

PLAN DE TRABAJO

I. Datos de la institución

Plantel	 UNIVERSIDAD NACIONAL AUTÓNOMA DE MÉXICO FACULTAD DE CONTADURÍA Y ADMINISTRACIÓN DIVISIÓN SISTEMA UNIVERSIDAD ABIERTA Y EDUCACIÓN A DISTANCIA Modalidad: A Distancia		Grado o Licenciatura	Licenciatura en Contaduría
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II. Datos del asesor

Nombre	BELLMUNT JARDON MARIA TERESA	Correo	terebellmuntsuayed@gmail.com
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III. Datos de la asignatura

Nombre	PROTOCOLO, IMAGEN Y DESARROLLO PROFESIONAL	Clave	0410	Grupo	7301
Modalidad	Optativa	Plan	2012	Fecha de inicio del semestre	04 de febrero de 2025
Horas de asesoría semanal	4	Horario	Miércoles: 07:00 - 09:00 hrs Viernes: 07:00 - 09:00 hrs	Fecha de término del semestre	13 de junio de 2025

IV. Contenido temático

TEMA	HORAS		
	Total	Teoría	Práctica
I. Imagen personal	18	18	0
II. Imagen verbal y no verbal	18	18	0

III. Imagen profesional	18	18	0
IV. Protocolo y etiqueta	10	10	0

V. Presentación general del programa

Dear student of the Protocol, Image and Professional Development subject, is of vital importance since it is a form of communication that will generate an impact both in public relations and in business acts, because as a student, you will master the knowledge and skills necessary to strengthen your personal and professional image, as well as how to conduct yourself in accordance with the rules of protocol and etiquette in various professional and social situations. You can reinforce the knowledge with the following zoom sessions:

Zoom session 1: February 26

Zoom session 2: March 12

Zoom session 3: April 02

Zoom session 4: May 07

Zoom session 5: May 16

VI. Forma en que el alumno deberá preparar la asignatura

It must cover the delivery of activities in a timely manner. Time refers to delivery on the stipulated date, after which it will be one point less and after that for each week it will be one point less. Form refers to including cover, introduction, development (topic), personal conclusions and bibliography in APA format. Don't plagiarizing otherwise the subject will not be approved. Take the final exam, with a minimum grade of 6.0. The documents delivered must be uploaded in PDF format with: Arial 12 font size, with 1.5 line spacing and must have at least 2 bibliographic sources, which can be books or articles.

CALENDARIO DE ACTIVIDADES

Fecha de entrega	No. Unidad	No. Actividad	Descripción de la de actividad de acuerdo a la plataforma	Ponderación
19 de febrero de 2025	UNIDAD 1: Imagen personal	Act. de aprendizaje 1	In a document with a cover, introduction, development (minimum 10 pages), personal conclusions, and bibliography in APA format, make a comparative chart that includes: At least 10 concepts of men's clothing and 10 concepts of women's clothing at work, making an explanation and additionally add an image (drawing or photograph) as an example of each one. When finished, save your activity in a PDF format, and upload it to the corresponding section. You can consult the suggested book: Arancha F.A. (2013). Moda, personalidad y estilo. Coaching de identidad e imagen personal. Edit: CEU	7 %

26 de febrero de 2025	UNIDAD 1: Imagen personal	Act. de aprendizaje 2	Zoom session: In a document with a cover, introduction, development (minimum 7 pages), personal conclusions, and bibliography in APA format, please describe in your own words also with examples the 13 axioms of the image with a length of average quarter each axiom. The document must have the following specifications: letter size, Arial 12 font, with a line spacing of 1.5 and PDF format. You can consult the suggested book: Gordoa V. (2007). El poder de la imagen pública. Plan maestro para inspirar confianza y ganar credibilidad. Edit: Random House	7 %
05 de marzo de 2025	UNIDAD 2: Imagen verbal y no verbal	Act. de aprendizaje 1	In a document with a cover, introduction, development (minimum 7 pages), personal conclusions and bibliography in APA format, make a summary of the video: https://youtu.be/wOhLMEKLTKE?si=V2q6l0YeKXhj3TmN of Alexander Lyon Coach (verbal and no verbal communication), specially mentioning the 6 different ways of how verbal and no verbal communication interact, adding at least one example (different from the video), and finally also mention (related from the video) what is leakage and micro expressions?	7 %
12 de marzo de 2025	UNIDAD 2: Imagen verbal y no verbal	Act. de aprendizaje 2	Zoom session: In a document with a cover, introduction, development (minimum 5 pages), personal conclusions, and bibliography in APA format, carry out an analysis of regarding the importance and impact of verbal and non-verbal language for the success of a negotiation. The document must have the following specifications: letter size, Arial 12 font, with a line spacing of 1.5 and PDF format. You can consult the suggested book: Ferrari L. (2019). Como conocer a las personas por su lenguaje corporal. Mas allá de las palabras el cuerpo no miente. Edit: Libro digital.	6 %
19 de marzo de 2025	UNIDAD 2: Imagen verbal y no verbal	Act. de aprendizaje 3	Will work in Forum, activity: Answer the following: Within the study carried out by Professor Mehrabian, he tells us that when two people speak we receive information through words, tone of voice and body language, please mention: What is the percentage received by each one? and What should we take care of each one? For your participation the value will be 4%, and then you must give feedback at least two of your classmates, of a value of 2% each. Total for your participation (4%) and 2 feedback (4%) will be 8%. Your principal comment must have at least 200 words and the replies at least 100 words each and remember will not be considered if has already been mentioned or paraphrased, they must be in the form of reflection, analysis, and significant contributions to colleagues with respect and tolerance.	7 %
26 de marzo de 2025	UNIDAD 3: Imagen profesional	Act. de aprendizaje 1	Will work in Forum, activity: Answer: What is personal identity? and What is corporate identity? as well as its advantages if you have them and disadvantages if you don't, explain it with your own words. For your participation the value will be 4%, and then you must give feedback at least two of your classmates, of a value of 2% each. Total for your participation (4%) and 2 feedback (4%) will be 8% Your principal comment must have at least 200 words and the replies at least 100 words each and remember will not be considered if has already been mentioned or paraphrased, they must be in the form of reflection, analysis, and significant contributions to colleagues with respect and tolerance. You can consult the suggested book: Capriotti. P.P. (2009). Branding Corporativo. Fundamentos para la gestión estratégica de la identidad corporativa. Edit: Libros de la Empresa.	7 %

02 de abril de 2025	UNIDAD 3: Imagen profesional	Act. de aprendizaje 2	Zoom session: We can refer to two major manifestations or forms of communication of Corporate Identity in an organization: a) The organization's corporate conduct, "know-how"; and b) Corporate communication, "letting people know". Make a document with a cover, introduction, development (minimum 4 pages), personal conclusions and references (APA format). The document must have the following specifications: letter size, Arial 12 font, with a line spacing of 1.5 and PDF format. You can consult the book: Capriotti. P.P. (2009). Branding Corporativo. Fundamentos para la gestión estratégica de la identidad corporativa. Edit: Libros de la Empresa.	7 %
09 de abril de 2025	UNIDAD 3: Imagen profesional	Act. de aprendizaje 3	From the video: The Power of Image to Transform your Life of Erin Mathis of TED x Ohlone College https://youtu.be/gbt2ri2a6Kk?si=4Jflv3kvbjycBJWD Make a summary and also mention for each person (she mentioned) the feelings and skills they developed after changing their image. Requirements of the document cover, introduction, development (minimum 5 pages), personal conclusions and references (APA format). The document must have the following specifications: letter size, Arial 12 font, with a line spacing of 1.5 and PDF format.	6 %
23 de abril de 2025	UNIDAD 3: Imagen profesional	Act. de aprendizaje 4	Talking about the topic of corporate communication, explain the 3 levels of it by making a summary with your own words. Remember the document must include a cover page, introduction, development (minimum 5 pages), personal conclusions and references (APA format). The document must have the following specifications: letter size, Arial 12 font, with a line spacing of 1.5 and PDF format. Suggested book: Capriotti. P.P. (2009). Branding Corporativo. Fundamentos para la gestión estratégica de la identidad corporativa. Edit: Libros de la Empresa.	6 %
02 de mayo de 2025	UNIDAD 3: Imagen profesional	Act. de aprendizaje 5	In a document, please answer the following questions: Where are my personal qualities and values synergistic with the values of the corporate brand, and where are they not? When and on what basis am I useful to others in the task of translating brand values into behaviors? What principles or beliefs are difficult for me to accept and how do I solve them? And by doing what, am I appreciable (valuable) to others and to the company? The document must have the following specifications: introduction, development (minimum 4 pages), personal conclusions and bibliography. With letter size, Arial 12 font, with a line spacing of 1.5 and PDF format. You can consult the book, chapter 10: Malumbres A. (2011). Personal Branding. Hacia la excelencia y empleabilidad por la marca personal. Edit: Madrid	7 %
07 de mayo de 2025	UNIDAD 4: Protocolo y etiqueta	Act. de aprendizaje 1	Zoom session: Of the 9 basic principles of etiquette in companies, which are: 1.- Integrity and ethics, 2.- Punctuality and discretion, 3.- Courtesy and positivism, 4.- Gestures and body language, 5.- Hands and posture, 6.- Communication and importance of the voice, 7.- Errors of spoken communication, 8.- Intervene and keep quiet and 9.- Annoying behaviors. With one or several examples (in your own words) apply the 9 concepts mentioned in real life. Make a document with a cover, introduction, development (minimum 5 pages), personal conclusions, and bibliography in APA format. The document must have the following specifications: letter size, Arial 12 font, with a line spacing of 1.5 and PDF format. You can consult the book: SENA. (2021). Protocolo y Etiqueta. Edit: Formación de ambientes virtuales de Aprendizaje.	6 %

16 de mayo de 2025	UNIDAD 4: Protocolo y etiqueta	Act. de aprendizaje 2	Zoom session: Explain with your own words and one example for each the 18 principles that should regulate the professional behavior of a graduate student of FCA (Faculty of Accounting and Administration). Please remember you can consult the Manual of the Code of Ethics of the Graduate in Administration of the National College of Graduates in Administration. Make a document with a cover, introduction, development (minimum 5 pages), personal conclusions, and bibliography in APA format. The document must have the following specifications: letter size, Arial 12 font, with a line spacing of 1.5 and PDF format. You can consult the following manual: CONLA (2015). Código de Ética del Licenciado en Administración. Edit: Colegio Nacional de Licenciados en Administración, A.C.	7 %
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VII. Sistema de evaluación

FACTORES	DESCRIPCIÓN						
Requisitos	You should not plagiarize or upload activities or any type of information regarding the work plan on the networks. Take the final exam with a minimum grade of 6.0. It must cover the delivery of activities in a timely manner. Time refers to delivering on the stipulated date, after which it will be one point less and after that for each week it will be one point less. Form refers to including cover, introduction, development (topic), personal conclusions and bibliography in APA format. If the above requirements are not met, the subject will not be approved.						
Porcentajes	<table> <tr> <td>Act. de aprendizaje</td><td>80 %</td></tr> <tr> <td>Examen(es)</td><td>20 %</td></tr> <tr> <td>TOTAL</td><td>100 %</td></tr> </table>	Act. de aprendizaje	80 %	Examen(es)	20 %	TOTAL	100 %
Act. de aprendizaje	80 %						
Examen(es)	20 %						
TOTAL	100 %						
La calificación final de la asignatura está en función de la ponderación del asesor, no de la que se visualiza en la plataforma. Es necesario solicitar por correo electrónico la calificación final al asesor.							

VIII. Recursos y estrategias didácticas

Lecturas Obligatorias	(X)
Trabajos de Investigación	(X)
Clases Virtuales (PPT)	(X)
Elaboración de Actividades de Aprendizaje	(X)
Procesadores de Texto, Hojas de Cálculo y Editores de Presentación	(X)
Videos	(X)
Plataforma Educativa	(X)

Foro Electrónico	(X)
Chat	(X)
Lista de Correos	(X)
Correo Electrónico	(X)
Sitios de Internet	(X)
Plan de Trabajo	(X)