They will stay with the business. However, good customer service is not easily achieved. It takes time to establish. It requires investment to deliver consistent standards.

At the heart of providing customer service is the notion of 'respect'. This involves respecting the business' employees, as internal customers within the organization, as well as external customers. Using this concept influences how colleagues and individuals act towards each other as well as how they deal with customers.

To maintain these standards it is important to identify what customers expect from the company in terms of customer service provision. It then builds these customer expectations into the services it provides. For example, this involves:

- ensuring colleagues are courteous and informed that they know about the products and services
- dealing with any complaints promptly and fairly
- following up sales
- offering informed guidance on any products that are available (subject to financial regulations). "

http://businesscasestudies.co.uk/first-direct/using-customer-service-to-position-a-business/what-is-customer-service.html#ixzz41IdfObAR

Activities:

1. Match the word in English with its synonym in Spanish.

a. Customer	____ Proporcionar
b. Provide	____ Queja
c. Purchase	____ Inversión
d. Goods	____ Disponible
e. Expectation	____ Ventajas
f. Complaint	____ Cliente
g. Available	____ Negocio
h. Business	____ Comprar

i. Advantages	____ Expectativa
j. Investment	____ Bienes

2. Find the word that best matches each definition:

Need
Employee
Competitor
Advantage
Complaint
Achieve
Business
Investment
Benefit
Bond

a. It's a formal or informal organization created to sell. _____

b. A company in the same industry or a similar industry, which offers a similar product or service.
_____

c. Something required because it is essential or very important.
_____

d. The act of saying or writing that you are unhappy or dissatisfied with something. _____

e. To accomplish something. _____

f. It's something that will provide an advantage for others. _____

g. To establish a close relationship to or with another.
_____

h. A person working for another person or for a company for a salary.
_____

i. Money committed of property acquired for future income. _____

j. Something that helps to make someone or something better.
_____

3. Choose the word(s) that best complete the sentences from the options given:

____ Lost sales
____ Satisfied
____ Expectations
____ Customer Service
____ Respect
____ Investment
____ Relationships
____ Promptly
____ Provides
____ Complaints

a. Good _____ _____ leads to gain more customers.

b. It is important to have a good _____ with your colleagues.

c. Bad service can lead to _____ _____.

d. To meet the customers' _____, you have to provide a good service.

e. Dealing with complaints _____ ensures a good service.

f. _____ Customers are likely to be repeat customers.

g. Bad customer service can generate _____.

h. Good customer service requires _____ to deliver consistent standards.

i. Be sure you treat customers with _____ and courtesy.

j. Good service _____ a good customer experience.

3.3 de apropiación del conocimiento (Conceptualización y Teorización).

PRESENT SIMPLE VS PRESENT CONTINUOUS

Read the examples and grammar rules.

Positive

Charles is very honest, but he **sleeps** in the office. He **is risking** his job.

Currently he **has** two jobs. Probably he **is having** a hard time in one of his jobs.

Negative

Charles **is not** honest; he **doesn't do** his work responsibly. He **is not** working properly.

Currently he **does not** have two jobs. He **is not** feeling tired right now.

Question	**Short answer**
Does he sleep at his job?	Yes, he does / No, he does not.
Does he work efficiently?	Yes, he does / No, he doesn't.

Look at the verb endings listed in the table below.

live	**lives**
work	**works**
take	**takes**
study	**studies**
buy	**buys**
love	**loves**

Can you say what the difference is between them?

Yes, the difference is _____ because_____

Activity 1:

SIMPLE PRESENT

A. Choose the correct form of the verb.

1. We _____ sometimes books.

a. reading

b. reads

c. read

2. Emily _____ to the disco.

a. go

b. goes

c. going

3. It often _____ on Sundays.

a. rains

b. rain

c. raining

4. Pete and his sister _____ the family car.

a. wash

b. washing

c. washes

5. I always _____ to the bus stop.

a. runs

b. running

c. run

A. Negative Sentences

Make negative sentences in simple present.

1. My father makes breakfast. →

2. They are eleven. →

3. She writes a letter. →

4. I speak Italian. →

5. Danny phones his father on Sundays. →

B. Questions

Write questions in simple present.

you / speak / English / ? →

when / he / go / home / ?→

they / clean / the bathroom / ? →

where / she / ride / her bike / ? →

Billy / to work / in the supermarket /? →

Activity 2:

PRESENT PROGRESSIVE

A. Change the verb into the correct affirmative form:

1. Anna _____ (rest) right now.

2. I _____ (talk) on the phone at this moment.

3. Bella _____ (cook) dinner now.

4. They _____ (help) the teacher right now.

5. He _____ (run) very fast!

B. Change the verb into the correct negative form:

6. Julia _____ (bake) a chocolate cake at the moment.

7. I _____ (have) fun!

8. You _____ (dance) very nicely.

9. They _____ (answer) all the questions.

10. John _____ (eat) salad, and I am eating fish.

C. Change the verb into the correct question form:

11. Marta _____ (drive), and Chris is sleeping (sleep).

12. It _____ (rain).

13. I _____ (write) my homework.

14. We _____ (work) on the new show right now.

15. Kate _____ (lie) in bed now.

Activity 3:

Los siguientes ejercicios fortalecen la competencia de "comprender textos en inglés en forma escrita y auditiva". Los ejercicios presentados a lo largo de toda la guía de aprendizaje son ejercicios que le construyen como un profesional que es consciente de su iniciación en el aprendizaje del inglés en un contexto laboral. Por eso, todo lo que usted estudie debe ser estudiado bajo la filosofía de "estudiar para la vida". Así que adelante con su formación profesional y ¡ánimo!

1ST SENA ENGLISH WORKSHOP

Para realizar el siguiente ejercicio se sugiere repasar las temáticas que se relacionan a continuación. Para repasarlas, haga uso de su libro favorito de inglés (cualquiera que este sea). También puede ingresar a google y a youtube.com para buscar: "everyday activities" o también "daily routines" para que observe los videos y lea material disponible bajo esos temas. También se sugiere buscar estos otros temas: traveling and transportation.

A. Read about Timo Kekkonen's typical day. Then complete the information about his day. Once you do that, complete the chart with your own information.

Timo Kekkonen

Hi. My name's Timo Kekkonen. I'm Finnish and I live in Espoo. I live with my partner, Seija. She's a receptionist at a hotel. We have a son, Matti. He's two. I work for a bank in Helsinki. I get up very early – at six o'clock, and I leave home at 6:30. I go to work by train. It takes an hour and it's very crowded. The normal time to start work at my company is eight o'clock. I get to work at 7:30 because I always have a lot of work. I finish work at 7 o'clock every day. I get home an hour later. It's a long day, but I don't work at the weekend.

A typical day	Time	You
I get up at		
I leave home at		
I go to work by		
I get to work at		
I finish work at		
I get home at		

B. Speaking Activity:



Match the expressions to the pictures and create a dialogue using them.



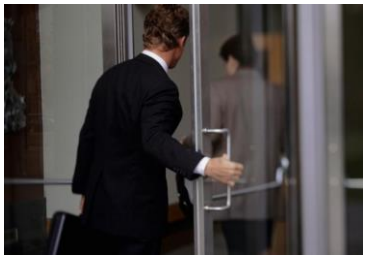
___



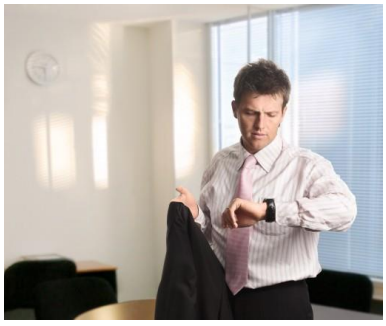
___



___



___



___



___

1. I get to work at…
2. I get up at…
3. I finish work at …
4. I go to work by…
5. I leave home at …
6. I get home at…

C. Put the words in the correct order to make the interviewer's questions.

1. you / get up / do / what time?_____
2. do / leave / you / what time / home? _____
3. go / how / you / do / to work? _____
4. get / what time / to work / you / do? _____
5. finish / do / what time / work / you? _____
6. home / what time / you / do / get? _____

D. Prepositions

Complete the sentences with the correct preposition, ***at, by, for, from, in.***

1. I get to work _____ 7:30 a.m.
2. We come _____ Spain.
3. I work _____ Air Europe.
4. They live _____ London.
5. We go to work _____ bus.
6. I need English _____ my job.
7. They finish work _____ 6:00 p.m.

E. Now, let's check this website and practice some more "everyday activities" vocabulary: http://www.englishexercises.org/makeagame/viewgame.asp?id=6234

Activity 4:

Business Language

A. Starting a phone call

Complete the sentences and questions **1 - 8** with the words and phrases **a - h.**

1. Good morning. Orbit International. How…
2. Hello. Could…
3. Are you…
4. I'm calling…
5. Who's calling…
6. Hold…
7. This is …
8. Just a …

a. …Carol Brunner, how can I help you?
b. …about the meeting?
c. ….please?
d. …moment, please.
e. …free on Monday afternoon?
f. …can I help you?
g. …on, please.
h. …I speak to Mr. Johnson?

1 _____ 2_____ 3_____ 4_____ 5 _____ 6_____ 7_____ 8 _____

B. Speaking activities

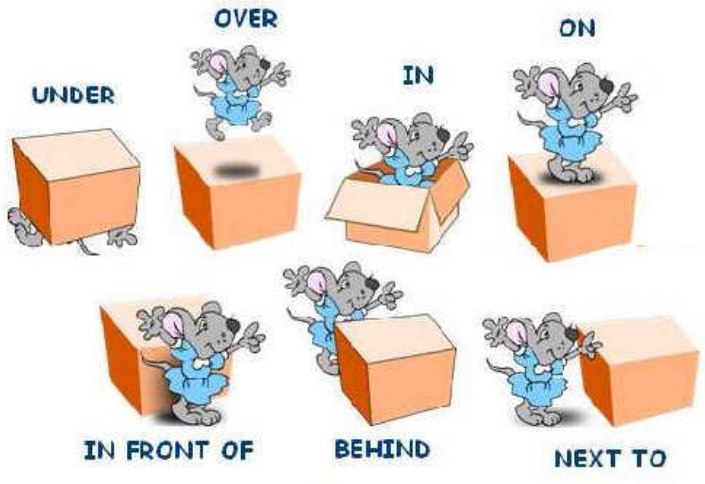


In pairs and using the expressions given in the previous activity, role play a phone conversation, one of you being the receptionist and the other one being the customer. Then get ready to present it in front of the class.

C. Do the phrases have the same meaning? Write **yes** or **no.**

1. hold on, please = Just a moment, please _____
2. I'm calling about …. = Yes, speaking. _____
3. It's … = This is …_____
4. How can I help you? = How are you? _____
5. Who's calling, please? = Is that Ingrid? _____
6. I'm phoning about … = I'm calling about…_____
7. Can I speak to …? = Could I speak to…? _____
8. Fine, thanks. = Good morning. _____

D. **Look at the mouse and study the prepositions:**



Now, look at the picture of the office. Complete the sentences with the correct preposition.



1. The computer is _____ the desk.

2. The agenda is _____ to the mouse.
3. The clock and the calendar are _____ the wall.
4. The computer screen is _____ the keyboard.
5. The pens and pencils are _____ the cup.
6. The desk is _____ all that office stuff.

E. **SPEAKING ACTIVITY: PREPOSITIONS**



Set up a classroom area displaying an environment according to your technical program. Then get ready to ask and answer questions about the area you or one of your partners organized using the given prepositions.

Activity 5:

Business Cards

Read the information on these business cards.

PACIFIC
ADVERTISING AGENCY | Yoshiro Takeo – Copywriter
Creative Division
12th floor, Mita-Kokusai Building
3-1-6 Shinohara-Nakamachi, Minato-ku,
Tokyo 176 0014
Tel: (81) 03-5227-061 Fax: (81)03-5227-068/9
E-mail: creat@pacificadvertising.co.jp

UC
UNIVERSITY OF CHATANOOGA
Tennesse
DEPARTMENT OF ENGINEERING
Dr. Jasmine Akanje
Bos 122, Chatanooga, TN 37314-674, USA
Tel: (1) 615-9123-146 Ext.1472
E-mail: Jakanje@ten.chatt.educ

Sanjay Shiraz
Raj Software Design
Software Designer
97 Jai Singh Road, PO BOX N° 28
New Delhi 116 9974
Tel: (91) 11 371 2922 / 2923 Fax: (91) 11 371 1866
TELEX: 472296 IND

NOVALUX S.A.
2 Avenue Louis Durand, 13456 Marseille, France
Tel: (33) 5786 11004
FLORENT CANAUX
Senior Manager
Purchasing Department
e-mail: *florent.canaux@novalux.co.fr*

BRYCE ANDERSON
FINANCIAL SERVICES
ELENA FINKELSTEIN
ACCOUNTANT

101 PROSPEKT MIRA
129812 MOSKOW
TEL: (7) 095 247911
E.MAIL:
FINKEL.E@BRYCEANDERSON.GLAS.APC.ORG

LONDON * PARIS * MOSKOW * HONG KONG * ROME

KANGNAM
INTERNATIONAL
BOOK COMPANY
Assistant Manager
Promotions Department

GO YONG SUN
Sung Ding BD 234-1 Sungjak-Ku, Seoul 147-643 Korea
Tel: (82) 2 471 6632 Fax: (82) 2 471 6624
Telex: K38657KANGBK
E-mail: **sungy@kangman.co.kr**

A. Match the names on the left with the correct information on the right.

Raj Software Design is a teacher of engineering.

Elenena Finkelstein	is on the twelfth floor.
Florent Canaux	has offices in Dubai.
Vryce Anderson	is a book company.
Dr. Akanje	works in the Purchasing Department
Yoshiro Takeo's office	is an accountant.
Kangnam International	is a software designer.
Sanjay Shiraz	has branches in Rome and Paris.

B. WRITTEN PRODUCTION: Design your own business card

Following the examples of the business cards (see above) and using a piece of cardboard, design your own business card using your professional profile.

Sanjay Shiraz
Raj Software Design
Software Designer
97 Jai Singh Road, PO BOX N° 28
New Delhi 116 9974
Tel: (91) 11 371 2922 / 2923 Fax: (91) 11 371 1866
TELEX: 472296 IND

Activity 7:

Business Writing

Read the following email message:

E-mail message

Dear Mr. Burton

The design for the new office is now ready, and I would like to show it to you. Would 3:00 p.m. on Friday, April 4th at your office be convenient?

Best wishes

Jiro Nakamura

A. Now answer the following questions:

1. Who wrote it? _____
2. Who received it? _____
3. What is the intention of the email? _____

B. You received this e-mail message today. Write a similar reply.

E-mail message

Dear (your name)
The market research figures are now ready, and I would like to show them to you. Would 10:00 a.m. on Wednesday, November 12 at your office be convenient for you?
Best wishes,
Betty Wang

3.4 Actividades de apropiación del conocimiento (Conceptualización y Teorización).

PRESENT SIMPLE VS PRESENT CONTINUOUS

Read the examples and grammar rules.

Positive

Charles is very honest, but he **sleeps** in the office. He **is risking** his job.

Currently he **has** two jobs. Probably he **is having** a hard time in one of his jobs.

Negative

Charles **is not** honest; he **doesn't do** his work responsibly. He **is not** working properly.

Currently he **does not** have two jobs. He **is not** feeling tired right now.

Question	**Short answer**
Does he sleep at his job?	Yes, he does / No, he does not.
Does he work efficiently?	Yes, he does / No, he doesn't.

Look at the verb endings listed in the table below.

live	**lives**
work	**works**
take	**takes**
study	**studies**
buy	**buys**
love	**loves**

Can you say what the difference is between them?

Yes, the difference is _____ because_____

Activity 1:

SIMPLE PRESENT

A. Choose the correct form of the verb.

1. We _____ sometimes books.

a. reading

b. reads

c. read

2. Emily _____ to the disco.

a. go

b. goes

c. going

3. It often _____ on Sundays.

a. rains

b. rain

c. raining

4. Pete and his sister _____ the family car.

a. wash

b. washing

c. washes

5. I always _____ to the bus stop.

a. runs

b. running

c. run

C. Negative Sentences

Make negative sentences in simple present.

1. My father makes breakfast. →

2. They are eleven. →

3. She writes a letter. →

4. I speak Italian. →

5. Danny phones his father on Sundays. →

D. Questions

Write questions in simple present.

you / speak / English / ? →

when / he / go / home / ?→

they / clean / the bathroom / ? →

where / she / ride / her bike / ? →

Billy / to work / in the supermarket /? →

Activity 2:

PRESENT PROGRESSIVE

A. Change the verb into the correct affirmative form:

1. Anna _____ (rest) right now.

2. I _____ (talk) on the phone at this moment.

3. Bella _____ (cook) dinner now.

4. They _____ (help) the teacher right now.

5. He _____ (run) very fast!

B. Change the verb into the correct negative form:

6. Julia _____ (bake) a chocolate cake at the moment.

7. I _____ (have) fun!

8. You _____ (dance) very nicely.

9. They _____ (answer) all the questions.

10. John _____ (eat) salad, and I am eating fish.

C. Change the verb into the correct question form:

11. Marta _____ (drive), and Chris is sleeping (sleep).

12. It _____ (rain).

13. I _____ (write) my homework.

14. We _____ (work) on the new show right now.

15. Kate _____ (lie) in bed now.

Activity 3:

Los siguientes ejercicios fortalecen la competencia de “comprender textos en inglés en forma escrita y auditiva”. Los ejercicios presentados a lo largo de toda la guía de aprendizaje son ejercicios que le construyen como un profesional que es consciente de su iniciación en el aprendizaje del inglés en un contexto laboral. Por eso, todo lo que usted estudie debe ser estudiado bajo la filosofía de “estudiar para la vida”. Así que adelante con su formación profesional y ¡ánimo!

1ST SENA ENGLISH WORKSHOP

Para realizar el siguiente ejercicio se sugiere repasar las temáticas que se relacionan a continuación. Para repasarlas, haga uso de su libro favorito de inglés (cualquiera que este sea). También puede ingresar a google y a youtube.com para buscar: “everyday activities” o también “daily routines” para que observe los videos y lea material disponible bajo esos temas. También se sugiere buscar estos otros temas: traveling and transportation.

F. Read about Timo Kekkonen's typical day. Then complete the information about his day. Once you do that, complete the chart with your own information.

Timo Kekkonen

Hi. My name's Timo Kekkonen. I'm Finnish and I live in Espoo. I live with my partner, Seija. She's a receptionist at a hotel. We have a son, Matti. He's two. I work for a bank in Helsinki. I get up very early – at six o'clock, and I leave home at 6:30. I go to work by train. It takes an hour and it's very crowded. The normal time to start work at my company is eight o'clock. I get to work at 7:30 because I always have a lot of work. I finish work at 7 o'clock every day. I get home an hour later. It's a long day, but I don't work at the weekend.

A typical day	Time	You
I get up at		
I leave home at		
I go to work by		
I get to work at		
I finish work at		
I get home at		

G. Speaking Activity:



Match the expressions to the pictures and create a dialogue using them.



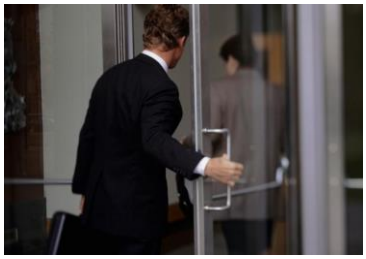
___



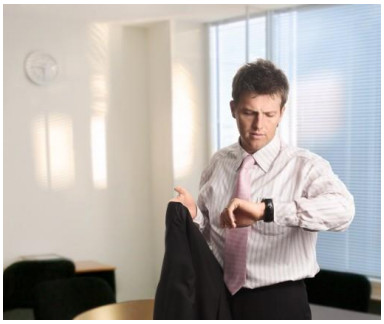
___



___



___



___



___

7. I get to work at…
8. I get up at…
9. I finish work at …
10. I go to work by…
11. I leave home at …
12. I get home at…

H. Put the words in the correct order to make the interviewer's questions.

7. you / get up / do / what time?_____
8. do / leave / you / what time / home? _____
9. go / how / you / do / to work? _____
10. get / what time / to work / you / do? _____
11. finish / do / what time / work / you? _____
12. home / what time / you / do / get? _____

I. Prepositions

Complete the sentences with the correct preposition, ***at, by, for, from, in.***

8. I get to work _____ 7:30 a.m.
9. We come _____ Spain.
10. I work _____ Air Europe.
11. They live _____ London.
12. We go to work _____ bus.
13. I need English _____ my job.
14. They finish work _____ 6:00 p.m.

J. Now, let's check this website and practice some more "everyday activities" vocabulary: http://www.englishexercises.org/makeagame/viewgame.asp?id=6234

Activity 4:

Business Language

F. **Starting a phone call**

Complete the sentences and questions **1 - 8** with the words and phrases **a - h.**

9. Good morning. Orbit International. How…
10. Hello. Could…
11. Are you…
12. I'm calling…
13. Who's calling…
14. Hold…
15. This is …
16. Just a …

i. …Carol Brunner, how can I help you?
j. …about the meeting?
k. ….please?
l. …moment, please.
m. …free on Monday afternoon?
n. …can I help you?
o. …on, please.
p. …I speak to Mr. Johnson?

1 _____ 2_____ 3_____ 4_____ 5 _____ 6_____ 7_____ 8 _____

G. **Speaking activities**

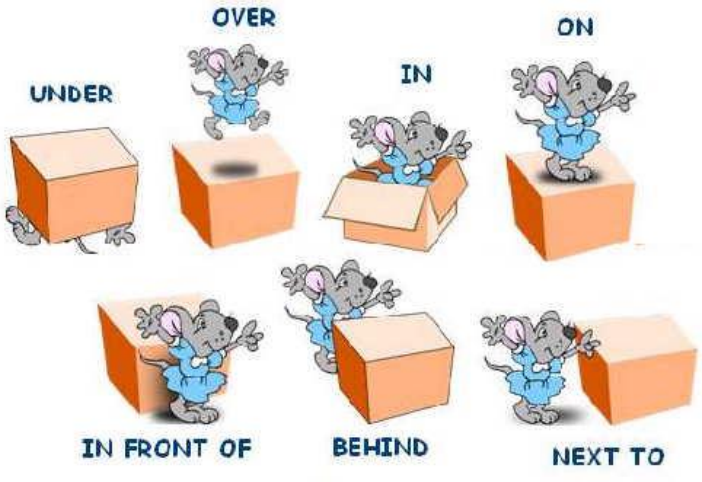


In pairs and using the expressions given in the previous activity, role play a phone conversation, one of you being the receptionist and the other one being the customer. Then get ready to present it in front of the class.

H. **Do the phrases have the same meaning?** Write **yes** or **no.**

1. hold on, please **=** Just a moment, please _____
2. I'm calling about …. **=** Yes, speaking. _____
3. It's … **=** This is …_____
4. How can I help you? **=** How are you? _____
5. Who's calling, please? **=** Is that Ingrid? _____
6. I'm phoning about … **=** I'm calling about…_____
7. Can I speak to …? **=** Could I speak to…? _____
8. Fine, thanks. **=** Good morning. _____

I. **Look at the mouse and study the prepositions:**



Now, look at the picture of the office. Complete the sentences with the correct preposition.



7. The computer is _____ the desk.
8. The agenda is _____ to the mouse.
9. The clock and the calendar are _____ the wall.
10. The computer screen is _____ the keyboard.
11. The pens and pencils are _____ the cup.
12. The desk is _____ all that office stuff.

J. **SPEAKING ACTIVITY: PREPOSITIONS**



Set up a classroom area displaying an environment according to your technical program. Then get ready to ask and answer questions about the area you or one of your partners organized using the given prepositions.

Activity 5:

Business Cards

Read the information on these business cards.

PACIFIC
ADVERTISING AGENCY | Yoshiro Takeo – Copywriter
Creative Division
12th floor, Mita-Kokusai Building
3-1-6 Shinohara-Nakamachi, Minato-ku,

Tokyo 176 0014
Tel: (81) 03-5227-061 Fax: (81)03-5227-068/9
E-mail: creat@pacificadvertising.co.jp

UC
UNIVERSITY OF CHATANOOGA
Tennesse
DEPARTMENT OF ENGINEERING
Dr. Jasmine Akanje
Bos 122, Chatanooga, TN 37314-674, USA
Tel: (1) 615-9123-146 Ext.1472
E-mail: Jakanje@ten.chatt.educ

Sanjay Shiraz
Raj Software Design
Software Designer
97 Jai Singh Road, PO BOX N° 28
New Delhi 116 9974
Tel: (91) 11 371 2922 / 2923 Fax: (91) 11 371 1866
TELEX: 472296 IND

NOVALUX S.A.
2 Avenue Louis Durand, 13456 Marseille, France
Tel: (33) 5786 11004
FLORENT CANAUX
Senior Manager
Purchasing Department
e-mail: *florent.canaux@novalux.co.fr*

BRYCE ANDERSON
FINANCIAL SERVICES
ELENA FINKELSTEIN
ACCOUNTANT

101 PROSPEKT MIRA
129812 MOSKOW
TEL: (7) 095 247911
E.MAIL:
FINKEL.E@BRYCEANDERSON.GLAS.APC.ORG

LONDON * PARIS * MOSKOW * HONG KONG * ROME

KANGNAM
INTERNATIONAL
BOOK COMPANY
Assistant Manager
Promotions Department

GO YONG SUN
Sung Ding BD 234-1 Sungjak-Ku, Seoul 147-643 Korea
Tel: (82) 2 471 6632 Fax: (82) 2 471 6624
Telex: K38657KANGBK
E-mail: **sungy@kangman.co.kr**

C. Match the names on the left with the correct information on the right.

Raj Software Design	is a teacher of engineering.
Elenena Finkelstein	is on the twelfth floor.
Florent Canaux	has offices in Dubai.
Vryce Anderson	is a book company.
Dr. Akanje	works in the Purchasing Department
Yoshiro Takeo's office	is an accountant.
Kangnam International	is a software designer.
Sanjay Shiraz	has branches in Rome and Paris.

D. WRITTEN PRODUCTION: Design your own business card

Following the examples of the business cards (see above) and using a piece of cardboard, design your own business card using your professional profile.

Sanjay Shiraz
Raj Software Design
Software Designer
97 Jai Singh Road, PO BOX N° 28
New Delhi 116 9974
Tel: (91) 11 371 2922 / 2923 Fax: (91) 11 371 1866
TELEX: 472296 IND

Activity 7:

Business Writing

Read the following email message:

E-mail message

Dear Mr. Burton

The design for the new office is now ready, and I would like to show it to you. Would 3:00 p.m. on Friday, April 4th at your office be convenient?

Best wishes

Jiro Nakamura

C. Now answer the following questions:

4. Who wrote it? _____
5. Who received it? _____
6. What is the intention of the email? _____

D. You received this e-mail message today. Write a similar reply.

E-mail message

Dear (your name)
The market research figures are now ready, and I would like to show them to you. Would 10:00 a.m. on Wednesday, November 12 at your office be convenient for you?
Best wishes,
Betty Wang

E-mail message

Dear ……..
……
……
……
……

…… …… …… ……
1.

3.5 Actividades de transferencia del conocimiento.

A PRESENTATION ACTIVITY:

El propósito de esta actividad es que usen los verbos en tiempo presente simple y vocabulario en inglés cotidiano y técnico.

En equipos de trabajo Sena, diseñar un plegable que presente los servicios o productos que ofrece la Unidad Productiva y realizar la presentación del mismo a partir de los siguientes parámetros:

1. Describir la Unidad Productiva y explicar su misión.
2. Describir los productos y servicios que ofrece haciendo uso de vocabulario y expresiones vistas en la guía, además de imágenes que faciliten la compresión de las mismas.
3. Estar preparados para resolver inquietudes de los oyentes. Se darán cinco minutos al final de la presentación para que en grupos de trabajo elaboren al menos una pregunta para el grupo expositor.
4. Subir la evidencia final al Portafolio Drive en la fecha acordada y compartir a la instructora SENA (dmgrueso76@misena.edu.co) (jgguzman69@misena.edu.co) .

4. ACTIVIDADES DE EVALUACIÓN

Evidencias de Aprendizaje	Criterios de Evaluación	Técnicas e Instrumentos de Evaluación
Evidencias de Conocimiento : Prueba de Conocimiento sobre inglés cotidiano y técnico (Presente Simple y Presente Continuo)**.** **Evidencias de Desempeño:** Juego de roles o Sociodrama en un contexto de compras. **Evidencias de Producto:** El plegable utilizado para la presentación de la Unidad Productiva.	Interpreta un texto sencillo y puede construir un mapa conceptual basado en el mismo. Pronuncia adecuadamente el vocabulario y modismos básicos del idioma. Sostiene conversaciones con vocabulario básico y técnico. Estructura adecuadamente una opinión sobre un tema conocido de su especialidad. Escribe o presenta descripciones de sí mismo, su profesión y su entorno. Plantea y responde preguntas sobre sí mismo.	**Técnica:** Prueba de Conocimiento **Instrumento:** Cuestionario **Técnica:** Socialización **Instrumento:** Lista de verificación **Técnica:** Valoración de Producto **Instrumento:** Lista de chequeo

5. GLOSARIO DE TÉRMINOS

Workshop

Business

Profile

Market

Customer

6. REFERENTES BILBIOGRÁFICOS

GARCIA ARREZA, Miguel *Participar para aprender 100 actividades para la clase de idiomas*. Ed Aljibe; 1995. Malaga.

TAYLOR & LANE International Express Student's book Elementary. Oxford University Press, 2007. Oxford.

BARNARD, R & CADY, J. Business Venture 1 Workbook. Oxford University Press; New York 2008.

TAYLOR, L & LANE, A. International Express Student's and Workbook Elementary. Oxford Press 2013.

7. CONTROL DEL DOCUMENTO

	Nombre	Cargo	Dependencia	Fecha
Autor (es)	**Licenciados Diana Marcela Grueso Gómez y Juan Genaro Guzmán**	**Instructor Transversalidad inglés CGTS**	**CGTS**	**Febrero de 2017**

8. CONTROL DE CAMBIOS (diligenciar únicamente si realiza ajustes a la guía)

	Nombre	Cargo	Dependencia	Fecha	Razón del Cambio
Autor (es)					