



UNIVERSIDAD AUTÓNOMA DE BAJA CALIFORNIA

Coordinación General de Vinculación y Cooperación Académica

Coordinación General de Formación Profesional

BASES PARA CONVOCATORIA DE CERTIFICACIONES PROFESIONALES 2021-2 SEGUNDA EDICIÓN

Estudiar programas educativos extracurriculares suma valor agregado a la formación profesional de los estudiantes, ampliando sus oportunidades laborales y mejorando su currículum vitae. Además, podrán perfeccionar el habla y entendimiento del inglés y sumar créditos optativos. Si estás interesado en mejorar estos aspectos de tu formación, nos gustaría invitarte a participar en la Convocatoria de Certificaciones Profesionales 2021, la cual tiene como objetivos habilitar a los alumnos de la UABC a programas de certificación en competencias profesionales en el ámbito internacional impartidos por universidades y empresas reconocidas mundialmente, con el fin de brindar las herramientas necesarias que los ayudarán a aumentar su potencial y destreza laboral.

PARTICIPANTES:

Pueden participar los alumnos de licenciatura y posgrado inscritos en la UABC.

DURACIÓN DEL CURSO:

Los cursos tienen una duración máxima de 5 meses dependiendo del avance del alumno y la empresa o Universidad que lo ofrece. Sin embargo, es obligatorio que el curso que se decida estudiar sea finalizado exitosamente 6 meses después del cierre de convocatoria.

OFERTA DE CURSOS DE CERTIFICACIONES PROFESIONALES:

<https://drive.google.com/file/d/1S3XOR1JvQM9uC7HoYAi7ekbssD-cyres/view>

REQUISITOS:

- Ser alumno inscrito y regular de la UABC
- Manejo intermedio del idioma inglés (B1 del MCERL)
- Carta compromiso firmada por el alumno y el director de su Unidad Académica ([descargar formato](#))
- Documento PDF de Credencial y kardex **vigente**
- Acceso a equipo de cómputo con conexión a internet
- Contar con usuario en plataforma COURSERA creado con correo institucional
- Completar [formulario de solicitud de beca](#)

FECHA LÍMITE DE REGISTRO: 31 de octubre del 2021 (6:00 P.M.)

IMPORTANTE:

Los alumnos participantes tendrán derecho a elegir y cursar únicamente un programa de la lista de oferta de certificaciones profesionales.

Los alumnos que cumplan con los requisitos establecidos en las bases de la Convocatoria de Competencias Profesionales 2021-2 y resulten beneficiados, deberán dedicar más de 4 horas por semana (cómo mínimo) al estudio del programa elegido, para asegurar que éste sea concluido antes de finalizar el periodo escolar 2021-2.

Universidad Autónoma de Baja California

**Certificaciones Profesionales
con duración menor o igual a 6 meses (22)**

DATOS GENERALES:

Certificaciones por créditos:

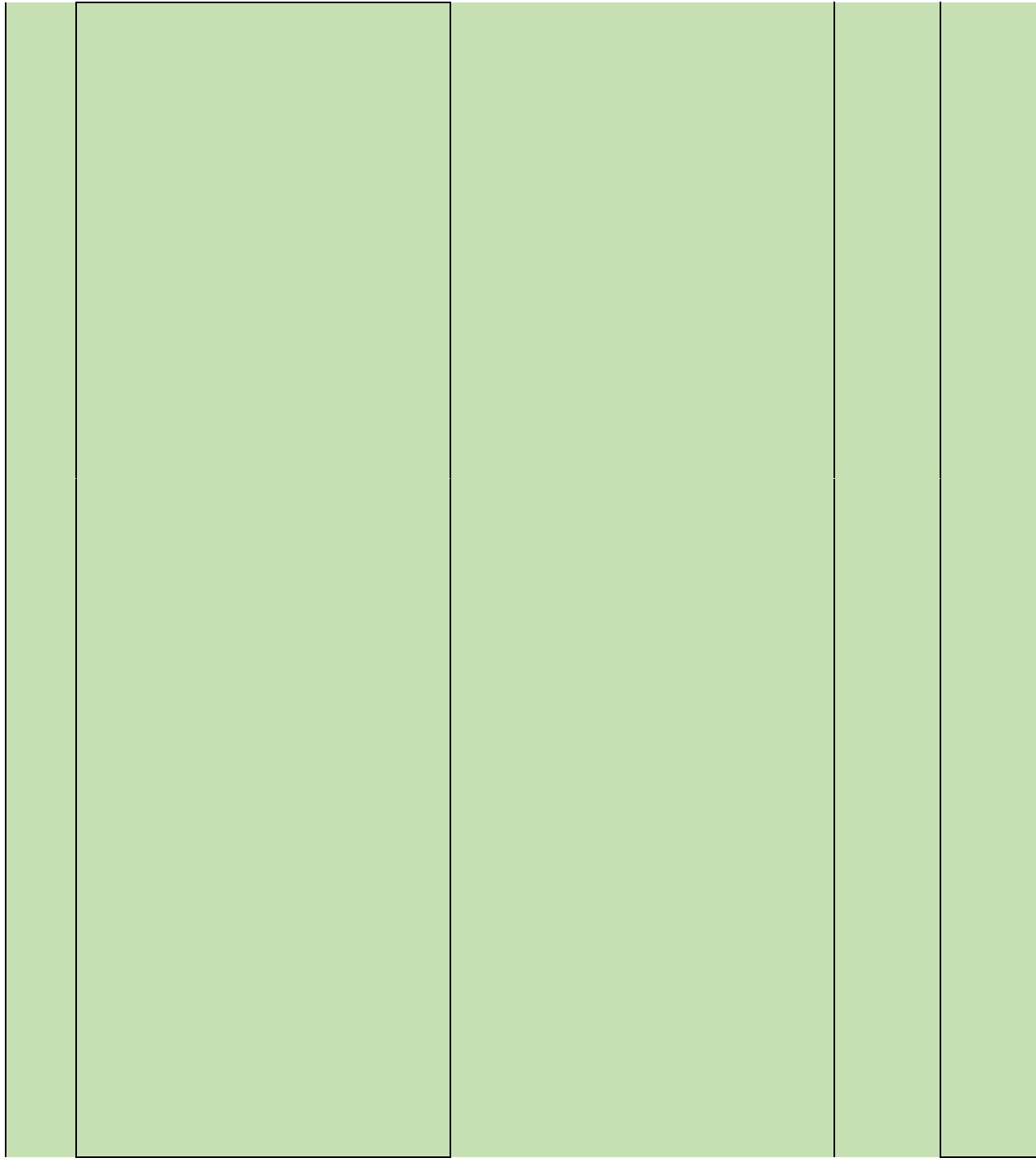
No. de Créditos	Certificaciones
3	1
4	2
5	2
6	2
7	4
8	4
10	7

Duración: 28 a 215 horas

Duración en meses: de 3 a 6

Horas por semanas de dedicación: de 3 a 10

Núm.	Certificado	Asociado	Liga web	Total de horas del curso	Créditos																								
1	Intuit Bookkeeping	Intuit	https://www.coursera.org/professional-certificates/intuit-bookkeeping	67	8cr.																								
<table border="1" style="width: 100%; height: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;"></td> <td style="text-align: center; padding: 10px;">Assets in Accounting</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td style="text-align: center; padding: 10px;">Bookkeeping Basics</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td style="text-align: center; padding: 10px;">Liabilities and Equity in Accounting</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td style="text-align: center; padding: 10px;">Financial Statement Analysis</td> <td></td> <td></td> <td></td> <td></td> </tr> </table>							Assets in Accounting						Bookkeeping Basics						Liabilities and Equity in Accounting						Financial Statement Analysis				
	Assets in Accounting																												
	Bookkeeping Basics																												
	Liabilities and Equity in Accounting																												
	Financial Statement Analysis																												



2	Google IT Support	Google	https://www.coursera.org/professional-certificates/google-it-support?	151	10cr.
	Technical Support Fundamentals				
	The Bits and Bytes of Computer Networking				
	Operating Systems and You: Becoming a Power User				
	System Administration and IT Infrastructure Services				
	Seguridad informática: defensa contra las artes oscuras digitales				
3	Palo Alto Networks Cybersecurity	Palo Alto	https://www.coursera.org/professional-certificates/palo-alto-networks-cybersecurity-fundamentals?specialization=google-it-support	42	5cr.
	Palo Alto Networks Cybersecurity Foundation				

	Palo Alto Networks Network Security Fundamentals				
	Palo Alto Networks Cloud Security Fundamentals				
	Palo Alto Networks Security Operations Fundamentals				
4	Salesforce Sales Development Representative	Salesforce	https://www.coursera.org/professional-certificates/sales-development-representative	111	10cr.
	Groundwork for Success in Sales Development				
	Foundations for Interviewing with Confidence				
	Conversational Selling Playbook for SDRs				
	Boosting Productivity through the Tech Stack				
	Practical Guide to Navigating Professional Relationships				

5	Google Data Analytics	Google	https://www.coursera.org/professional-certificates/google-data-analytics	168
	Foundations: Data, Data, Everywhere			
	Ask Questions to Make Data-Driven Decisions			
	Prepare Data for Exploration			
	Process Data from Dirty to Clean			
	Analyze Data to Answer Questions			
	Share Data Through the Art of Visualization			
	Data Analysis with R Programming			
	Google Data Analytics Capstone: Complete a Case Study			

6	Google UX Design	Google	https://www.coursera.org/professional-certificates/google-ux-design	215	10cr.
	Foundations of User Experience (UX) Design				
	Start the UX Design Process: Empathize, Define, and Ideate				

Build Wireframes and Low-Fidelity Prototypes

Conduct UX Research and Test Early Concepts

Create High-Fidelity Designs and Prototypes in Figma

Responsive Web Design in Adobe XD

Design a User Experience for Social Good & Prepare for Jobs

7	Google Project Management	Google	https://www.coursera.org/professional-certificates/google-project-management	128	10cr.
	<p>Foundations of Project Management</p> <p>Project Initiation: Starting a Successful Project</p> <p>Project Planning: Putting It All Together</p> <p>Project Execution: Running the Project</p> <p>Agile Project Management</p> <p>Capstone: Applying Project Management in the Real World</p>				
8	Salesforce Sales Operations	Salesforce	https://es.coursera.org/professional-certificates/salesforce-sales-operations	112	10cr.
	<p>Sales and CRM Overview</p> <p>Lead Management in Salesforce</p> <p>Opportunity Management in Salesforce</p> <p>Reports, Dashboards, and Customer Success in Salesforce</p>				

9	IBM Applied AI Professional Certificate	IBM	https://es.coursera.org/professional-certificates/applied-artificial-intelligence-ibm-watson-ai	60	7cr.
	Introduction to Artificial Intelligence (AI)				
	Getting Started with AI using IBM Watson				
	Building AI Powered Chatbots Without Programming				
	Python for Data Science, AI & Development				
	Python Project for AI & Application Development				
	Building AI Applications with Watson APIs				
10	IBM z/OS Mainframe Practitioner Professional Certificate	IBM	https://es.coursera.org/professional-certificates/ibm-z-mainframe	43	5cr.
	Introduction to Enterprise Computing				

	Getting Started on Mainframe with z/OS Commands and Panels				
	Basic System Programming on IBM Z				
11	IBM Machine Learning	IBM	https://es.coursera.org/professional-certificates/ibm-machine-learning	64	8cr.
	Exploratory Data Analysis for Machine Learning				
	Supervised Machine Learning: Regression				
	Supervised Machine Learning: Classification				
	Unsupervised Machine Learning				
	Deep Learning and Reinforcement Learning				

	Specialized Models: Time Series and Survival Analysis				
12	Preparing for Google Cloud Certification: Cloud DevOps Engineer	Google Cloud	https://es.coursera.org/professional-certificates/sre-devops-engineer-google-cloud	54	6cr.
	Google Cloud Platform Fundamentals: Core Infrastructure				
	Developing a Google SRE Culture				
	Reliable Google Cloud Infrastructure: Design and Process				
	Logging, Monitoring and Observability in Google Cloud				
	Getting Started with Google Kubernetes Engine				

13	Preparing for Google Cloud Certification: Cloud Security Engineer	Google Cloud	https://es.coursera.org/professional-certificates/google-cloud-security	65	8cr.	
		<p>Google Cloud Platform Fundamentals: Core Infrastructure</p> <hr/> <p>Networking in Google Cloud: Defining and Implementing Networks</p> <hr/> <p>Networking in Google Cloud: Hybrid Connectivity and Network Management</p> <hr/> <p>Managing Security in Google Cloud Platform</p> <hr/> <p>Security Best Practices in Google Cloud</p> <hr/> <p>Mitigating Security Vulnerabilities on Google Cloud Platform</p> <hr/> <p>Hands-On Labs in Google Cloud for Security Engineers</p>				
14	Preparing for Google Cloud Certification: Cloud Network Engineer	Google Cloud	https://es.coursera.org/professional-certificates/google-cloud-networking	38	4cr.	
		Google Cloud Platform Fundamentals: Core Infrastructure				

	Networking in Google Cloud: Defining and Implementing Networks				
	Networking in Google Cloud: Hybrid Connectivity and Network Management				
	Hands-On Labs in Google Cloud for Networking Engineers				
15	Preparing for Google Cloud Certification: Cloud Architect	Google Cloud	https://es.coursera.org/professional-certificates/gcp-cloud-architect	62	7cr.
	Google Cloud Platform Fundamentals: Core Infrastructure				
	Essential Google Cloud Infrastructure: Foundation				
	Essential Google Cloud Infrastructure: Core Services				
	Elastic Google Cloud Infrastructure: Scaling and Automation				
	Reliable Google Cloud Infrastructure: Design and Process				
	Architecting with Google Kubernetes Engine: Foundations				

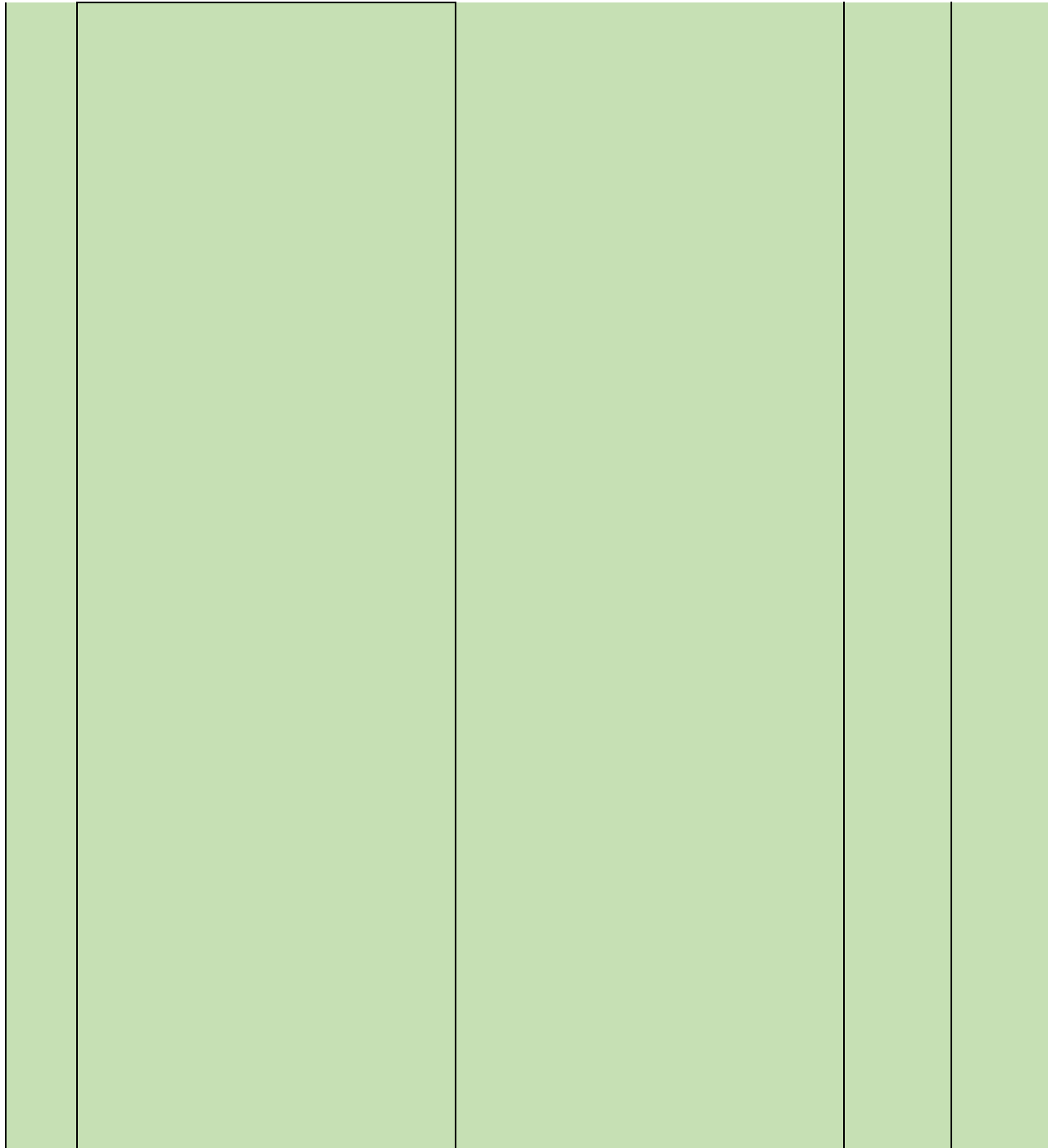
	Preparing for the Google Cloud Professional Cloud Architect Exam				
16	Preparing for Google Cloud Certification: Cloud Data Engineer	Google Cloud	https://es.coursera.org/professional-certificates/gcp-data-engineering	63	7cr.
	Google Cloud Platform Big Data and Machine Learning Fundamentals Modernizing Data Lakes and Data Warehouses with GCP Building Batch Data Pipelines on GCP Building Resilient Streaming Analytics Systems on GCP Smart Analytics, Machine Learning, and AI on GCP Preparing for the Google Cloud Professional Data Engineer Exam				
17	Preparing for Google Cloud Certification: Cloud Engineer	Google Cloud	https://es.coursera.org/professional-certificates/cloud-engineering-gcp	51	6cr.
	Google Cloud Platform Fundamentals: Core Infrastructure				

	Essential Google Cloud Infrastructure: Foundation				
	Essential Google Cloud Infrastructure: Core Services				
	Elastic Google Cloud Infrastructure: Scaling and Automation				
	Architecting with Google Kubernetes Engine: Foundations				
	Preparing for the Google Cloud Associate Cloud Engineer Exam				
18	SAS Programmer	SAS	https://es.coursera.org/professional-certificates/sas-programming	71	8cr.
	Getting Started with SAS Programming				
	Doing More with SAS Programming				
	Preparing for the SAS Programming Certification Exam				
	Practicing for the SAS Programming Certification Exam				

19	SAS Advanced Programmer	SAS	https://es.coursera.org/professional-certificates/sas-advanced-programmer	60	7cr.
	Structured Query Language (SQL) using SAS				
	SAS Macro Language				
	Advanced SAS Programming Techniques				
20	SAS Visual Business Analytics	SAS	https://es.coursera.org/professional-certificates/sas-visual-business-analytics	32	4cr.
	Getting Started with SAS Visual Analytics				

	Data Analysis and Reporting in SAS Visual Analytics				
	Using Data for Geographic Mapping and Forecasting in SAS Visual Analytics				
	Performing Network, Path, and Text Analyses in SAS Visual Analytics				
	Creating Advanced Reports with SAS Visual Analytics				
21	DeepLearning.AI TensorFlow Developer	DeepLearning.AI	https://es.coursera.org/professional-certificates/tensorflow-in-practice	83	10cr.
	Introduction to TensorFlow for Artificial Intelligence, Machine Learning, and Deep Learning				
	Convolutional Neural Networks in TensorFlow				
	Natural Language Processing in TensorFlow				
	Sequences, Time Series and Prediction				

22	ICPM Certified Supervisor	Institute of Certified Professional Managers	https://es.coursera.org/professional-certificates/icpm-certified-supervisor?specialization=certified-ethical-emerging-technologist	29	3cr.
	Modern Supervisor Skills				
	Planning and Organizing for Supervisors				
	Leadership, Motivation and Organizational Control				



Listado de unidades académicas con certificaciones de duración menor a 6 meses		
Núm.	Unidades Académicas	Campus
1	Facultad de Ingeniería, Arquitectura y Diseño	Ensenada
2	Facultad de Arquitectura y Diseño	Mexicali
3	Facultad de Ciencias de la Ingeniería y Tecnología	Tijuana
4	Instituto de Ciencias Agrícolas	Mexicali
5	Facultad de Ingeniería y Negocios San Quintín	Ensenada
6	Facultad de Artes	Mexicali
7	Facultad de Ingeniería	Mexicali
8	Facultad de Ciencias Químicas e Ingeniería	Tijuana
9	Facultad de Ciencias de la Ingeniería, Administrativas y Sociales	Tecate
10	Facultad de Economía y Relaciones Internacionales	Tijuana
11	Facultad de Ciencias Sociales y Políticas	Mexicali
12	Facultad de Enología y Gastronomía	Ensenada
13	Facultad de Turismo y Mercadotecnia	Tijuana
14	Facultad de Ciencias Administrativas y Sociales	Ensenada
15	Facultad de Ciencias Humanas	Mexicali
16	Facultad de Humanidades y Ciencias Sociales	Tijuana
17	Facultad de Ingeniería y Negocios Guadalupe Victoria	Mexicali
18	Facultad de Ciencias	Ensenada
19	Facultad de Ciencias Administrativas	Mexicali
20	Facultad de Contaduría y Administración	Tijuana

Universidad Autónoma de Baja California

Certificaciones Profesionales con duración mayor a 6 meses (12)

DATOS GENERALES:

Certificaciones por créditos:

No. de Créditos	Certificaciones
10	11
7	1

Duración: De 30 a 176 horas

Duración en meses: de 7 a 11

Horas por semanas de dedicación: de 3 a 10

NÚM.	CERTIFICADO	ASOCIADO	Liga web	Total de horas	Créditos
1	IBM Data Science	IBM	https://www.coursera.org/professional-certificates/ibm-data-science	176	10cr.
	¿Qué es la ciencia de datos?				
	Tools for Data Science				
	Data Science Methodology				
	Python for Data Science, AI & Development				
	Python Project for Data Science				
	Databases and SQL for Data Science with Python				
	Análisis de datos con Python				
	Data Visualization with Python				
	Aprendizaje automático con Python				
	Applied Data Science Capstone				
2	IBM Cybersecurity Analyst	IBM	https://www.coursera.org/professional-certificates/ibm-cybersecurity-analyst	131	10cr.
	Introduction to Cybersecurity Tools & Cyber Attacks				
	Cybersecurity Roles, Processes & Operating System Security				

	Cybersecurity Compliance Framework & System Administration				
	Network Security & Database Vulnerabilities				
	Penetration Testing, Incident Response and Forensics				
	Cyber Threat Intelligence				
	Cybersecurity Capstone: Breach Response Case Studies				
	IBM Cybersecurity Analyst Assessment				
3	IBM Data Analyst	IBM	https://www.coursera.org/professional-certificates/ibm-data-analyst	120	10cr.
	Introduction to Data Analytics				
	Excel Basics for Data Analysis				
	Data Visualization and Dashboards with Excel and Cognos				
	Python for Data Science, AI & Development				
	Python Project for Data Science				
	Databases and SQL for Data Science with Python				
	Análisis de datos con Python				
	Data Visualization with Python				
	IBM Data Analyst Capstone Project				

4	Facebook Social Media Marketer	Facebook	https://www.coursera.org/professional-certificates/facebook-social-media-marketing	60	7cr.						
<table border="1"> <tr> <td data-bbox="499 217 909 354">Introduction to Social Media Marketing</td> </tr> <tr> <td data-bbox="499 354 909 402">Social Media Management</td> </tr> <tr> <td data-bbox="499 402 909 475">Fundamentals of Social Media Advertising</td> </tr> <tr> <td data-bbox="499 475 909 548">Advertising with Facebook</td> </tr> <tr> <td data-bbox="499 548 909 792">Measure and Optimize Social Media Marketing Campaigns</td> </tr> </table>		Introduction to Social Media Marketing	Social Media Management	Fundamentals of Social Media Advertising	Advertising with Facebook	Measure and Optimize Social Media Marketing Campaigns					
Introduction to Social Media Marketing											
Social Media Management											
Fundamentals of Social Media Advertising											
Advertising with Facebook											
Measure and Optimize Social Media Marketing Campaigns											
5	IBM Full Stack Cloud Developer	IBM	https://www.coursera.org/professional-certificates/ibm-full-stack-cloud-developer?specialization=sales-development-representative	124	10cr.						
<table border="1"> <tr> <td data-bbox="499 946 909 1089">Introducción a la Informática en la nube</td> </tr> <tr> <td data-bbox="499 1089 909 1187">Introduction to Cloud Development with HTML, CSS, JavaScript</td> </tr> <tr> <td data-bbox="499 1187 909 1260">Developing Cloud Native Applications</td> </tr> <tr> <td data-bbox="499 1260 909 1365">Developing Cloud Apps with Node.js and React</td> </tr> <tr> <td data-bbox="499 1365 909 1438">Introduction to Containers w/ Docker, Kubernetes & OpenShift</td> </tr> <tr> <td data-bbox="499 1438 909 1521">Python for Data Science, AI & Development</td> </tr> </table>		Introducción a la Informática en la nube	Introduction to Cloud Development with HTML, CSS, JavaScript	Developing Cloud Native Applications	Developing Cloud Apps with Node.js and React	Introduction to Containers w/ Docker, Kubernetes & OpenShift	Python for Data Science, AI & Development				
Introducción a la Informática en la nube											
Introduction to Cloud Development with HTML, CSS, JavaScript											
Developing Cloud Native Applications											
Developing Cloud Apps with Node.js and React											
Introduction to Containers w/ Docker, Kubernetes & OpenShift											
Python for Data Science, AI & Development											

	Python Project for AI & Application Development				
	Developing Applications with SQL, Databases, and Django				
	Application Development using Microservices and Serverless				
	Full Stack Cloud Development Capstone Project				
6	IBM Data Analytics with Excel and R	IBM	https://es.coursera.org/professional-certificates/ibm-data-analyst-r-excel	92	10cr.
	Introduction to Data Analytics				
	Excel Basics for Data Analysis				
	Data Visualization and Dashboards with Excel and Cognos				
	Introduction to R Programming for Data Science				
	SQL for Data Science with R				
	Data Analysis with R				
	Data Visualization with R				
	Data Science with R - Capstone Project				
7	IBM AI Engineering Professional Certificate	IBM	https://es.coursera.org/professional-certificates/ai-engineer	110	10cr.

	Aprendizaje automático con Python				
	Introduction to Deep Learning & Neural Networks with Keras				
	Introduction to Computer Vision and Image Processing				
	Deep Neural Networks with PyTorch				
	Building Deep Learning Models with TensorFlow				
	AI Capstone Project with Deep Learning				
8	Google IT Automation with Python	Google	https://es.coursera.org/professional-certificates/google-it-automation	132	10cr.
	Crash Course on Python				
	Using Python to Interact with the Operating System				
	Introduction to Git and GitHub				
	Troubleshooting and Debugging Techniques				
	Configuration Management and the Cloud				
	Automating Real-World Tasks with Python				

9	Preparing for Google Cloud Certification: Machine Learning Engineer	Google Cloud	https://es.coursera.org/professional-certificates/preparing-for-google-cloud-machine-learning-engineer-professional-certificate	133	10cr.
	Google Cloud Platform Big Data and Machine Learning Fundamentals				
	How Google does Machine Learning				
	Launching into Machine Learning				
	Introducción a TensorFlow				
	Ingeniería de características				
	Art and Science of Machine Learning				
	Production Machine Learning Systems				
	MLOps (Machine Learning Operations) Fundamentals				
	ML Pipelines on Google Cloud				
10	Certified Ethical Emerging Technologist	CertNexus	https://es.coursera.org/professional-certificates/certified-ethical-emerging-technologist	84	10cr.

	Promote the Ethical Use of Data-Driven Technologies				
	Turn Ethical Frameworks into Actionable Steps				
	Detect and Mitigate Ethical Risks				
	Communicate Effectively about Ethical Challenges in Data-Driven Technologies				
	Create and Lead an Ethical Data-Driven Organization				
	Preparing for Your CertNexus Certification Exam				
11	(ISC)² Systems Security Certified Practitioner (SSCP)	(ISC)²	https://es.coursera.org/specializations/sscp-training	105	10cr.
	Access Controls				
	Security Operations and Administration				
	Identifying, Monitoring, and Analyzing Risk and Incident Response and Recovery				
	Criptografia				

	Networks and Communications Security				
	Systems and Application Security				
12	Arizona State University TESOL	Arizona State University	https://es.coursera.org/professional-certificates/arizona-state-university-tesol	177	10cr.
	Teach English Now! Foundational Principles				
	Teach English Now! Theories of Second Language Acquisition				
	Teach English Now! Lesson Design and Assessment				
	Teach English Now! Capstone Project 1				
	Teach English Now! Second Language Reading, Writing, and Grammar				
	Teach English Now! Second Language Listening, Speaking, and Pronunciation				
	Teach English Now! Technology Enriched Teaching				
	Teach English Now! Capstone Project 2				

Listado de Unidades Académicas con certificaciones de duración mayor a 6 meses

Núm.	Unidades Académicas Involucradas	Campus
1.	Facultad de Ingeniería, Arquitectura y Diseño	Ensenada
2.	Facultad de Arquitectura y Diseño	Mexicali
3.	Facultad de Ciencias de la Ingeniería y Tecnología	Tijuana
4.	Facultad de Artes	Mexicali
5.	Facultad de Ingeniería	Mexicali
6.	Facultad de Ciencias Químicas e Ingeniería	Tijuana
7.	Facultad de Ciencias de la Ingeniería, Administrativas y Sociales	Tijuana
8.	Facultad de Ciencias Administrativas y Sociales	Ensenada
9.	Facultad de Ciencias Humanas	Mexicali
10.	Facultad de Humanidades y Ciencias Sociales	Tijuana
11.	Facultad de Ciencias	Ensenada
12.	Facultad de Ciencias Administrativas	Mexicali
13.	Facultad de Contaduría y Administración	Tijuana
14.	Facultad de Idiomas	Mexicali
15.	Facultad de Idiomas	Tijuana
16.	Facultad de Idiomas	Ensenada

Para más información

COORDINACIÓN GENERAL DE VINCULACIÓN Y COOPERACIÓN ACADÉMICA ubicada
Edificio de Rectoría

Avenida Álvaro Obregón Sin Número, Colonia Nueva, C.P. 21100,
Mexicali, Baja California

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