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ECORFAN Journal-Spain is a research journal that publishes articles in the areas of:

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In Pro-Research, Teaching and Training of human resources committed to Science. The content of the articles and reviews that appear in each issue are those of the authors and does not necessarily the opinion of the editor in chief.

The first article, this *the experience of making an ibero-american network of researchers and their formation to make another faculty network* OROZCO-OROZCO, José Zócimo, the next article is *Nik'adhe': Web application for the learning of the Tének alphabet* by JIMÉNEZ-Rosa, HERNÁNDEZ-Dalia, ZAPATA-Nitgard and MARTÍNEZ-Verónica, with adscription in the Instituto Tecnológico de Ciudad Valles, the next article is *Academic corp review information technology* by MARTÍNEZ LÓPEZ, Fernando José, GUTIÉRREZ-TORRES, Luís Germán, and VEGA-CHAVEZ, Efrén, the next article is *Digital Journal Academic* by MUÑOZ, Alberto., PORTILLO, Susana, RODRÍGUEZ, María, and TAPIA, Erik.

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The experience of making an Ibero-American network of researchers and their formation to make another faculty network

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Abstract

This article refers to the experience of making an Ibero-American network of researching and faculty in municipal law as part of the project to enhance the faculty in municipal law: Democracy and Governability, and the support in knowledge for making another faculty of network in research and collaboration of another faculty. It is a support of knowledge for students and researchers and they have doubts about the creation of network specialized in municipal law faculty since this registration by a notary public and academic authorities. This presentation begins with the hypothesis that the knowledge acquired in the formation of research network of faculty are very important in the education and the investigation of the science and it can be useful by other faculty in the creation of research network in many areas of knowledge including technology.

Experience, to make (education), Integration, Faculty, Network of investigation

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Introduction

To carry out a research network it is necessary to create a person, in the law by the State: a moral person or a legal person.

The Federal Civil Code states that:

Article 26.- The moral people can exercise all the rights that are necessary to realize the object of its institution.

Article 27.- moral persons act and are bound by the organs that represent them either by law or in accordance with the provisions regarding their constitutive deeds and their statutes.

Article 28.- The moral people will be governed by the corresponding laws, by their constitutive writ and by their statutes. (Federal Civil Code 2016)

There is a need for a new legal entity called the Ibero-American Network of Academic Bodies in Municipal Law, created in accordance with Mexican law, with an internal regulation that, together with the articles of association and the constitutive act, can fulfill its corporate purpose: to promote knowledge And research in municipal law. For Gómez Pérez there are two kinds of people in the law: natural and individual, and collective, who are usually called moral people or legal entities. (Gómez Pérez, Mexico, 2003, p.213). The Ibero-American Network of academic bodies in municipal law, will be a legal person.

On the other hand Ferrara, when analyzing the characteristics of the realistic thesis, warns in them that: the concept of person does not coincide with the one of the man, but with that of the subject of right, reason why it is not excluded that there are subjects of right that They are not men; It is necessary to widen the subject, taking it out of the sphere of private property law and taking it to that of public law; And all people. (Gómez Pérez, 2003, p.216).

In a society, in order to achieve the goals, it is necessary that the assets of the partners are different from those of the new person.

Galindo Garfias says: legal personality is an abstraction of the law that allows to give conceptual unity to human groups, as if they were people, who has rights and obligations; By means of which abstraction, the existence of a unity is recognized, also applicable to the goods, which are presented in the same way, unified, in the case of foundations. (Galindo Garfias, 2003, p.352).

In the objective of the new society that is the Ibero-American Network of Academic Bodies in Municipal Law, the object of the society is to group academic bodies and research bodies to produce theoretical or applied legal knowledge.

Problem Statement

In other words, the academic body is a set of full-time, full-time research professors with a high degree of knowledge in their area of knowledge, who share one or more lines of innovative generation and application of the same knowledge, investigating, For its application in teaching and in academia, whose objectives and goals are destined to the generation and / or application of new knowledge (PRODEP).

Regarding its importance, it points out that the research professors reach a degree of specialization as a whole and they achieve good quality when teaching. In this way the academic bodies support the institutional academic functions and contribute to integrate the education system in the country.

Academic bodies are an indispensable part of the training of expert professionals; for their activity they represent represent the professionalization of the faculty and is a permanent specialization.

Thus, academic bodies help to face a demanding future in the formation of the cell of the academy and are critical masses in the different areas of knowledge that regulate the life of institutions of higher education.

This last aspiration is what the national researchers have achieved and it is a goal still not reached for the academic bodies. In such a way that only the joint work can achieve the advance in the consolidation of the academic bodies and their members.

It is very important to carry out this research network of academic bodies from universities in Mexico and Spain, in line with Municipal Law, so that its members can interrelate and consolidate their knowledge generation and application lines.

Municipal Law is the set of rules that regulate the administrative and governmental activity of the city council or other governing bodies in relation to the activity of this, as well as that dictated by municipal bodies for the regulation of coexistence In the municipality (Andrade Sánchez, 2006).

Why form a network with Mexican academic bodies and research groups from Spain? Because it is a territorial space with multiple characteristics and common problems. Among them the most important are: that the two countries require strengthening their municipalities; The municipality established in Mexico was of Spanish origin and the two countries have a very high number of municipalities that require a solution.

We have included a large number of municipalities in these States, in Mexico there are 2,456 (www. Source of 2011. In the count of 2015) and in Spain 8,128 (INE, National Institute of Statistics through La Provincia, Diario de Las Palmas, Spain).

Sharing from its history and social and political structure education and culture, Tourism, geography, industry, crops, etc., as well as recent phenomena such as the urbanization and formation of large metropolises and the migration of people from different parts of the country to this region, more than enough reasons To undertake the proposed interrelation of knowledge.

The project is viable and feasible, the application of its research will be useful to the region in solving common problems of regional development and municipal management. The Ibero-American Network of Academic Bodies in Municipal Law is formed in this case, with the structure and purposes established by the Secretariat of Public Education in the integration of thematic networks of collaboration of academic bodies, so that, in due course, it can be registered in said Program, through participation in its corresponding call, to obtain the support established for the specific case of network integration.

Constitute the network with at least three academic bodies, of which at least two must be from the (IES), universities attached to the Prodep program and the third may be alien but must meet the characteristics of a consolidated academic body. Rule that is fulfilled in this case. Due to the theme that is addressed from multiple aspects, in the future it is expected that they will be more academic bodies and research groups. We must remember that the IES is the Public Institution of Higher Education attached to the Program for Professional Teacher Development, which subscribes the framework agreement for academic cooperation with the Federal Government's Public Education Secretariat or the internal guidelines for academic coordination with the Undersecretariat of Higher education.

The total of the register for purposes of these rules is established in Annex 3b. IES of ascription. Public Institution of Higher Education where the full-time professor, preferably, provides his services (Operating Rules, 2016).

General goal

The aim of this article is to present to the participants of the Congress of Academic Bodies in their international version of Guanajuato, Guanajuato, 2016, the results of the progress of knowledge that have been achieved in the integration of the Ibero-American Research Network of Academic Bodies In Municipal Law, by the Academic Body 551 Municipal Law: Democracy and Governance.

In this way the teachers and researchers who have the goal of forming a research network have in their hands the answers that we needed in the moment. The essential questions we asked ourselves are: How is a network formed?, How many types of networks exist ?, what elements a research network is made up and how to integrate them? How to write them?

It was very useful to receive help from the speakers at the Congress Cica 2015, which gave us valuable information to resolve the doubts raised earlier. We want to respond to this help by presenting our experience at this congress, but 2016.

Although the network that was integrated is in Municipal Law, it can serve that experience as already said for other areas of knowledge.

Justification

The formation of thematic networks of collaboration can occur in three cases:

1. As part of a CA research project.

2. To participate in the call for the Program for Professional Teacher Development (PRODEP).
3. To participate in the call for a CONACYT research network.

The network constituted in this case obeys the first point, it is part of the Academic Body project, but it is important that it be elaborated with the guidelines of PRODEP and CONACYT, so that, in due course, its recognition may be easier.

The establishment of the Ibero-American Network for the Investigation of Academic Bodies in Municipal Law, adopts the guidelines issued by the Ministry of Public Education on Thursday, December 31, 2015 and published in the Official Gazette of the Federation (DOF) under the Operation for PRODEP, for the year 2016.

These rules establish aspects that favor us to carry out the implementation of such activity, such as the guidelines to support the strengthening of Academic Bodies and the integration of thematic networks of collaboration of Academic Bodies. Likewise, in line 2.4.5 of the above-mentioned rules, it contains: "Promote, together with CONACYT, the knowledge networks in which higher education institutions participate".

The opinion of approval of the project of academic body, with the name of Strengthening of Academic Body 551 Municipal Law, dated April 9, 2015, must be taken into account in which it is stated that "Although small - must be approved for members of the academic body to acquire research skills and collegial work. The subject of the academic body is very pertinent and necessary socially and there are not many academic bodies destined to municipal law, which is considered an additional reason to approve the resource, although limited.

On the other hand, the operating rules define in their glossary the essential terms of the conformation of the network, such as the academic body, IES, network of thematic collaboration of academic bodies, PRODEP and the National Researchers' What is CONACYT and SNI.

Registration of the Ibero-American Research Network of Academic Bodies in Municipal Law (RICADEMU), as a civil association before a notary public and academic authorities of the University of Guadalajara. Each Academic Body and Research Group may make the corresponding registration of the network in their respective universities for approval of the joint work to be developed. The integration of the research network of academic bodies and research groups related to the knowledge of Municipal Law in its various aspects: historical, educational, health, good municipal management, has the following benefits:

1. Help in the consolidation of academic bodies, since the evaluation of this activity, helps to move from a lower to a higher level or stay at the maximum level of consolidation.
2. Improve knowledge of the region, Mexico and Spain. It is problematic on the part of the members of the academic bodies, scientific theories arise and new terminologies are proposed to approach solutions, in that way the scientific and academic communities will benefit from the transmission of knowledge; therefore there will be a knowledge of innovative Municipal Law.
3. Proposals for solutions to the problems of lack of historical knowledge, health, planning, transparency, accountability, disaster prevention, public insecurity, vulnerability, etc. are made.
4. The various municipal administrations benefit from linking this knowledge and can thus better plan their activities and manage their resources.
5. The knowledge that this Network generates should be disseminated in publications that are sent to the building bodies, among other interested parties, since a starting point is to make them participate in the field investigations that will necessarily be carried out, in order to know firsthand the particular difficulties or problems in each municipality, subject of study.
6. This consolidation of multidisciplinary knowledge, which converge in legal aspects, is a central point for the Mexican and Spanish municipalities, since it becomes a tool for all those officials who aspire to provide progress and well-being to the population that chose it in a process of popular choice.
7. The municipal administrations that wish to know will make better decisions, having close to them to scholars of the different areas of knowledge.
8. Citizens will also benefit from being consulted about problems in their community.

Background

1. On September 10 and 11, 2015, at the International Congress of Academic Bodies of Guanajuato, the presentation was presented: Proposal for the integration of a Research Network of Academic Bodies Affected by Municipal Law in the West of Mexico (Proposal, 2015).

In this work an analysis of the different perspectives to be covered is developed to achieve the integration of a thematic network of collaboration of academic bodies related to the municipal Law in the territory of the West of Mexico and the various factors to advance in its consolidation. It also provides elements on the importance of academic work in a collective way and its link with municipalities, to take advantage of the generation and application of knowledge for the benefit of disaster prevention and the correct administration of resources, for good municipal management.

In its conclusions, we point out that from that moment on, the work of integrating a group of researchers, whose aim was to study, analyze, comment on, shape the problems of the municipality and participate in proposals for solutions in all areas Allow it to be linked to municipal life. We call on this work to the scholars of law, to the academic bodies that have as goal the academic work within the field of Municipal Law, to form a research network. Starting from the search of the new paradigms, of new solutions, of activities that contribute in the generation and application of the knowledge of its research lines.

We pointed out as appropriate the moment to be opportune before the constitutional changes that directly involved the municipality; To apply the observation to phenomena of commercial openness, of globalization that impact the legislation, only through the integration in research networks of the academic bodies we could perform an effective work, anticipate and predict future behaviors in the municipal scope. The collective work is not easy to carry out, therefore, it rewards and recognizes that ability to join efforts and the requirement also to only allow advancement to those academic bodies that manage to unite ways of performing academic activities.

Who we integrate the Academic Body CA UDG SEP 551 Municipal Law: democracy and governance, we thanked for allowing us to express the desire to move beyond the classroom, nurturing the academy with knowledge acquired from the current reality. The strengthening, we said, would be reflected in its progress of consolidation of the academic body and this part of the academic work is very important, because a single academic body can no longer achieve its strengthening, without taking into account the research work of other fellow researchers.

2. The integration of a research network is part of the Project for the Strengthening of Academic Body 551 Municipal Law, which includes three activities (Project, 2015):

- a) A scientific visit to Spain to interrelate with other Research Groups.
- b) The formation of a research network of academic bodies.
- c) Make the results of this project known in a congress.
- d) The first activity served to communicate and go to the University of Almeria in Spain and contact the Research Group SEJ 056 Science and Public Law in the XXI century, to integrate the Ibero-American Research Network and work together. (Letter of commitment).
- e) Form a research network of academic bodies. In this case it is the content of the activity carried out and that today is part of this paper.
- f) Make the results of this project known in a congress. It is the place of a congress chosen to announce the results of the research: International Congress of Academic Bodies 2016, Guanajuato, Gto.

3. Recommendations received in the Approval Opinion: "It is necessary for the academic body to define the problem, the research techniques to be used, as well as the objectives and feasibility ..."

We complied with this recommendation in our activities. The problem was established in the constitutive act of research network:

Parts of which a research network is composed:

1. Full name of the network, with its initials of identification.
 2. Important terms within the network.
 3. Academic Bodies and Research Groups.
 4. Background to the formation of the network.
 5. Justification.
 6. Goals.
 7. General activities to be carried out.
- a) Expand or complement the study of the Knowledge Generation and Application Lines cultivated by the Academic Bodies UDG CA 551, UDG CA 526 of the University of Guadalajara, UACH 111 of the University of Chihuahua, the three CA's of Mexico, and Group Of Research SEJ 056 of the University of Almeria, Spain.
 - b) Promote the joint implementation of research projects related to legal science and public administration of the contemporary state at different levels of government.
 - c) Propose solutions to problems presented by municipal public administrations, public policies and public services, which have a direct impact on the general needs of the population of the states and municipalities (or local governments), taking into account the innovation, Modernization of knowledge in research that from different points of view, elaborate the Academic Bodies belonging to the Network. Exchange knowledge and experiences for the purpose of discussing, complementing, developing and disseminating them through the elaboration of books, chapters and articles, With the purpose of making them known not only with the academic communities to which we belong, but with society in general.
 - d) Train human resources, taking into account the experiences and knowledge presented by the academic bodies that are part of the Network, involving students in carrying out our research projects and orienting them on the most relevant municipal issues in the world contemporary.
 - e) To strengthen the institutional cooperation and exchange of the University of Guadalajara, with other academic communities that cultivate lines of research related to ours, regional, national and international.

Potential of the academic work of academic bodies and research groups

We describe academic bodies and research groups, professors with PRODEP and SNI recognition.

- UDG Academic Body CA 551 Municipal Law: Democracy and Governance. Its members have the degree of Doctor, two of them are in the SNI and one their process of entry is in process.

This CA will be evaluated at this time so your consolidation level may increase.

- UDG Academic Body CA 526 Law and legal science in Mexico and Latin America. Its three members have the degree of Doctor, have belonged to the SNI, its process of entry is in process and is being evaluated said CA, to improve its consolidation.

- Academic Body UACH 111 SEP. History and historiography of education.

Its members are Doctors, members of the SNI, is a consolidated CA.

- SEJ Research Group 056 Science and Public Law in the 21st Century, University of Almeria, Spain.

It is a consolidated GI, with international recognition, has members with Doctor Degree, linked to the professional practice.

The Academic Corps and Research Group have published works of quality.

Identification of the problem to solve

The problem to be solved within the project of the Academic Body is the solution to the state of vulnerability in which people are, as a consequence of the lack of planning, transparency and inadequate use of the resources of the municipal administrations, through the study, analysis And proposed solutions to the municipalities of Latin America, Mexico and especially the State of Jalisco.

The problem to be resolved with the integration of the Ibero-American Research Network of Academic Bodies in Municipal Law, reiterates the proposal to undertake a series of activities, in order to find solutions to reduce the vulnerability in which people are as a consequence of Lack of planning, transparency and inadequate use of public resources of municipalities in the management of municipal activities, in municipalities of Ibero-America, Mexico and the State of Jalisco.

The various activities carried out by the municipal public administration, for example, education, health, sport, support and diffusion of culture, tourism, the provision of justice, the provision of public services, Prevention of disasters, emphasizing in the planning, transparency, the adequate use of the municipal public resources, the state of vulnerability of the people, within the municipalities of Latin America and the proposal of solutions.

Plan of work of the network. Including its schedule with the particular activities for that period

The work plan should include all methodological steps. Full name of the network, background, justification, general objective, goals, problem approach, hypothesis, methodology, timelines, actions to be carried out in the first year (Orozco Orozco, 2013, pp. 33-70).

In the case of the Ibero-American Research Network of Academic Bodies in Municipal Law, the actions to be undertaken in the first year are as follows:

- a) Registration of the Ibero-American Network for Research of Academic Bodies in Municipal Law (RICADEMU), as a civil association before a notary public and academic authorities of the University of Guadalajara. Each Academic Body and Research Group may make the corresponding registration of the network in their respective universities for approval of the joint work to be developed.
- b) To give a seminar by the members of the academic bodies.
- c) To work together with academic bodies that make up this research network.

- d) Request recognition from PRODEP of this research network.
- e) Publish work jointly by the academic bodies.
- f) Anniversary event of the formation of this network.

Each year, a work plan will be developed, which will be approved by the members of academic bodies and research groups, taking into account the activities indicated in this network.

Each CA and GI will propose the collection that the research network must have and for its publications in particular it will carry out with its own resources, being able to count on the support of the members of the academic bodies with the loan of bibliographic material, as well as relationships of works, magazines, archives, consultancy, etc., that the members of the network require for their research work.

Rules of participation of the members of the Ibero-American Research Network of the Academic Bodies in Municipal Law (RICADEMU)

One. Type of civil association and objective. In this list it should be established that the research network is a civil association, not for profit, without its own patrimony, except its studies and communications.

The Ibero-American Research Network of Academic Bodies in Municipal Law (RICADEMU), is an academic and international civil association, non-profit, does not have its own patrimony, except their studies and communications; Is composed of academic bodies and research groups from Latin American countries.

One. Purpose of the network. The aim of the network is to group academic bodies and related research groups into one or more parts of Municipal Law, to do academic work and propose solutions to management problems in the municipalities initially in Mexico and Spain.

Two. Who integrate the network and its possibility of being extended.

This network is integrated by the academic bodies and research groups recognized by the Professional Development Program of the Ministry of Public Education and its respective universities in Mexico and by the educational institutions established at these levels abroad.

At its inception the collaboration network includes the following Academic Bodies:

- UDG Academic Body CA 551 Municipal Law: Democracy and Governance. University Center of Social Sciences and Humanities of the University of Guadalajara.

- UDG Academic Body CA 526 Law and legal science in Mexico and Latin America, University Center of Social Sciences and Humanities of the University of Guadalajara.

- CA UACH 111 Sep. History and historiography of education.

- Autonomous University of Chihuahua, Chihuahua, Mexico

- Research Group SEJ 056 Science and Public Law in the 21st Century, University of Almeria, Spain.

The Academic Bodies are in their different stages of consolidation: in formation, in consolidation or consolidated and any other level of recognition that is established in other countries of Latin America.

In turn, as already mentioned, each academic body is integrated by full-time professors of public or private universities, with postgraduate, masters and doctoral studies preferably.

To be a member of the network it is necessary to belong to the academic body or research group that has this recognition.

The academic bodies and research groups that are founders of this network and the new members who have been approved of their entry and protest through their assembly are considered members of the network. Each academic body and research group will have voice and vote in the decisions that are made, through its proposed representative.

Three. Principles of the network. The research network is guided by the principles of academic work, research, as well as ethics and loyalty among its members.

Four. Importance of this guide. It serves as a guide to the members of the research network for the performance of its activities, the content of this guide in its principles and in case of doubt will remain to the interpretation of its directors and general assembly, always looking for what most favors the work of this association.

Fifth. Academic body responsible for the network. The Academic Body responsible for the Ibero-American Network for the Investigation of Academic Bodies in Municipal Law is the CA UDG 551 Municipal Law: Democracy and Governance.

Sixth. Network governance structure. The governance structure of this research network consists of: a general assembly, a president, an executive secretary of minutes and agreements; And a coordinator by activity: academic, treasury, liaison with municipal governments and educational institutions, publications and income.

Seventh. Obligations and rights of each member. The following activities should be performed by each manager of this network:

General Assembly of the Network.

- Convene elections to its members and chair their activities.
- Approve the general report of the president of the research network.
- Approve the work plan of each year.
- Appointment and approval of executives.
- To appoint the headquarters of the annual work, of the following year.
- Approve the internal reports of each of the secretariats.
- To make recognitions, recommendations to its members, to decide on the permanence or not of its members when they do not fulfill their activities.
- Establish the annual quotas that must be provided by each academic body or research group.
- To protest new academic bodies and research groups that are members of the network, through its representatives.

President

- Coordinate the work of its members.
- Coordinate the work of the secretaries.
- To send communications to its members, preferably jointly of each of the respective coordinators holding the specific activity to which the matter refers.

-Conduct comunicués convening the assembly when due to their need is required.

- To know of the controversies that arise in the network of investigation and to solve according to right.

- The president will remain in his position for two years and this appointment will be rotated among the academic bodies and research groups that are members of the network, who will propose to his representative.

Issue records of attendance and participation in network activities, as well as appointments and recognitions, when it is not an ordinary or extraordinary annual meeting.

Secretaries. They will last two years and will be rotated among the academic bodies and research groups proposed for these appointments. Seeking that the appointments be proportional between academic bodies and research groups, so that there is a balance between work and responsibility.

Executive Secretary of Minutes and Agreements

- Coordinate the work recommended by the president.
- Replace the president in his temporary absence for justified reasons.
- Safeguard the archive of the network, communications and publications.
- -Validate network issues.

Academic secretary

- Coordinate the academic work carried out or carried out by the network, such as seminars, courses, conferences, graduates with the corresponding authorization from the educational institution that will validate the activity.

Secretary of tie

- Establish communication with the various municipal governments and educational institutions to carry out activities of the research network.
- Publish the web page of the network with own resources of the academic body that presides the representation of the network and once there are quotas will be refunded these expenses.

Secretary of Publications

- Look for publication activities among its members and with other educational institutions and municipal, state, national and international governments.
- To inform the members of the network of the possibilities of publication in magazines and books.

Secretary of income

- Resolve applications for admission of academic bodies and research groups validated by the president of the association, which comply with the requirements and principles of the association.

Eighth. Of the duration in the position of the executives. The executives will last for a year and can be ratified by the general assembly each for only one year.

When managers who participate in calls and are approved, will continue to coordinate the activities in force in these programs and will have the full support of their managers.

Register before notary and university authorities

The registration of the Ibero-American Network of Academic Bodies is in the process of registration before a notary. It is required to obtain a permit from the Ministry of Foreign Affairs for the registration of the network, proposing three different names of said network. When granting the corresponding permit, the name is permanently included.

Part of the registration with university authorities has already been.

Conclusions

It is very valuable to find a guide to integrate a Collaborative Research Network of Academic Bodies in a certain area of knowledge. We hope that you can support them in your work, as we would have wanted the answers to carry out this activity.

Presenting this paper is also being fulfilled with the research project of Strengthening of the Academic Body 551 Municipal Law, to inform a congress of the advances of knowledge in carrying out said project. At the International Congress of Academic Bodies in 2015, at the University of Southwest of Guanajuato, we find support in the workshop speakers, regarding the resolution of all our doubts, for which we thank them.

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Nik'adh duche': Web application for the learning of the Tének alphabet

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Abstract

According to the latest report of the regional educational situation (OREALC / UNESCO, 2013), the problems of inequity, poor quality and poor performance of school systems continue to affect more strongly to people living and working in rural areas. Currently in Mexico there are 68 indigenous people, whose communities have cultural traits, own native languages and forms of organization; there are 25 indigenous regions identified in 20 states of the country. According to data from INEGI, in Mexico there are 85 languages including Tének, among which there are 161,120 speakers of this language. This language, based on the statistical comparison of different census, shows that is decreasing in the number of speakers (INEGI, 2010). The main reason behind Nik'adh Duche' is that most Tének speakers do not read or write in the language, but have an interest in learning, both grammar and phonetics. The initial proposal is in order to preserve this language, through learning of it using interactive online tools that allow learning the alphabet using games and activities in which the user will work in a dynamic and fun way, no matter the location, as it can be accessed from any device with Internet connection.

The development of projects such as this allows the use, learning and preservation of a language while maintaining a greater presence on the Internet. This project is funded by the program Educational Equity and Inclusion 2015.

Indigenous languages, Tének, Web application, learning, Educative technology

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Introduction

The new information and communications technology create conditions for the emergence of knowledge societies, gaining a real sense in providing its service to a wider end, it is a source of global development and especially for the least developed countries. To achieve this, access to information is required so that it can produce, process, transform, disseminate and use information in order to create and apply knowledge necessary for human development. (United Nations Organization for Education, Science and Culture, 2005).

"Human development" and "autonomy" knowledge societies enhance the practice of universal rights and fundamental freedoms, while optimizing the efficiency of the fight against poverty and development policies.

Statistics from the International Telecommunication Union (ITU) estimate that 46.3% of the world population has Internet access, for America 60% of the population has access to this service so the representativeness of the population connected to the Internet decreases as the economic status of the country (ITU World Telecommunication / ICT Indicators database, 2015). For Mexico, the population connected to the Internet is in 44% of the population and is centralized in the cities with the highest population, however due to the use of mobile technologies this is changing for remote communities, as the use of mobile technology has increased the number of connections, promoting the interactivity of these remote communities with a landscape of cultural and multilingual diversity from in the world. (Notimex, 2015)

Mexico is perhaps the most diverse country in the Americas (Schmelkes, 2013), The National Census of Population and Housing 2011 tells us that 6.9 million Mexicans speak a native language, and 15.4 million are considered indigenous, which corresponds to 14.87% of the population (INEGI 2011), the National Institute of Indigenous Languages reported the existence of 68 ethnic groups. (INALI, 2005) mainly in the states of Chiapas, Chihuahua, Guerrero, Hidalgo, Oaxaca, Puebla, San Luis Potosi, Veracruz and Yucatan, being those with the greatest diversity of indigenous groups, with 25% of the existing indigenous origin municipalities in the country. (Official Journal of the Federation SEGOB, 2014).

The Huasteca, Teenek bichou or Tének territory, according to Joaquin Meade, was much more extensive than today, from the eastern coastal area of Mexico, River Soto la Marina at north, from the Sierra Madre Oriental to the Gulf of Mexico and the south with the Cazonas river covering the current states of Tamaulipas, San Luis Potosi, Veracruz, Queretaro, Hidalgo and Puebla (Meade, 1977).

The Huastecos or Tének, according to Ruvalcaba, "Te 'Inik" ("TE'", here and "Inik" Men) "men from here" (Ruvalcaba Mercado, 1995) have a language that belongs to the Mayan language family (Ramirez, 2003). According to INEGI to 2010 the Tének language counts with 161,120 million speakers, men and women older than 5 years in the state of San Luis Potosi, from a total of 256,468 speakers of an indigenous language, being the Tének the second most used with 99,464 speakers.

Reaching almost 40% of the speakers of an indigenous language in the state (INEGI, 2010) population.

The population is centralized in the municipalities belonging to the Huasteca area such as: Ébano, Tamuín, Cd. Valles, Aquismón, Tanlajás, Tanquián, San Vicente, Tampamolón, San Antonio and Tancanhuitz, where the state government has employed strategies for the preservation of the language and culture, such as the establishment of bilingual and intercultural schools in these municipalities, on the other hand has encouraged the use of the same, with the implementation of ads, brochures, and government officials who use Tének language to communicate with the community. Another important program, was the one implemented in the period 2009 - 2015, where XO computers customized in Tének language, were delivered to 50 primary schools in the municipalities of San Antonio, Tampamolón, Tanlajás and Ciudad Valles (Torres, 2014).

Nevertheless technology without the support of teaching resources can prove to be obsolete, the real importance lies not in the use of these technologies, means or tools in the classroom, but in the formative intention and teaching management that they are given (Hernandez & Muñoz, 2012).

There are applications developed for the use of Tének language, such as geographic location of users of social networks Nenek and Yauí (Hernandez Gonzalez Jimenez, & Camposano, 2014) and shown in Methodology for development a storage system for virtual communities (Jimenez Hernandez Gonzalez, & Vega, 2015), yet they are not focused on learning of it

Which motivates the development of applications that support the teaching of indigenous languages, implemented on technologies that are already available to some Bilingual and Intercultural schools in the

Huasteca region, which could allow a better didactic intention in the classroom (Collective Childhood Education and ICT, 2014).

Methodology

Development of Nik'adh duche': Web application for the learning of the Tének alphabet:

Review and documentary research

The documentary investigation began reviewing several books for teaching Tének language, books used by the Ministry of Public Education (SEP) for Bilingual and Intercultural schools "T'ilab ti Tének" = Book of literature in language Tének San Luis Potosi, "In librojil an pulik exóbal" = Book for adult learning in Tének language, where two types of vocabulary were identified, one proposed by Ramon Larsen (Larsen, 1955) and the other, proposed by a group of ethnolinguists who edit "Gramática Huasteca" (Esteban Fernandez, & Mendez, 1986).

The first alphabet proposal consisted of 33 symbols to write the language while the second proposal uses 28 symbols, however by doing a search for documents written by native speakers whose mother tongue is Tének, it was shown that the latter is the most used because it is in the textbooks provided by the SEP.

Design of the educational planning and script activities

To carry out the plan of educational work and scripting of activities for the implementation of Nik'adh duche', the needs of users were considered, especially knowing the alphabet, different teaching activities were designed to learn each of the letters in the alphabet through simple and dynamic activities.

At the moment each of the sections of the application were designed, a script is integrated in these activities, in order to provide a better control and monitoring.

To improve educational planning a series of fielworks were carried out with the ethnolinguist Ma. Clementina Esteban Martinez, who verified the writing, so that it was valid, legible and flexible for the user, according to the proposed activities.

Architectural design and development of the web application

Once the planning and didactic instrumentation has been reviewed and endorsed, the development of Nik'adh Duche' starts, see Figure 1.

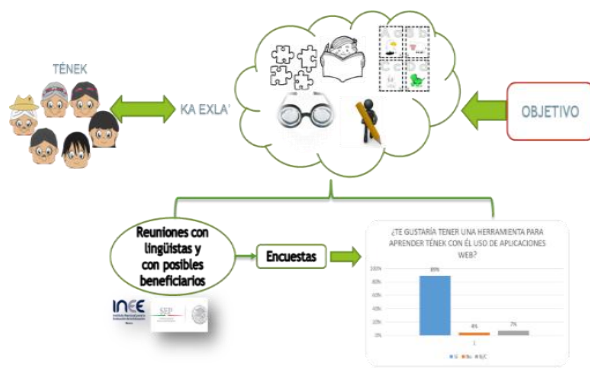


Figure 1 Nik'adh Duche' Module

Under the software development methodology called IWeb proposed by Pressman (Pressman, 2005), different technologies such as style sheets (CSS), PHP, database (PostgreSQL), JavaScript files, among others shown in Figure 2 are implemented.



Figure 2 Technologies

The proposed implementation is based on the following: a user who generates a login and access the application, this user is presented with a work area where the activities designed for learning the alphabet are shown, once displayed, the user can perform and achieve basic learning by visual and additive interaction, which until this time have referred, Figure 3.



Figure 3 Nik'adh Duche' Modu

Results

A prototype application called Nick'adh Duche' was developed, aimed for the users of the application to learn the Tének alphabet as well as vocabulary presented in the different activities.

This application arises from several meetings, field work, and surveys, leading to the approval of the project. In the application, the users can learn in a dynamic and fun way, as the learning if the language is based on readings, writings and visualizations. The applications focus on being dynamic and interactive, with the purpose of being easy to use and attractive to the users, creating a support for the preservation and dissemination of the Tének language.

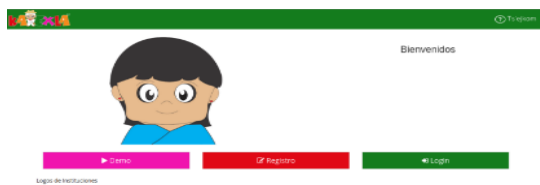


Figure 4 Main view of the application



Figure 5 Tének Alphabet

Figure 5 presents the Tének alphabet, matching what is used by the SEP in the programs of the Directorate of Intercultural Indigenous Education from the state of San Luis Potosi



Figure 6 Available actions in the alphabet for the letter



Figure7 Available actions in the alphabet for the letter T'

Figures 6, 7 and 8 show the results of selecting a letter of the alphabet, opening a section of images labeled with its translation in Tének and the playback of an audio related to the image, this allows the cognitive association of the words in three dimensions: visual, writing and listening.

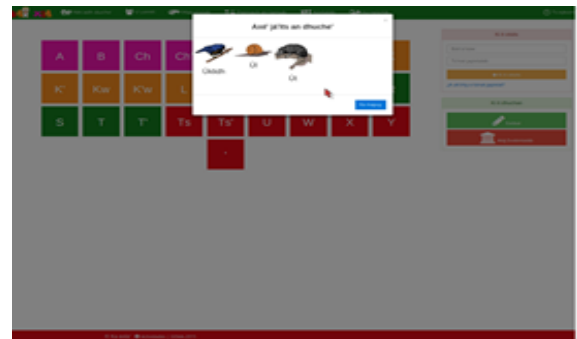


Figure 8 Available actions in the alphabet for the lett

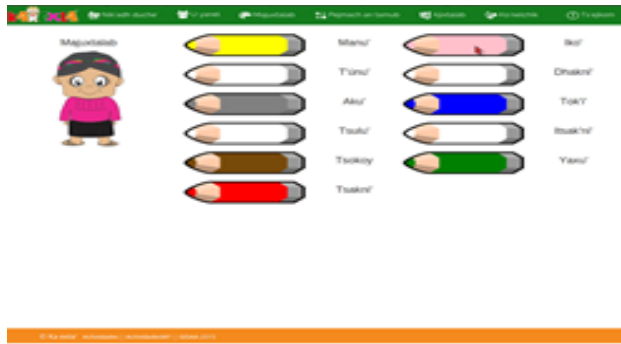


Figure 9 Colors section

The Figure 9 presents the colors, this section has an interactive feature, as each color appears inside the pen when it is selected while also playing the audio of the word.



Figure 10 Weather seasons section

Figures 10 and 11 show the seasons in image and word in Tének.



Figure 11 Weather seasons section

The figure 12 shows the activity of a memory game, through which the user can learn by playing, because it is a suitable technique for the improvement and understanding of the meanings, which in this case are the numbers.



Figure 12 Numbers section (memory game)



Figure 13 Animals section

Finally, figure 13 shows the section on animal names, with imagery and audio, classified as pets and wild animals..

Conclusions

Through the use of Nik'adh Duche', it will be possible to analyze the usefulness of the tool to start learning the basics of writing and reading in Tének, which would allow to the generation of diverse and varied instruments to strengthen the application so that it can be proposed to be used as a pilot program in some bilingual schools in the Huasteca.

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Academic corp review information technology

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Abstract

September 2011, the Coordination of Research and Graduate Programs starts working in the Instituto Tecnológico Superior del Sur de Guanajuato (ITSUR), its purpose was to establish a central organism for research in order to foment, plan and trace the research projects. Considering that research involves the use of the available knowledge with the purpose of generate new knowledge to define application lines that allow humanity problem solving and taking this results to the production, modification and technologic transfer that allows rise the quality of life in society, in the year 2012 was created the first Academic Group of the institution registered against PRODEP and opens the doors to visualize the creation of new Academic Groups. In 2014, the Academic Group denominated “Tecnologías de información” was created and this article offer a short history, motivation and research projects done until this days.

Academic Corps, Research, Prodep, Technology Institute

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Introduction

The Research and Graduate Coordination of the Higher Technological Institute of the South of Guanajuato (ITSUR), began work in September 2010 as a central body for research within the institution as an unprecedented event. Prior to this event the research at ITSUR had never attempted to conduct research in an official, formal and structured manner. The research projects lacked planning and follow-up, they were never even registered to the corresponding instances of the Ministry of Public Education (SEP), ITSUR was far from being an institution with formal research projects.

Following the effort made during 2010 and 2011 to train a group of teachers interested in carrying out the not so simple work of the teacher-researcher and after several efforts to execute official and registered research projects within the institution that managed to show impact in The environment, collegial work as an unregistered Academic Body (CA) finally bears fruit in 2012, achieving the recognition as CA with status "in formation" before the PRODEP instance.

From 2012 to 2014, 5 research projects are carried out individually and collegiate and 1 research projects as integrated CA, making a total of 6 research projects among the 6 full-time professors members of the CA Called "Technological Innovation" and 6 collaborating professors, who initially worked with two Knowledge Generation and Application Lines (LGAC), on the one hand, with the 3 professors members of the CA corresponding to the courses of Computer Systems Engineering and Computer Engineering.

With the line: Information Technologies, and on the other hand with the 3 professors members of the CA of the career of Engineering in Electronics with the line: Automation and Control as mentioned in (Martínez López, Estrada Rojo, Gutiérrez Torres, Ortega Alejos, Vega Chávez, 2016), from which projects 2014 to 2016 should be omitted as part of this CA for the following reasons.

During the period of existence the CA of Technological Innovation it is possible for the institution to visualize a better distribution of the structure of the CA, considering the increasingly evident close relationship between the 3 members of the courses of Engineering in Computer Science and Engineering in Systems and The increasingly wide separation of the collegiate projects in which they participated distancing them little by little from the work done by the 3 members of the Electronic Engineering career.

Considering that both the professors of the Electronic Engineering area and the professors in the area of Computer Engineering and Computing Systems had professors with a desirable PRODEP profile, the possibility of separating the CA from Technological Innovation to Favoring the creation of 2 academic bodies with the capacity to deepen the LGACs related to the careers in which the professors were attached, considering that in this way it would still be possible to establish collaboration between these two new CAs in case it is considered relevant for some project .

It is then that from 2014 we begin to work immediately under this new structural proposal, without neglecting the collaborative work that was still in force in the CA of Technological Innovation.

Methodology

Once the aspirations for the formation of new academic bodies are projected, continuing with the rhythm of work in the realization of projects, from the year 2014 begin semester meetings between the 3 professors still members of the CA of Technological Innovation, in force in That time, corresponding to the courses of Engineering in Computer Systems and Computer Engineering together with 4 other collaborating professors interested in developing the LGAC corresponding to the area of Information Technologies (IT).

While the Technological Innovation CA continued its course, these 7 IT career teachers began to outline their projects and collaborations in a strategic way, planning that the 7 teachers could take part in projects registered starting in 2014, focusing on such projects and Participations in a much more IT-oriented LGAC. This allowed this group of teachers, during the period 2014 to 2016, to generate a portfolio of 7 Research Projects registered in the ITSUR being 2 of these also registered before corresponding instances of the SEP as formal Research Projects.

During the semiannual meetings held in the period 2014-2016, it was possible to strategically plan the participation of each of the 7 teachers in the various projects registered (in charge of the professors members of the AC) and unregistered (in charge of the collaborating professors) , In addition to agree on several occasions the possibility of sharing the experiences lived in such projects in various articles written for publication in congresses and academic and scientific journals, as well as the possibility of registering intellectual property of some developed products, so that everything This could strengthen the record of evidence that could serve when requesting the creation of a new CA.

The registered research projects, developed during the period 2014-2016 consider topics such as:

1. Automated Structured Query Language Assessment (SQLJudge),
2. Management of groups and contests in SQLJUDGE,
3. Evaluation of the impact of a fabric scheduling tool through simulation and load balancing in the production process in textile companies of southern Guanajuato,
4. Evaluation of the Impact of a tool to monitor and generate statistics of the production process of the textile industry of Moroleón, Gto.,
5. Production programming in textile projects using planning and balancing software in textile companies in the south of Guanajuato,
6. Impact of software tools to support the ITSUR Student Follow-up,
7. Assessment of the risk factors to establish the profile of the Upper Level student by implementing the Bayesian networks in a software tool.

Projects not formally registered as research projects, developed in support of collaborating professors during the period 2014-2016, considered topics such as:

1. Integral School Control System a Web module for issuing chips,
2. Comprehensive School Control System a module for applying psychometric tests,
3. Comprehensive School Control System a module for application of vocational test,
4. Teaching Evaluation System, appropriate version for ITSUR,
5. Programming competitions in the academic environment.

Results

In summary, the collaboration of this group of 7 teachers to form new academic bodies resulted in a total of 12 projects developed in a period of 2 years, in addition to at least 12 articles of dissemination placed in various congresses and magazines as Can be seen in Table 1.

Title	Magazine / Congress	Reference
Teachers and students immersed in the implementation of an international model of software processes.	National Congress of the National Association of Faculties and Schools of Engineering ANFEI 2014	(Morales Orozco, Gutierrez Torres, & Martínez López, 2014)
Automatic Code Judge, a tool to improve programming skills	Faculties and Schools of Engineering ANFEI 2015	(Morales Orozco, Gutierrez Torres, & Vega, Automatic Code Judge, a tool to improve programming skills, 2015)
Impact of software for scheduling fabric through balanced job allocation	Virtual International Congress of Innovation, Technology and Education CIVITEC 2014	(Martínez López, Gutiérrez Torres, & Vega Flores, Impact of software for fabric scheduling through balanced work allocation, 2014)

Building a software for scheduling fabric by means of balanced work assignment in ...	Journal of Programming, Mathematics and Software PROGMAT 2015	(Martínez López, Vega Flores, Gutiérrez Torres, & Morales Orozco, 2015)
An IT tool for Textile Production Planning and Tracking, Tissue planning module	International Congress Academy Journals 2015	(Martínez López, Gutiérrez Torres, Morales Orozco, & Vega Flores, 2015)
Implementation of the Planning Module in the Tissue Area of an Integral Tool for Textile Production Planning	Virtual International Congress of Innovation, Technology and Education CIVITEC 2015	(Martínez López, Gutiérrez Torres, & Barron, Implementation of the Planning Module in the Tissue Area of an Integral Tool for Textile Production Planning, 2015)
Process and Institutional Impact of the CMMI-DEV L3 accreditation from the Software Development Center	National Congress of the National Association of Faculties and Schools of Engineering ANFEI 2015	(Martínez López, Vega Olvera, & Morales Orozco, Institutional Process and Impact of the CMMI-DEV L3 accreditation from the Software Development Center, 2015)

Comprehensive school control system; Inclusive project for quality vocational training	National Congress of the National Association of Faculties and Schools of Engineering ANFEI 2015	(Vega Olvera, Martínez López, & Alcantar Ortíz, 2015)
Automated monitoring of the production process of the textile industry	International Congress Academy Journals 2014	(Gutiérrez Torres, Martínez López, Morales Orozco, & Vega Flores, 2014)
Programming competitions as a trigger for learning	National Congress of the National Association of Faculties and Schools of Engineering ANFEI 2014	(Gutiérrez Torres, Morales Orozco, & Martínez López, Programming competitions as a trigger for learning, 2014)
System of evaluations of SQL queries tests and automatic feedbacks	International Congress Academy Journals 2015	(Gutiérrez Torres L., Martínez López, Vega Flores, & Morales Orozco, 2015)
Automated database query and evaluation	Interdisciplinary Congress of Academic Bodies CICA 2015	(Gutierrez Torres, Morales Orozco, Martínez López, & Arroyo, 2015)

Table 1 Table of publications in articles and congresses period 2014-2015

It is also possible to count the corresponding elaboration of software prototypes corresponding to the projects that already have the registration or the process of the same before the National Institute of Copyright (INDAUTOR), of the following:

1. SQLJudge (Automated SQL Query System)
2. RISK CONDUCT DETECTION SYSTEM (SDCR V1)
1. 3. Simulator for balanced allocation in machines by production blocks
3. ITSUR Teaching Evaluation System

It is important to mention that the 4 collaborating professors involved in these projects, having participated in projects since 2012 obtained their recognition of PRODEP's Desirable Profile, which encouraged that with this set of evidences, the 7 teachers related to the IT area, during the For the registration of new CAs before PRODEP by 2016, proceeded to promote the formation not only of one but two new academic bodies, one oriented to the application of IT in society (company, education, government) and another focused on The best practices of Engineering within the processes of software development, causing with this the imminent disintegration of the CA of "Technological Innovation" in favor of the aforementioned benefits, releasing in a collateral way the members corresponding to the area of Electronic Engineering allowing them to conform By themselves their own CA.

Conclusions

The conformation of Academic Bodies is not a trivial task, the needs of the context dictate to a great extent the behavior of the same, the preferences of the participating teachers, their passions, their interests.

At this level of evolution in the ITSUR we can consider that ideally the size of a CA should consider 3 members with similar interests but different motivations, which allow them to establish individual projects that allow collaboration between the members of the same CA but conserving Collaboration between different Academic Bodies that can strengthen the development of the same course towards the consolidation.

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Digital Journal Academic

MUÑOZ, Alberto*†, PORTILLO, Susana., RODRÌGUEZ, María and TAPIA, Erik

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Abstract

The academic magazine digital (RAD) was a school project made during the months of May and August 2015. It shared 120 scholars, 9 teachers and 71 business man in the city Huejotzingo, Puebla, Mexico. In the Technological University Huejotzingo. Therefore the three actors before mentioned activated the skills for the undergraduates of administration, it's here where reside the importance from the article. The subjects of the RAD were reconstruct previously inquiry in the classroom for the students for be transfer to the business man of the region of Huejotzingo, this were the shaft main of the strategic and proportioned a sensitive active. In view of the above in an environment collaborative work. The learners got a score of the business man in general terms, they caught up 88 points of 100 possible, and that is, it existed a formative evaluation. The value so high was possible for the role active and preponderant, it allowed creative and free in the word. It was a research quantitative with deductive method, descriptive, non-experimental and transverse. The academic magazine digital (RAD) finished with a summative evaluation and feedback toward the students.

Students, business man, journal

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Introduction

A classic journal would be based on capturing subjects from the decision of a teacher, following an established index and without consulting students; On the contrary, Revista Académica Digital (R.A.D) was structured with the consensus of the collegiate of teachers in administration corresponding to the third quarter of the course, students were free in their design and development of information. With four new elements for UTH; First, some subjects were taken to make an explanatory video with collaborative participation, according to the students established their own theoretical conception on the subject as a team as well as examples, advantages and disadvantages, it should be clarified that nothing was printed all the magazine was digital and For that reason the use of the tics was made, third there was a formative evaluation of entrepreneurs of the region of Huejotzingo and fourth a summative evaluation of the magazine in a fair of projects was realized. For the aforementioned elements, the existence of a degree of novelty is considered, it is here that the idea is born to carry out the research and present the results of the educational strategy.

The objective of the research is to describe the results of the Digital Academic Journal in terms of the elements that compose a competency, which arises from a research question of the RAD is What recommendations do the international organizations for higher education?. Within the justifications to carry out the present is the need to establish innovative strategies that allow the student of the career of Administration to activate their competencies and integrate all the subjects corresponding to the term. In addition to achieving the integration of the business context to the teaching and learning process.

The feasibility of the research was high, it had the right human resources, the financial resource was not an impediment and the material resources were covered by the researchers. The results of this research will allow the development of an integral educational strategy, which will reinforce teaching, learning and evaluation. The core competence was business consulting.

The central hypothesis is that the Revista Académica Digital would activate the business consulting competency of a higher education student of the career of Administration?

The central competence of the project is the business consulting, which allows to help the business environment according to their own needs. This being the educational purpose of the development of RAD.

This article presents a brief theoretical framework, which will guide the actions developed during the R.A.D. In the section of methodology the steps followed for the development of the RAD in each one of its stages were listed. Results are presented which come from the business context. Subsequently thankings are presented and finally some conclusions were developed.

Theoretical framework

The Revista Académica Digital (R.A.D) was constructed on the basis of the educational premises of the different international organizations related to education, such as the UN and UNESCO, which are briefly described below. In the first place, competence is understood from Delors et al. (1996) as learning to know, to learn to do, to learn to live and to learn to be with a lifelong approach, for this reason The RAD strategy will seek to activate, mobilize and integrate each of these pillars.

There are also excellent guidelines for education, in this sense UNESCO (2014) raises the need to "adopt a comprehensive approach and lifelong learning, and provide multiple paths of learning through innovative methods and technologies Of the information and the communication ", therefore the Academic Digital Magazine was designed so that the students learned with the teacher, with his classmates and with the entrepreneurs, allowing that the different channels of knowledge will activate the competences making use of the Computer, internet, video camera, digital libraries and thus comply with the above guidelines.

One of the goals suggested by the EFAGMR (2014) establishes "A teaching of good quality", this concept obliges to surpass the expectations of the students, at the same time served as motor for designing and implementing the strategy. The theoretical framework gives the pattern to dare to carry out the different steps in which they were involved the 120 students of the career of Administration of the Technological University of Huejotzingo. And the teachers participated as a collegiate with the same objective, contributing ideas and evaluating the different processes established, giving way to the fundamental premise mentioned above.

In addition to the UNESCO (2014b) in the world conference establishes some points of agreement for an education for sustainable development, Revista Académica Digital had a section on the theme to be relevant to the "Development of knowledge, skills, attitudes, skills And values needed to meet challenges related to global citizenship and current local and future contextual challenges, "because of the above, a topic of relevance to the regional context was developed in relation to the environment.

The world conference referred to above establishes "critical and systemic thinking, analytical problem solving", as vital elements, so the strategy established a methodology where students captured advantages and disadvantages of the subject as well as some examples designed by them , With the purpose of helping to understand the corresponding theme and achieve systemic thinking.

The OREALC report (2014) for Latin America and the Caribbean highlights the challenges for the next years from 2015 for the region in terms of education. In relation to competences, emphasize, they should focus on "the learning needs of people throughout life, integrating in it their development needs and realization in all its dimensions. It is important to give relevance to the skills and qualifications linked to employability ", this is where one of the justifications of the present research lies, given that individual and group learning was encouraged. As well as autonomously to generate basic research processes and these were contrasted with the business context of the Huejotzingo region of the State of Puebla.

It is of vital importance to consider the Technical Consultative Group (2015) in relation to a strategy "By 2030, increase by [x]% the number of young people and adults who have the necessary skills, in particular technical and professional skills, to access employment , Decent work and entrepreneurship, "because of this, the strategy designed sought to mobilize the skills for the business context, each group of students visited real companies. In doing so, the active participation of the students will allow the achievement of the graduation profile established for the career, which seeks the professionalisation of students for the private, public or social sector. And in the short term to propose entrepreneurial ideas in companies or in the organizations of the students themselves.

Without neglecting the United Nations Development Group (2015) Task Force on Achieving the Millennium Development Goals (UNESCO), this body carried out consultations on the world we want and reveals great messages to society, Among the highlights are "People want to enjoy good quality education throughout their lives," is why the system of universities to which belongs the University of Technology Huejotzingo implements integrative tasks every four months, which allows interaction Of academic materials and products that strengthen higher education and helps to fulfill the message established above.

In addition, the Fifth Declaration of Incheon (2015) states that efforts should focus on "Quality and learning outcomes, within a lifelong learning approach"; Are these elements taken up to build the Revista Académica Digital, establishing it as a result of the students developed during a semester in collaboration with teachers and entrepreneurs. In the same statement in the ninth paragraph, "Strengthening the inputs, processes and evaluation of results and mechanisms to measure progress" is resumed, whereby a formative evaluation was established in which an external actor participated in feedback to The students, the results obtained will be of great help to reach the competences of the university students. A relevant guideline is to offer "Flexible learning paths", that is, the authors considered when designing and applying the strategy as a way that allows the learner to build their competences using learning with mechanisms other than the traditional ones.

At present, the Declaration of Lima (2016) envisions students as "More creative, innovative, critical thinking, effective communication, solving problems autonomously", in designing the RAD students had complete freedom to develop it, Students were asked to place their own definitions, constructing their examples and shaping the themes according to their creativity.

In relation to the formative evaluation according to Pimienta (2008), it aims to improve the students' learning process, ie, the R.A.D implements it, by allowing an entrepreneur to evaluate the business theme developed by the students in a collaborative way.

Methodology

It is a research with a quantitative approach, making use of the deductive method, the scope will be descriptive, non-experimental cut and is a cross-sectional study. The sample will be non-probabilistic and a reliability degree of 95% was reached. The data collection was carried out at the entrepreneur's own premises thanks to a unique instrument which sought validity and reliability called the evaluation rubric. The data analysis was with descriptive statistics.

The variables to be described will be the knowledge, know-how and know-how in the present investigation.

The steps followed for the development of the strategy "Digital Business Magazine" will be:

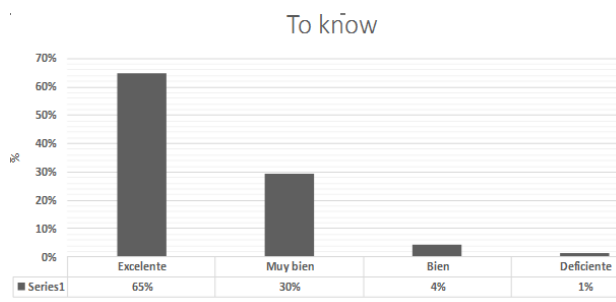
1. Integration in teams of 4 to 5 five students.
2. Explanation about Revista Académica Digital (R.A.D) at the beginning of the semester to students.
3. Compliance with the academic program.
4. Selection of topics that strengthen professional skills in collegiate.

5. Construction of Digital Business Magazine during a four-month period.
6. Research and consensus of two definitions on the subject to be developed.
7. Construction of group definition on the subject.
8. Development of advantages and disadvantages of the topic.
9. Example reconstructed by students of the subject.
10. Collaborative video on a topic in Spanish and English.
11. Previous presentation to teachers of the progress of the R.A.D with feedback.
12. Identification and selection of three entrepreneurs interested in receiving students.
13. Transfer of in situ knowledge by students to entrepreneurs.
14. Feedback from entrepreneurs of the region towards students, being a formative evaluation.
15. Acquisition of signature and formative evaluation in rubric of evaluation.
16. Presentation of evidence obtained with the entrepreneurs such as rubrics, photos, videos and the own R.A.D in a format of fair of projects.
17. Summative assessment of skills and attitudes by teachers at the project fair.
18. Summative evaluation of competence by teachers.
19. Feedback to the teams by the teacher in charge of the project.

Activites	Learn to know	Learn to do	Learn to live and learn to be
1. Integration in teams			
2. Explanation on the Revista Academica Digital (R.A.D)			
3. Teachers academic program			
4. Selection of themes			
5. Construction of Digital Business Magazine			
6. Research and consensus of definitions			
7. Construction of own group definition			
8. Development of advantages and disadvantages			
9. Example Construction			
10. Conducting collaborative video			
11. Presentation to teachers			
12. Identification and selection of three entrepreneurs			
13. Transfer of knowledge in situ			
14. Feedback from employers			
15. Obtaining an evaluation rubric			
16. Presentation of evidences obtained such as rubrics, photos, videos in format of fair of projects.			
17. Evaluation of skills and attitudes by teachers at the project fair.			
18. Evaluation of competence by teachers.			
19. Feedback to teams			

Table 1 Correlation of methodology and elements of a competition. Source: *Made by myself*

Results



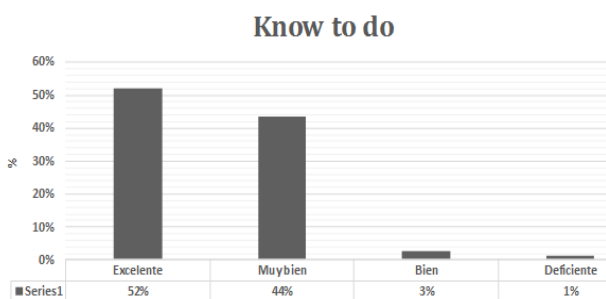
Graphic 1 Knowing Source: *Own elaboration with field data*

Description

In the graph 1 the entrepreneurs evaluated the students in relation to the knowledge, each entrepreneur selected the subjects relevant to his organization of the Revista Académica Digital, the students made the transfer of their knowledge, that is, the students became active subjects and Then there was the formative evaluation to improve the learning process of the students when there is a business feedback after the student's conclusion. The results are shown in figure 1.65% of the entrepreneurs considered the presentation by the student team to be excellent, 30% rated it very well, 4% rated the students well and only 1% rated it poor.

Interpretation

With the data presented we consider the existence of an area of opportunity in the students and in the teaching-learning process of the Administration career, the ideal data should be 100% of the students achieved an excellent exposure to the entrepreneurs. It is considered that the contextual element of a competition was mobilized and to obtain 1% as deficient allows to infer, the students reached a level of the domain of the competition. The results presented here correspond to the values obtained from all the evaluation rubrics filled out by the entrepreneurs of the Huejotzingo region participating in receiving R.A.D.



Graphic 2 Knowing how to do. Source: *Own elaboration with field data*

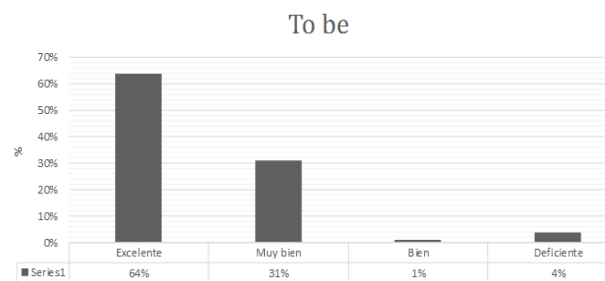
Description

Entrepreneurs in qualifying if the subjects were understandable responded as follows, 52% of employers considered it as excellent, 44% identified it very well, 3% rated it as good and only 1% considered it to be poor. The results are visualized in graph 2.

Interpretation

Appropriating the subject and being able to reconstruct knowledge, is a constructivist ability that was sought in the students, initially within the classroom individually, in a second moment with group participation in rebuilding the central theme and in a Third time to transfer knowledge to entrepreneurs, at this point 52% considered it excellent but the ideal value should be 100%, where all students should achieve the know-how. Therefore there is an area of opportunity in the teaching work.

Having a minimum percentage of 1% as deficient, it allows to interpret that the strategy of Revista Académica Digital helped the students to transfer the knowledge in a clear and simple way. This was thanks to the result of several moments, individual work, classroom work and teamwork.



Graphic 3 Knowing how to be. Source: *Own elaboration with field data*

Description

When presenting as a team of students who seek to transfer relevant topics and where there should be group work. The entrepreneurs evaluated the collaborative work of the students in 64% as excellent, 31% evaluated very well, 1% evaluated well and 4% believed deficient. The results are shown in figure 3.

Interpretationn

The attitudinal part was considered as excellent in 64% by the employers, which reflects a high percentage of the collaborative work, although it did not reach 100% of all involved. It is necessary to improve and provide tools to the students to activate this type of collaboration. The high percentage was obtained thanks to allowing the conformation of the members was by their affinity, being an element of success in favor of the RAD.

Interpretation

The Revista Digital viewed in a global way reached 88 points out of 100 possible, which means that the students reached a high level in terms of the pillars of education. The Journal meant a good formative evaluation strategy given that the students received feedback from entrepreneurs and the results were captured in a rubric, from which the data that were presented in the results of the present investigation were obtained.

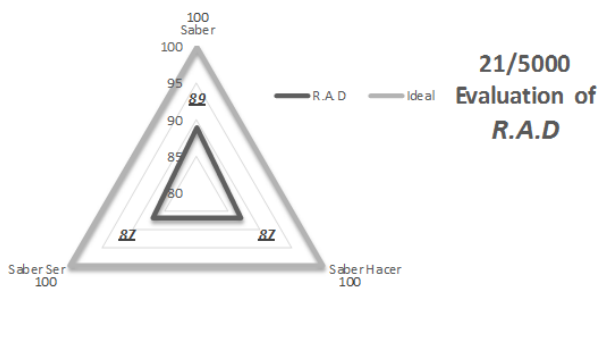
The score obtained was considered to be high. It is considered that being developed during a quarter and in collaboration with teachers, was a great help. Just as the transfer to the entrepreneurs was also tried by the teachers previously. That is, there was a secondary role on the part of the teacher in providing the pillars of education and feedback to each team.

Another factor of success is the explanation at the beginning of the semester to the students about the process of the RAD. As well as a subject that coordinated all the efforts and gave answer to the different problems arisen.

Aknowledgement

The generation of University Superior Technician 2014-2016 of the career of Administration thank you for your patience and confidence for the realization of the Revista Académica Digital (R.A.D) of the Technological University of Huejotzingo (UTH).

A team that allowed to pilot the activities was Jessica Meneses Benítez, Reyna García Rojano, Silvia Cirne Pérez and Diana Karen Torres Luna, to you a thanks.



Graphic 4 Evaluation of the Journal based on elements of a competitionSource: *Own elaboration with field data*

Description

When quantifying the data obtained by the entrepreneurs, the knowledge was evaluated with 89 points, knowing how to achieve 87 points as well as knowing, where the maximum percentage was 100 points. The results are shown in graphic 4.

Conclusions

Revista Académica Digital was a strategy that allowed to leave the classroom, that is to say, the context of the competition is the business world, the students had a brief approach with entrepreneurs and they valued the activation of the business consulting competition. The strategy achieved a result of 88 points, which presents a high value. The teachers involved were surprised by the results, the theoretical framework set the pattern, the incorporation of meaningful learning, collaborative work, the approach to competencies, learning to learn, decision making and creativity of the students; Materialized with excellent results, so it is recommended to use the strategy in higher education.

One of the relevant variables is that the students have participated every four months in a project where it is linked to other subjects.

The generation in particular of the four-month period May-August 2014-2016 of Higher Technical University in Administration took the Academic Digital Magazine with great seriousness and it found sense, the success was reached when sensitizing the students on the benefits.

Another relevant conclusion is that the students understood the expected results. One element that motivated the students was the autonomy in the design, writing and formation of the magazine. The visit to the entrepreneurs allowed to reach a significant learning. And because of the above the central hypothesis is affirmative. The multiple paths of learning were achieved by having teachers, students, classmates, the magazine itself and entrepreneurs were promoters of knowledge.

The information technologies were present during the research and the conformation of articles using the digital library, the use of video camera and its own cellular when making explanatory videos, as well as the use of computers, tablets and in some of the cases video projector.

Improvements are necessary in the strategy, it is necessary to detail the score in each of its stages, in our case the final result has a score of 30% of the final grade, but it is considered that the students require a value in stages, not all conclude the strategy with all the elements achieved.

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Objectives, methodology

Contribution

(150-200 words)

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General explanation of the subject and explain why it is important.

What is your added value with respect to other techniques?

Clearly focus each of its features

Clearly explain the problem to be solved and the central hypothesis.

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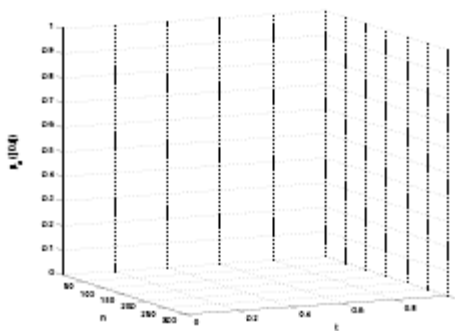
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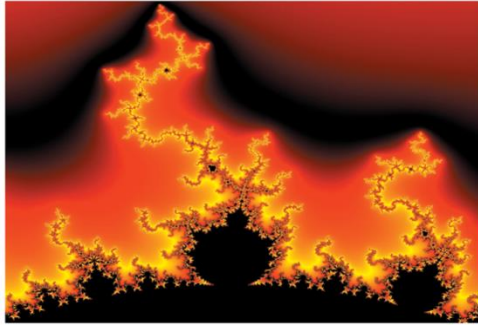


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