Anexo de prácticas - SP1

Texto 1: IT CONFERENCE IN LONDON



It: Information Technology.

IT CONFERENCE IN LONDON

Information

The language of the conference will be English.

The morning session on each day will commence at 09.00 and delegates are invited to collect their documents during the pre-forum reception from 19.00 to 21.00.

The registration fee of £650.00 is payable in advance and includes the cost of all refreshments, cocktails, lunches, receptions, documents and copies of speakers' papers. Discounts on the registration fee are given on corporate block bookings, details are available on request.

Fees (less a 10% administration charge) will be returned for any cancellation received before Wednesday, 30 March. However, substitutions are accepted at any time.

The fee does not include accommodation. A limited amount of accommodation is available at Lodge Hotel.

a Pre-viewing

- Observe el texto y su formato. Lea títulos, subtítulos y todo aquello que se destaca a primera vista.
- · Redacte una predicción sobre el contenido del texto.

b Confirmation

- ¿A qué hora comenzarán las sesiones por la mañana?
- ¿Cuál es el precio de la inscripción y qué incluye?
- ¿Quiénes pueden obtener descuentos en la inscripción?
- ¿Si un participante no puede asistir, qué opciones tiene?
- ¿Qué posibilidad de alojamiento se ofrece?

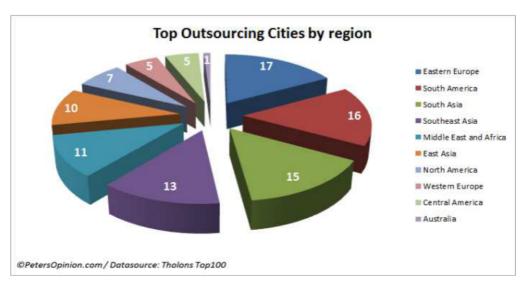
Texto 2: THE USE OF SUBCONTRACTING

The use of subcontracting

Large companies are often unable or unwilling to produce specialised components or services. It may be far too costly in terms of machinery; labour and time to get involved in peripheral areas and in order to meet their needs, they will subcontract out the business to small firms e.g. Marks and Spencer subcontract many of their clothes and pre-cooked foods to smaller suppliers. The advantage to a small company is clear in that it provides a market for production. The advantages to a company subcontracting out are:

- it is cheaper as there are no overheads;
- it allows flexibility if there is a rise in demand, more subcontractors can be used.
 If demand drops, there is no problem of overmanning.

Complete la siguiente tabla con inf	ormación sobre el texto
Razones por las que grandes empresas suelen no producir componentes o servicios especializados:	
Solución:	
Ventajas para la pequeña empresa:	
Ventajas para la gran empresa:	



Texto 3: Greenpeace.org/about us



Responda las siguientes preguntas:

- a- ¿A qué institución pertenece este texto?
- b- ¿Qué vínculos se presentan en la parte superior de la página? ¿En qué sección nos encontramos?
- c- ¿Qué subsecciones ofrece el vínculo "About Us"?
- d- El texto define al Greenpeace en una línea. Según el mismo ¿Qué es Greenpeace?
- e- ¿Cuáles son las acciones que realizar para cambiar actitudes y comportamientos?

Texto 4: CLASSIFICATION OF GOODS AND SERVICES

Classification of goods and services

The way in which businesses meet needs and wants is to produce goods and services. By satisfying our wants, we are consuming the goods and services. (This does not mean consumption in the way that you may have previously understood, it means the satisfying of a need or want e.g. you can consume a car!)

A **good** is a physical object which can be purchased e.g. flour, a CD system, oil, a computer, etc.

A **service** is a non physical item that can be purchased e.g. education, tourism, banking, a concert, etc.

Goods and services are organised into different categories according to certain characteristics that they may have.

Consumer goods and services

These are goods and services that we consume (that satisfy a need or want). They can be either:

- single use e.g. a chocolate.bar:
- · durable e.g. a chair.

Producer goods and services

These are goods and services which allow businesses to produce i.e. make something to satisfy a want. The good or service can again be:

- single use, where it is used up in the production process such as a raw material or
- durable, where it is used for a longer period e.g. a piece of machinery.

Some goods and services are very difficult to put into one particular category as their use may vary e.g. coffee may be a consumer good when it is used to make a cup of coffee at home but is a producer good if it is used to make a coffee cake in a factory.



a Pre-viewing

- Observe el texto y su formato. Lea títulos, subtítulos y todo aquello que se destaca a primera vista.
- · Redacte una predicción sobre el contenido del texto.

b Confirmation

- Defina los términos "producto" y "servicio"
- ¿Cuál es la diferencia entre bienes de consumo y bienes de producción? ¿Cómo se clasifica cada uno de ellos? Ejemplifique

Texto 5: STREATEGIC PLANNING

Strategic Planning

THE PLANNING PROCESS

STRATEGIC PLANNING is the process of developing and analyzing the organization's mission, overall goals, general strategies and allocating resources. A STRATEGY is a course of action created to achieve a long-term goal. The time length for strategies is arbitrary, but is probably two, three, or perhaps as many as five years. GOALS focus on desired changes. They are the ends the organization strives to attain.

The planning process is rational. It consists of a logical and orderly series of steps. Strategic planning sets the stage for the rest of the organization's planning. The TASKS of the strategic planning process include:

- · Define the mission
- Conduct a situation or SWOT analysis, by assessing the Strengths, Weaknesses within the company and identifying Opportunities and Threats around it.
- Set goals and objectives
- Develop related strategies (tactical and operational)
- Monitor the plan.

From: "www.business.com"

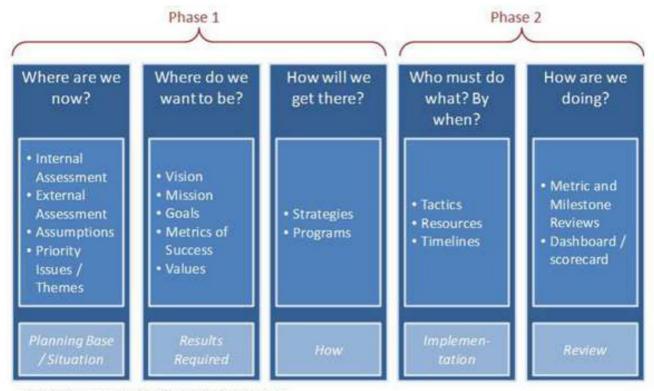
a Anticipation

Realice una vista previa:¿qué tema trata el texto? Redacte una hipótesis de lectura:¿qué subtemas desarrolla?

b Confirmation

 Traduzca las siguientes expresiones usando la técnica de inversion strategic planning a long-term goal desired changes related strategies

Planeamiento estratégico	
Estrategia	
Metas	
Las tareas incluyen	



Adapted from C. Davis Fogg "Team Based Strategic Planning"

Texto 6: PUERTO RICO





Puerto Rico is 100 long by 35 miles wide. Close to 4 million people live on the "Island of Enchantment". It is a vibrant, modern, bilingual, multicultural society, one that has been molded by Spanish, African, Indian and U.S. influences. Residents of Puerto Rico have much in common with their fellow Americans in the continental United States, yet they retain a decidedly Hispanic heritage.

Both Spanish and English are the official languages, the local currency is the U.S. dollar, and no visas or passports are required to enter Puerto Rico from the United States. Mail is sent through the US Postal Service at the same rates as on the mainland. The climate is close to perfect, averaging 83°F (22.7°C) in the winter and 85°F (29.4°C) in the summer. In other words, it's always summer! The trade winds cool the coastal towns and the temperature decreases as you go up into the higher mountains.

Puerto Rico is in the Atlantic Time Zone, but does not observe Daylight Savings Time. The island uses standard U.S. electric current. European appliances require an adapter.

There are no customs duties on articles bought in Puerto Rico and taken to the U.S. mainland. Major credit cards are accepted at most businesses, and ATMs connected to major US and international networks are easy to find.

Business hours are similar to those on the mainland, 6:00 AM to 6:00 PM weekdays (the siesta has pretty much disappeared). Most stores are open Saturdays, and all of the larger towns have shopping malls that are open evenings and Sundays.

	Consignas	onsignas	
	Realice una vista previa del texto ¿Cuál es el tema principal? ¿Qué aspectos de ese tema desarrolla? Traduzca las siguientes expresiones utilizando la técnica de inversion a vibrant, modern, bilingual, multicultural society: Spanish, African, Indian and U.S. influences: US Postal Service:		
	customs duties: Major credit cards:		
	3 Complete el siguiente cu Puerto Rico:	adro con información sobre	
Nombre:		Puerto Rico	
Población:			
CONTRACTOR OF THE PARTY OF THE	nfluenciado en su cultura:		
Idioma:			
Moneda:			
Sistema de correo:			
Clima:			
llso horario:		K 3	
	uerto Rico y EEUU s, pasaportes, aduanas):		

Texto 7: All Seasons Hotel Bali



Responde las siguientes preguntas:

- a- ¿A qué institución pertenece esta página?
- b- ¿A qué links se puede ingresar desde la parte superior?
- c- ¿Qué finalidad tiene la sección de la izquierda?
- d- ¿Dónde se encuentra ubicado el hotel?
- e- ¿Qué tipo de experiencia ofrece?
- f- En la parte inferior de la página hay tres recuadros ¿qué información brinda cada uno?

Texto 8: British Airways baggage information

Completa las siguientes oraciones:

- a- Esta información está extraída de ...
- b- Si necesito consejos a la hora de empacar, puedo leer la sección ...
- c- Si necesito saber sobre cantidad permitida de equipaje de mano y chequeado, debo leer las secciones....
- d- En la sección "Lost and Damaged Baggage" puedo...
- e- El servicio de equipaje puerta a puerta consiste en....



Baggage essentials

Find out everything you need to know about taking baggage with you on flights with British Airways and our partners, what you can pack, and what to do when something goes wrong.

Hand baggage allowances



Every flight includes our generous free baggage allowance, giving you plenty of space for everything you might need throughout your journey.

Hand baggage allowances

Checked baggage allowances



For those times when hand baggage isn't enough, Leave your bags with us at check-in and let us do all the heavy lifting.

Checked baggage allowances

Extra and overweight baggage



Going over your free baggage allowance can cost you, but buying extra allowance in advance can save you time and money.

Carrying extra and overweight baggage

Sporting goods and musical instruments



Many sporting items and musical instruments can be carried as part of your free baggage allowance, but some require special arrangements or incur an additional charge.

Carrying sporting goods and musical instruments

Liquids, banned and restricted items



We want you to be able to pack in confidence, so this guide should help you decide what and how to pack for your journey.

Check the rules on liquids and other banned and restricted items

Packing tips



Learn to pack in style and make the most of your free baggage allowance with our handy

Improve your packing skills with our simple tips

Lost and damaged baggage



We make every effort to return your bags on time and in tip-top condition but if things go wrong we'll pull out all the stops to fix it.

Get help with lost and damaged baggage

Door to door baggage service



If you like to travel light, why not take advantage of our door-to-door baggage service?

Avoid queuing to drop off or collect your bags, just arrive and unpack.

First Luggage will take your baggage from your home or hotel to your destination, and there's a 5% discount for British Airways passengers.

Find out more and book

Texto 9: Fonts.com

The Fonts.com[™] store from Monotype offers more than 150,000 desktop and Web font products for you to preview, purchase and download. You can also learn about new typeface releases and discover typographic tips and techniques.

About Monotype

We help consumer electronics device manufacturers, independent software vendors, creative professionals and leading corporations worldwide connect their products, services, content and brands to consumers and businesses.

Fonts.com Blog

Get your daily dose of typography from the Fonts.com team and other contributors from the world of type. You'll learn about type from print, web, mobile and more.

Press Releases

View current press releases from Monotype.

Fonts We Use

Learn more about the fonts used on Fonts.com and in our homepage hero images.

Responde las siguientes preguntas:

- a- ¿A qué institución pertenece esta página?
- b- ¿Qué secciones tiene la página?
- c- ¿A qué se dedica Fonts.com?

Texto 10: Level Ten Design



About us

LevelTen is an eighteen year old digital consultancy based in Dallas, TX. We offer a unique, agile approach to web strategy, website design & development and internet marketing services. Our core expertise includes Web 2.0 strategies, Drupal web development, professional website design, search engine optimization (SEO), social media marketing and training programs.

LevelTen features an integrated team of top web consultants, creative designers, Drupal developers and marketing professionals that know how to get online results. Our business-driven approach separates us from typical large web design companies. Since 1999, we have built a reputation for creating an unparalleled return on investment for our clients. If you are serious about your web design and Internet marketing success, we can get you there.

Services

3rd party Integration, Accessibility, Consulting, Content strategy, Data migration, Design, Development, E-commerce, Front-end Development, Information architecture, Mobile Site Development, Multilingual websites, Multisite installations, Performance Tuning and Optimization, Project Management, Security reviews, SEO, Site Audits, Support, Theming, Usability

Sectors

Banking and

Financial, Blogging, Community, Education, Enterprise, Entertainment, Healthcare, Legal Industry, Manufacturing and Energy, Media, Music, Non-profit, Publishing, Real Estate, Religious organizations, Retail and Distribution, Sports, Startups, Technology

Offices in

United States

Headquarters

Dallas Texas

Usual project budget

50K - 500K

Results-Oriented Website Services

Get a website that combines creative freedom with *built-in tools* that improve your *marketing results*.



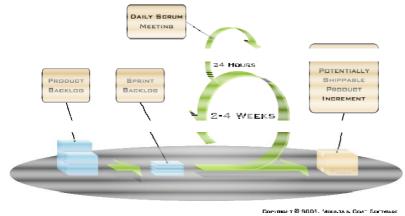
Integrated Web Marketing Services

Communication strengthens relationships, builds loyalty and trust, improves teamwork, and unleashes creativity within ourselves and others by building on shared ideas. We communicate frequently to ensure adequate planning and successful integrated services.

Remarkable Solutions

Our open source products are built to attract users and provide valuable insights into users, content and traffic so that you can improve your online marketing efforts.

Unique Agile Process



We begin by determining the appropriate strategy for your web presence. Then, as a unified team with you, LevelTen Interactive

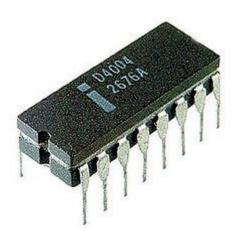
creates user-centric websites focused on achieving exceptional results. We work in short iteration cycles to show clients working features early. We seek out feedback in each cycle. Then, we continuously improve your

website based on the desires of the client and the data supplied. Our focus on analysis, communication and innovation allows us to provide better services, better support, better products, and better results than our competition.

Consignas:

- 1- Vista Previa: ¿Cuál es el tema del texto?
- 2- Hipótesis de lectura: ¿Cómo está organizado? (párrafos, diagrama, secciones). De acuerdo a esto ¿qué subtemas del tema principal desarrolla el texto?
- 3- Explique en un resumen el contenido del texto. Utilice sus propias palabras para redactarlo, pero sin modificar las ideas del autor.
- 4- Extraiga para su glosario, todos los términos relevantes para negocios, empresas y para su carrera.

<u>Texto 11</u>: Microprocessor (logic chip)



A microprocessor, sometimes called a *logic chip*, is a computer <u>processor</u> on a <u>microchip</u>. The microprocessor contains all, or most of, the central processing unit (<u>CPU</u>) functions and is the "engine" that goes into motion when you turn your computer on. A microprocessor is designed to perform arithmetic and logic operations that make use of small number-holding areas called *registers*. Typical microprocessor operations include adding, subtracting, comparing two numbers, and fetching numbers from one area to another. These operations are the result of a set of <u>instructions</u> that are part of the microprocessor design.

When your computer is turned on, the microprocessor gets the first instruction from the basic input/output system (BIOS) that comes with the computer as part of its memory. After that, either the BIOS, or the operating system that BIOS loads into computer memory, or an application program is "driving" the microprocessor, giving it instructions to perform.

<u>Texto 12</u>: How Coca Cola spread throughout the world



How Coca Cola Spread Throughout the World

Coca Cola sells its **soft drink** to more countries around the world than any other company. **Currently**, there are only two countries where Coca Cola cannot be bought: Cuba has been **banned** from selling Coca Cola since 1962 and people in North Korea have not been able to buy the soft drink since the Korean War in 1950. Both countries are not allowed to officially **trade** with the US. However, the situation in Cuba has changed recently.

The black soda drink was first **created** in 1886 in Atlanta, Georgia. The company started **expanding** in its early years and by 1900 it had spread to Asia and Europe.

Throughout World War II American troops were **provided** with Coca Cola and at that time it was **manufactured** in over 60 factories around the world. It became a **global** symbol of Americanism. Not everyone, **however**, welcomed Coca Cola. In the 1950s the French **captured** truckloads of bottles and **smashed** them on the ground.

During the **Cold War in the 1960's** Coca Cola became a symbol of <u>capitalism</u> and the free world. It was not allowed in the <u>Soviet Union</u>; however in 1979 it became an **official** sponsor at the 1980 World Ice Hockey Championships in Moscow. After <u>Mao Zedong</u> had died, China **opened** itself to the west and after ten years of talks Coca Cola became officially allowed for the first time in the <u>Communist</u> era.

East Germans **provocatively** drank Coca Cola after the Berlin Wall came down when

Communism collapsed in the country in 1989.

In 1996 Coca Cola became the number one advertiser at the Summer Olympic Games which

were held in its home town, Atlanta.

In the Middle East the company fought hard to get back into the market after it had been banned

in Arab countries. This came about because Coca Cola sold their product to enemy Israel as

well. In contrast, Pepsi became more popular and dominated the Arabian market.

Recently Coca Cola has been allowed on sale again in Burma, or Myanmar, after sixty years of

abstinence, because of the military dictatorship that ruled the Asian country in the last six

decades. The trade embargo was lifted as the government started to move towards democracy.

Consignas:

1- Vista Previa: ¿Cuál es el tema del texto?

2- Hipótesis de lectura: ¿Cómo está organizado? (párrafos, diagrama, secciones). De

acuerdo a esto ¿qué subtemas del tema principal desarrolla el texto?

3- ¿Podríamos decir que el avance de Coca Cola muchas veces estuvo ligado a situaciones

políticas? Realice un diagrama que muestre la cronología del avance de la empresa en el

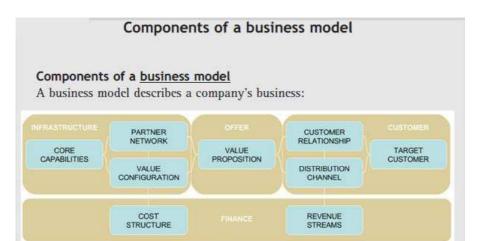
mundo, explicando cada acontecimiento.

4- Extraiga para su glosario, todos los términos relevantes para negocios, empresas y para su

carrera.

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Texto 13: Components of a business model



Infrastructure

- core capabilities: The capabilities and competencies necessary to execute a company's business model.
- <u>partner network:</u> The business alliances which compliment other aspects of the business model.
- value configuration: The rationale which makes a business mutually beneficial for a business and its customers.

Offering

· value proposition: The products and services a business offers.

Customers

- target customer: The target audience for a business' products and services.
- distribution channel: The means by which a company delivers products and services to customers. This includes the company's marketing and distribution strategy.
- <u>customer relationship:</u> The links a company establishes between itself and
 its different customer segments. The process of managing customer relationships is referred to as customer relationship management.

Finances

- cost structure: The monetary consequences of the means employed in the business model. A company's overhead.
- revenue: The way a company makes money through a variety of revenue flows. A company's income.

From: www.businessballs.com)

487	Analice las expresiones subrayadas y tradúzcalas utilizando la técnica d
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c D	repare un resumen con los Componentes que debe incluya un Modelo d
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Texto 14: Computer Systems Analyst- Job Description

By Dawn Rosenberg McKay, Career Planning Expert



A computer systems analyst helps a company or other organization use computer technology effectively and efficiently. He or she incorporates new technology into a company's current system after doing a cost-benefit analysis to determine whether doing so is financially sound and will serve the entity well. There are three types of computer systems analysts.

Systems designers or architects: find technical solutions that match a company's or organization's long term goals.

Software quality assurance (QA) analysts test and diagnose problems in computer systems.

Programmer analysts develop and write code for software that meets their employers' or clients' needs.

Employment Facts

There were almost 521,000 computer systems analysts employed in 2012. They work directly for organizations in a variety of industries or as consultants who are on the payrolls of information technology (IT) firms.

Consultants often have to travel to their clients' offices. Most computer systems analysts work full-time and many work more than 40 hours a week.

Educational Requirements

A bachelor's degree in computer science or a related field is required for most jobs. Because this occupation integrates business and technology, some employers prefer to hire job candidates who have a master's degree in business administration (MBA) with a concentration in computer systems. A master's degree in computer science is required for more technical jobs. In addition, one may need to have a background in the industry in which they work. Keeping up with technology is also important.

Other Requirements

A computer systems analyst must have certain soft skills, or personal qualities. Strong problem solving and critical thinking skills will allow you to readily identify problems and then evaluate alternative solutions to determine which one is best. Good communication skills, namely the abilities to listen and speak, are also necessary. They let you understand what others are telling you and convey information effectively.

Advancement Opportunities

A computer systems analyst, after getting experience, may be promoted to senior or lead systems analyst. If one has leadership ability and good business skills, he or she may have a future as a computer and information systems manager or may end up in another management position.

Texto 15: Interaction Design Foundation



UX COURSES COMMUNITY LITERATURE ABOUT IDF

What is User Interface (UI) Design?

User interface (UI) design is the process of making interfaces in software or computerized devices with a focus on looks or style. Designers aim to create designs users will find easy to use and pleasurable. UI design typically refers to graphical user interfaces but also includes others, such as voice-controlled ones

Designing UIs for User Delight

User interfaces are the access points where users interact with designs. Graphical user interfaces (GUIs) are designs' control panels *and* faces; voice-controlled interfaces involve oral-auditory interaction, while gesture-based interfaces witness users engaging with 3D design spaces via bodily motions. User interface design is a craft that involves building an essential part of the user experience.

"If we want users to like our software, we should design it to behave like a likeable person: respectful, generous and helpful."

— Alan Cooper, software designer and programmer

How to make Great Uls

To deliver impressive GUIs, remember – users are humans, with needs such as comfort and low cognitive loads. Follow these guidelines:

- 1. Make elements such as buttons and other **common elements** perform predictably (including responses such as pinch = zoom) so users can unconsciously use them everywhere. Form should follow function.
- 2. Include well-indicated icons.
- 3. Keep interfaces simple and create an "invisible" feel. Every element must serve a purpose.
- 4. Respect the user's eye and attention regarding layout; focus on hierarchy and readability:
- Alignment minimize your number of alignment lines (think justified text);
 typically choose edge (over center) alignment.
- Draw attention to key features using:
- Color, brightness and contrast. Avoid including colors or buttons excessively.

- Text via font sizes, bold type/weighting, italics, capitals and distance between letters. Users should pick up meanings just by scanning.
- 5. Minimize the number of actions for performing tasks but focus on one chief function per page; guide users by indicating preferred actions. Ease complex tasks by using progressive disclosure.
- 6. Put controls near objects users want to control.
- 7. Keep users informed vis-à-vis system responses/actions with feedback.
- 8. Consider defaults to reduce user burdens (e.g., pre-fill forms).
- 9. Concentrate on maintaining brand consistency.

Always provide next steps users can deduce *naturally*, whatever their context. Because the best interface is *no* interface, to offer users the most direct, accessible, comfortable control (and best experience) where they'll forget they're *using* your design, ask yourself, "Can I make things simpler?" Lastly, beware of dark patterns and add-ons.