**MINISTERIO DE EDUCACION PÚBLICA**

**DEPARTAMENTO DE ESPECIALIDADES TÉCNICAS**

**COLEGIO TECNICO PROFESIONAL……………**

**Especialidad: EXECUTIVE SERVICE CENTERS XI**

**INFORMACIÓN GENERAL**

|  |  |
| --- | --- |
| Nombre del estudiante |  |
| Especialidad: |  |
| Nivel: X ( ) XI ( \*\* ) XII ( ) |  |
| Fecha de nacimiento |  |
| Dirección exacta de residencia |  |
| Números de teléfono |  |
| Correo electrónico |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **SUB ÁREA**: CORPORATE COMMUNICATION | | | | | | |
| **Unit:** Written Expression | | | | | | |
| **Purpose:** apply techniques and methodologies to efficiently communicate with the business environment. | | | | | | |
| **PERFORMANCE CRITERIA** | **EVIDENCE** | **Achieved** | | **Strategies to improved and observations** | **Competent** | |
| **YES** | **NOT YET** | **YES** | **NOT YET** |
| Prepares personal and legal documents using correct drafting techniques according to characteristics of each document. | Prepares personal and legal documents. |  |  |  |  |  |
| Plans the drafting and presentation of documents inherent to a meeting. | Describes procedures prior to the preparation of a meeting. |  |  |  |  |  |
|  | Prepares minutes according to recommended procedures. |  |  |  |  |  |
|  |  |  |  |  |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **SUB ÁREA**: CORPORATE COMMUNICATION | | | | | | |
| **Unit:** Written Expression | | | | | | |
| **Purpose:** apply techniques and methodologies to efficiently communicate with the business environment. | | | | | | |
| **PERFORMANCE CRITERIA** | **EVIDENCE** | **Achieved** | | **Strategies to improved and observations** | **Competent** | |
| **YES** | **NOT YET** | **YES** | **NOT YET** |
| Applies the techniques to draft advertising messages. | Redefines norms that regulate advertising messages. |  |  |  |  |  |
|  | Drafts advertising messages according to recommended techniques. |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **SUB ÁREA**: CORPORATE COMMUNICATION | | | | | | | | |
| **Unit:** Written Expression | | | | | | | | |
| **Purpose:** apply techniques and methodologies to efficiently communicate with the business environment. | | | | | | | | |
| **PERFORMANCE CRITERIA** | **EVIDENCE** | **Achieved** | | **Strategies to improved and observations** | **Competent** | | | |
| **YES** | **NOT YET** | **YES** | | **NOT YET** | |
| Prepares types of reports used at office. | Selects types of reports. |  |  |  |  | |  | |
|  | Drafts reports with different formats, styles and others. |  |  |  |  | |  | |
| Prepares national and/or international commercial agreements and contracts. | Prepares national and international commercial agreements and contracts. |  |  |  |  | |  | |
| **Student ´s name and signature:** | | | | | | **Date** | |
| **Teacher’ s name and signature** | | | | | |
| **Parent´s name and signature:** | | | | | |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| SUB ÁREA: CORPORATE COMMUNICATION | | | | | | | |
| **Unit:** Oral Expression | | | | | | | |
| **Purpose:** Use oral communication techniques regarding business issues. | | | | | | | |
| **PERFORMANCE CRITERIA** | **EVIDENCE** | **Achieved** | | **Strategies to improved and observations** | **Competent** | | |
| **YES** | **NOT YET** | **YES** | | **NOT YET** |
| Applies oral communication techniques in different discourses of organization environment. | Recognizes the concept and importance of humanist ethics at modern office. |  |  |  |  | |  |
|  | Practices professional values in the classroom. |  |  |  |  | |  |
|  | Distinguishes different techniques of oral communication |  |  |  |  | |  |
|  | Practices oral expression techniques to address current topics. |  |  |  |  | |  |
|  | Carries out group activities to practice oral expression techniques addressing current topics. |  |  |  |  | |  |
| **Student ´s name and signature:** | | | | | | **Date** | |
| **Teacher’ s name and signature** | | | | | |
| **Parent´s name and signature:** | | | | | |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| SUB ÁREA: CORPORATE COMMUNICATION | | | | | | | |
| **Unit:** Etiquette and Protocol | | | | | | | |
| **Purpose:** Apply etiquette and protocol norms in the office to achieve quality and excellence in national and international customer service. | | | | | | | |
| **PERFORMANCE CRITERIA** | **EVIDENCE** | **Achieved** | | **Strategies to improved and observations** | | **Competent** | |
| **YES** | **NOT YET** | **YES** | **NOT YET** |
| Applies norms and procedures of etiquette and protocol to achieve a sound corporate image. | Uses the correct demeanor in all social and business events. |  |  |  | |  |  |
|  | Organizes protocol events in the institution. |  |  |  | |  |  |
|  |  |  |  |  | |  |  |
|  |  |  |  |  | |  |  |
|  |  |  |  |  | |  |  |
| **Student ´s name and signature:** | | | | | **Date** | | |
| **Teacher’ s name and signature** | | | | |
| **Parent´s name and signature:** | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| SUB ÁREA: CORPORATE COMMUNICATION | | | | | | |
| **Unit: Quality Customer Service** | | | | | | |
| **Purpose:** Distinguish quality customer services techniques according to organizational International Standards | | | | | | |
| **PERFORMANCE CRITERIA** | **EVIDENCE** | **Achieved** | | **Strategies to improved and observations** | **Competent** | |
| **YES** | **NOT YET** | **YES** | **NOT YET** |
| Recognizes effective strategies or techniques for avoiding errors on the job. | Performs activities with techniques for avoiding errors on the job . |  |  |  |  |  |
| Develops effective telephone communication and state courteous techniques. | Identifies four critical elements of effective telephone communication managing to ensure courtesy in business telephone contacts. |  |  |  |  |  |
|  | Performs role plays about curt to courteous activity. |  |  |  |  |  |
| Identify oral techniques about what’s wrong with this picture. | Explains how to give our customers satisfactory telephone attention. |  |  |  |  |  |
| Apply specific techniques which are effective in preventing emotional leakage. | Recognizes emotional leakage. |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| SUB ÁREA: CORPORATE COMMUNICATION | | | | | | |
| **Unit: Quality Customer Service** | | | | | | |
| **Purpose:** Distinguish quality customer services techniques according to organizational International Standards | | | | | | |
| **PERFORMANCE CRITERIA** | **EVIDENCE** | **Achieved** | | **Strategies to improved and observations** | **Competent** | |
| **YES** | **NOT YET** | **YES** | **NOT YET** |
|  | Identifies types of emotional leakages and its occurrence in the workplace. |  |  |  |  |  |
|  | Performs how to avoid emotional leakage in telephone conversations. |  |  |  |  |  |
| Recognizes between the companies’ internal telephone techniques and customer service. | Dramatizes how we are customers to each other. |  |  |  |  |  |
| Applies at least one effective alternative technique for avoiding mistakes. | Performs specific details from conversations about how to deal with the foreign accent. |  |  |  |  |  |
|  |  |  |  |  |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| SUB ÁREA: CORPORATE COMMUNICATION | | | | | | |
| **Unit: Quality Customer Service** | | | | | | |
| **Purpose:** Distinguish quality customer services techniques according to organizational International Standards | | | | | | |
| **PERFORMANCE CRITERIA** | **EVIDENCE** | **Achieved** | | **Strategies to improved and observations** | **Competent** | |
| **YES** | **NOT YET** | **YES** | **NOT YET** |
| Practices techniques leaving Messages on voice mail. | Practice six techniques for leaving an effective voice mail message. |  |  |  |  |  |
| Provides high quality customer services using the telesales tips from A to Z. | Performs high quality customer services using the telesales tips from A to Z. |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

|  |  |
| --- | --- |
| **Student ´s name and signature:** | **Date** |
| **Teacher’ s name and signature** |
| **Parent´s name and signature:** |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Sub- Area: Administrative for Service Center** | | | | | | |
| **Unit:**  Service platform | | | | | | |
| **Porpuse:** Apply the work of a Services platform according to national and international standards. . | | | | | | |
| **PERFORMANCE CRITERIA** | **EVIDENCE** | **Achieved** | | **Strategies to improved and observations** | **Competent** | |
| **YES** | **NOT YET** |  | **YES** | **NOT YET** |
| Organizes ,with excellence, tasks in the services platform. | Describes the distribution of administrative tasks. |  |  |  |  |  |
|  | Describes the management and techniques of time measurement. |  |  |  |  |  |
|  | Prepares a portfolio of news clippings and reminder systems. |  |  |  |  |  |
|  | Executes the management of the work agenda, appointments, interviews, meetings and lunches. |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Sub- Area: Administrative for Service Center** | | | | | | |
| **Unit:**  Service platform | | | | | | |
| **Porpuse:** Apply the work of a Services platform according to national and international standards. . | | | | | | |
| **PERFORMANCE CRITERIA** | **EVIDENCE** | **Achieved** | | **Strategies to improved and observations** | **Competent** | |
| **YES** | **NOT YET** |  | **YES** | **NOT YET** |
| Analyzes the internal structures of the centers and service platforms of the organization.. | Interprets the difference between one center and the other. |  |  |  |  |  |
|  | Solves cases of the internal structures of the centers and services platforms of the organization. |  |  |  |  |  |
| Analyze the different positions required in the centers and services platforms. | Prepares the technical and written reports as well as the financial and economic statements. |  |  |  |  |  |
|  | Solves cases and presents reports and required statements. |  |  |  |  |  |
|  |  |  |  |  |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **SUB -AREA: COMPUTER SKILLS** | | | | | | |
| **Study Unit 2:** Intership | | | | | | |
| **Purpose:** use updated computer programs in the preparation of business documents according to the technical standards. | | | | | | |
| **Linguistic Objectives** | **Evidence** | **Achieved** | | **Strategies to improve and Observations** | **Competent** | |
| **Yes** | **Not Yet** | **Yes** | **Not Yet** |
| Execute with quality all type of works characteristic of a service platform. | Performs banking processes. |  |  |  |  |  |
|  | Prepares advertising documents, graphs, drawings, forms, cards and bulletins, among others. |  |  |  |  |  |
|  | Manages supplies or materials. |  |  |  |  |  |
|  | Handles the scanner and the shredder. |  |  |  |  |  |
|  | * Uses the equipment available in the company. |  |  |  |  |  |
|  | Keeps cleanliness and order at the office; as well as, the desk. |  |  |  |  |  |
|  | Works as a team member. |  |  |  |  |  |

|  |  |
| --- | --- |
| **Student ´s name and signature:** | **Date:** |
| **Teacher’ s name and signature** | |
| **Parent´s name and signature:** | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **SUB -AREA: COMPUTER SKILLS** | | | | | | |
| **Study Unit 1: Human and public relation** | | | | | | |
| **Purpose 1:** Apply human and public relations in the corporate environment. | | | | | | |
| **Linguistic Objectives** | **Evidence** | **Achieved** | | **Strategies to improve and Observations** | **Competent** | |
| **Yes** | **Not Yet** | **Yes** | **Not Yet** |
| Analyzes basic principles of human relations in the world to achieve a good corporate image. | Describes public relations within the company. |  |  |  |  |  |
|  | Dramatizes some situations about human relations within the company. |  |  |  |  |  |
| Applies principles of successful human relations in the corporate world | Interprets main aspects of human relations. |  |  |  |  |  |
| Solves cases of human relations. |  |  |  |  |  |
| Values the importance of public relations in the customers` attention. | Illustrates international relations. |  |  |  |  |  |
|  | Solves cases of relations concerning customers` attention. |  |  |  |  |  |
| **Student ´s name and signature:** | | | | | **Date:** | |
| **Teacher’ s name and signature** | | | | | | |
| **Parent´s name and signature:** | | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **SUB -AREA: COMPUTER SKILLS** | | | | | | |
| **Study Unit 1: Network User** | | | | | | |
| **Purpose 1:** Manage the network as a user and apply the procedures to use the different services. | | | | | | |
| **Linguistic Objectives** | **Evidence** | **Achieved** | | **Strategies to improve and Observations** | **Competent** | |
| **Yes** | **Not Yet** | **Yes** | **Not Yet** |
| Analyzes basic concepts associated with data communication and the network use. | Interprets basic concepts of data communication and networks. |  |  |  |  |  |
|  | Describes the operation of the communication systems and networks. |  |  |  |  |  |
|  | Executes responsibilities of users and network administrators. |  |  |  |  |  |
| Uses the local area networks. | Represents the operation of the communication systems and networks. |  |  |  |  |  |
|  | Practices the creation and search options of files and documents. |  |  |  |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **SUB -AREA: COMPUTER SKILLS** | | | | | | |
| **Study Unit 1: Network User** | | | | | | |
| **Purpose 1:** Manage the network as a user and apply the procedures to use the different services. | | | | | | |
| **Linguistic Objectives** | **Evidence** | **Achieved** | | **Strategies to improve and Observations** | **Competent** | |
| **Yes** | **Not Yet** | **Yes** | **Not Yet** |
| Determines responsibilities of users and network administrators. | Formulates the concept of user and administrator. |  |  |  |  |  |
|  | Selects characteristics of users and network administrators. |  |  |  |  |  |
|  | Executes responsibilities of users and network administrators. |  |  |  |  |  |
| Identifies concepts, characteristics and applications of Internet. | Selects the advantages and disadvantages of Internet. |  |  |  |  |  |
|  | Uses the access and exit commands of the network. |  |  |  |  |  |
| **SUB -AREA: COMPUTER SKILLS** | | | | | | |
| **Study Unit 1: Network User** | | | | | | |
| **Purpose 1:** Manage the network as a user and apply the procedures to use the different services. | | | | | | |
| **Linguistic Objectives** | **Evidence** | **Achieved** | | **Strategies to improve and Observations** | **Competent** | |
| **Yes** | **Not Yet** | **Yes** | **Not Yet** |
| Executes Internet applications. | Describes options for communication and accessing information. |  |  |  |  |  |
|  | Applies communications services of Internet. |  |  |  |  |  |
|  |  |  |  |  |  |  |
| **Student ´s name and signature:** | | | | | **Date:** | |
| **Teacher’ s name and signature** | | | | | | |
| **Parent´s name and signature:** | | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **SUB -AREA: COMPUTER SKILLS** | | | | | | |
| **Study Unit :** Production of documents in the Computer | | | | | | |
| **Purpose:** use the computer for the preparation of documents according to the international norms. | | | | | | |
| **Linguistic Objectives** | **Evidence** | **Achieved** | | **Strategies to improve and Observations** | **Competent** | |
| **Yes** | **Not Yet** | **Yes** | **Not Yet** |
| Practices test building exercises in Spanish and English using the computer until attaining 70 w.p.m. as a minimum. | Prepares the computer in order to create different texts and messages. |  |  |  |  |  |
|  | Classifies the program to be used in the computer according to the texts, and social and electronic messages. |  |  |  |  |  |
|  | Carries out work output with a minimum margin of error according to the package of documents. |  |  |  |  |  |
|  | Practices speed building exercises with the received material until attaining 70 words per minute as a minimum. |  |  |  |  |  |
| **SUB -AREA: COMPUTER SKILLS** | | | | | | |
| **Study Unit :** Production of documents in the Computer | | | | | | |
| **Purpose:** use the computer for the preparation of documents according to the international norms. | | | | | | |
| **Linguistic Objectives** | **Evidence** | **Achieved** | | **Strategies to improve and Observations** | **Competent** | |
| **Yes** | **Not Yet** | **Yes** | **Not Yet** |
| Practices test building exercises in Spanish and English using the computer until attaining 70 w.p.m. as a minimum. | Prepares the computer in order to create different texts and messages. |  |  |  |  |  |
|  | Classifies the program to be used in the computer according to the texts, and social and electronic messages. |  |  |  |  |  |
|  | Carries out work output with a minimum margin of error according to the package of documents. |  |  |  |  |  |
|  | Practices speed building exercises with the received material until attaining 70 words per minute as a minimum. |  |  |  |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **SUB -AREA: COMPUTER SKILLS** | | | | | | |
| **Study Unit :** Production of documents in the Computer | | | | | | |
| **Purpose:** use the computer for the preparation of documents according to the international norms. | | | | | | |
| **Linguistic Objectives** | **Evidence** | **Achieved** | | **Strategies to improve and Observations** | **Competent** | |
| **Yes** | **Not Yet** | **Yes** | **Not Yet** |
|  | Creates all type of documents at a speed of 70 words per minute as a minimum. |  |  |  |  |  |
| Applies techniques in the preparation and presentation of types of documents in English and Spanish, typical at the office. | Recognizes the procedure to work and present the different types of documents. |  |  |  |  |  |
|  | Plans the procedure to work with the different documents to be prepared. |  |  |  |  |  |
|  | Uses presentation and preparation techniques of types of documentation. |  |  |  |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **SUB -AREA: COMPUTER SKILLS** | | | | | | |
| **Study Unit :** Production of documents in the Computer | | | | | | |
| **Purpose:** use the computer for the preparation of documents according to the international norms. | | | | | | |
| **Linguistic Objectives** | **Evidence** | **Achieved** | | **Strategies to improve and Observations** | **Competent** | |
| **Yes** | **Not Yet** | **Yes** | **Not Yet** |
|  | Creates all type of documents at a speed of 70 words per minute as a minimum. |  |  |  |  |  |
| Applies techniques in the preparation and presentation of types of documents in English and Spanish, typical at the office. | Recognizes the procedure to work and present the different types of documents. |  |  |  |  |  |
|  | Plans the procedure to work with the different documents to be prepared. |  |  |  |  |  |
|  | Uses presentation and preparation techniques of types of documentation. |  |  |  |  |  |
|  | Prepares minutes, reports, business letters, certifications, cards, circular letters, legal documents, and cards among others. |  |  |  |  |  |
| **Student ´s name and signature:** | | | | | **Date:** | |
| **Teacher’ s name and signature** | | | | | | |
| **Parent´s name and signature:** | | | | | | |