

SPAN 320 Spanish for the Business Professions

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Course Description

This course will present concepts and vocabulary related to business in the Hispanic world and its global business partners in order to give students an international economic overview. There will be an emphasis on the organization of business, supplies, goods and services, marketing, cultural aspects and economic characteristics of Hispanic countries.

The class will be taught in Spanish, and it will be the responsibility of the students to complete all of the homework as well as review the grammatical aspects if necessary, or if requested by the professor. Aside from the assigned quizzes and exams, the professor will also give additional quizzes. The professor will take into account students that require special accommodations, as well as students that need to miss class for justified reasons that present required documentation. If the professor is late to start class, students should wait 15 minutes in the classroom.

Course Objectives

1. Gain general knowledge and specific vocabulary applicable to the business world
2. Improve the four language skills in order to communicate effectively in different situations
3. Improve students' expressive capacity in Spanish through readings and class participation
4. Encourage critical thinking and creative problem solving skills that can be applied to international markets
5. Appreciate and understand the role of Hispanic culture in the context of international business

Text

Course-pack created from excerpts of the Doyle & Fryer book titled **Éxito Comercial: prácticas administrativas y contextos culturales**. 6th Ed. Boston, MA: Heinle/Cengage Learning, 2015
(Commercial Success: Administrative Practices and Cultural Contexts)

Requirements

1. Students must read all assigned texts and be prepared to participate in discussion and analysis
2. Students will complete quizzes (about grammar, vocabulary, readings and/or assigned exercises), two midterm exams, a reading journal, oral presentations about the readings and culture, and a final written work. During each class, there will be short work assessments.
3. Students will prepare oral reports and a PowerPoint presentation on topics assigned by the professor. These topics will require research and analysis.

Attendance Policy

There is no attendance grade in this course.

Make sure you have the phone numbers and emails of at least two of your classmates in case you miss class. In case of emergency, you must contact your professor as soon as it is reasonably possible.

You should not miss class. Students with an excessive number of absences will be dropped from the course. Students are allowed 2 excused/ justified absences. Excused/ justified absences are those for which students present:

- (i) a medical excuse (to be given to the instructor the day the student returns to class), signed by a physician, and indicating that a medical condition or illness has prevented them from attending class*
- (ii) a certification that they are representing their university in a university-sponsored event*

Additional absences (excused/unexcused): 5 points will be deducted from the final course grade for each absence

Grades

Active participation and homework	10%
Quizzes	10%
Midterm exams (20% each)	40%
Weekly reading journal	20%
Oral presentation about readings	10%
Oral presentation about a Hispanic country and its culture	10%

Grading Scale

90-100 (A): Excellent work
80-89 (B): Above average work
70-79 (C): Average work
60-69 (D): Passing, but unsatisfactory work
0-59 (F): Fail

Active Participation and Homework (10%)

As with any language class, students are encouraged to participate actively in order to develop language skills as well as fulfill the course goals. Coming to class is NOT participation. Volunteering to answer questions, bringing/discussing topics pertinent to the class, showing a positive attitude, asking questions...IS active participation.

TAREA: *Homework includes daily readings and activities from the textbook.*

Texting and the use of cellphones during class is prohibited. It is disrespectful to others and to your professor. Students who do not comply with this will be asked to leave the classroom and

will earn an unexcused absence + negative participation grade. There is no use for cellphones in class, so please, turn them off completely during class. Any device that rings, buzzes or makes any kind of music during class will be confiscated and returned at the end of the day (not the end of class).

Quizzes (10%)

Quizzes will be based on the vocabulary and grammar of each chapter and the assigned activities. There will be no make-up quizzes.

Midterm Exams (20% each)

There will be two midterms, worth 20% each. Students must score at least a 50% on each midterm to pass the course. Both exams will test listening comprehension, grammar, reading and writing skills as covered in the course.

Reading Journal (20%)

Once a week students will read for at least 10 minutes from an article of interest to him/her (his/her career/area of expertise). The article must be from authentic (credible sources): Spanish-language newspapers, magazines, websites, etc. Students will make an entry in their weekly journal following the format provided below (see p. 4) and will hand it in on the specific days stated in the course syllabus (see p. 6-8).

Oral Presentations about Readings (10%) and about a Hispanic country and its Culture (10%)

Students will give 3 oral presentations in Spanish about their readings from their reading journal and 1 on a country of the Hispanic World and its culture (see p. 5).

Important: All work (oral and written) must be prepared by students. If there is any evidence of plagiarism, outside help or deliberate copying, the student will receive a 0%. Work not turned in at the indicated date will not be accepted.

READING JOURNAL

Once a week students read for at least **10 minutes** from an article of interest to him/her (his/her career / area of expertise). The article must be from authentic (credible sources) Spanish-language newspapers, magazines, websites, etc. Every week students will turn in their reading journal following the format provided below.

Find sources from the Spanish-speaking world that are of interest to you professionally: medicine, sports, fashion, news, politics, etc.

You might want to develop a specialty area and do a lot with a certain topic or follow a single story or you might prefer to jump around and cover a broad range of topics. Local sources include free newspapers and Internet sources include elmundo.es, elpais.com, rtve.es/noticias, etc. Almost any newspaper has a health, business or sports section online—explore the world through online newspapers: <http://www.prensaescrita.com>

Explore & find the topics that are most interesting to you, but don't spend 30 minutes finding something to read for 10 minutes!

Please note, **authentic** means information originating in Spanish from a Spanish-speaking source & cultural perspective. There is plenty of authentic material generated within the US, but translations of content originating in English from an English-speaking cultural perspective do not count.

Every reading day, students will make an entry in their journal **in Spanish** where they will outline the information and extract details of what they just read (see form below). Students will paraphrase the article's content in their own words or write their opinion, the pros and cons, etc. (**5-15 minutes** writing each entry). No translating! All work must be done **in Spanish**--it is important to both think & write in Spanish, starting at a basic level but improving quickly with practice. Every week students will turn in their reading journal. See syllabus for due dates.

Reading Journal Format (minimum $\frac{3}{4}$ of a page and maximum 1 page):

Name: _____	
Date: _____	Reading number: _____
Title of article:	
Source (name of newspaper, magazine, website, etc.) and country:	
SUMMARY OF ARTICLE:	
REACTIONS: Why did this article interest you? Why is it relevant/important for your profession/specialty?	
Vocabulary: Write down at least 4 new words that you learned	

Presentations

Students will give 3 mini presentations about the articles from their Reading Journals and 1 on a country of the Hispanic world and its culture.

*On the day of your mini-presentation you have to briefly explain a topic that you have explored through the Reading Journal or through research. You must demonstrate that you have thoroughly understood the topic and can talk about it informally in your own words (and in words that your classmates will understand). **NO READING OR RECITING** (if you write something down, memorize it and then recite it that is the same as reading. You need to just talk about the topic to your peers).*

After a brief presentation of information, your job is to lead a conversation that interests and includes all members of the group.

*See grading rubric for what is expected. **You must print/photocopy the grading rubric and bring it to class on the day of your mini presentation.***

Presentation. PROFESSOR'S EVALUATION CRITERIA:

Name: _____ **Topic:** _____ **Date:** _____

1. Content / good information.
2. Content II:
 - For Hispanic World & its culture presentation only: What likely -to-be-successful business could be settled there or in the US with a connection to that country? and Why is this cultural aspect relevant or important in a business situation?
 - For Reading Journal presentation only: How is this article related to and important for your career / area of expertise?
3. Well-prepared, knew information, delivered well, natural presentation style (not read nor does it *sound* memorized, no long pauses to recall).
4. Good pace/fluency, not too slow (or fast), no long pauses.
5. Clear and comprehensible.
6. Explained/c clarified *in Spanish* things when needed (i.e.: vocabulary, terms).
7. Interactive – asked questions, listened, engaged with classmates.
8. Type of question/analysis: asked thought-provoking questions beyond the very general
9. Correct pronunciation (vowels, stress on correct syllable) / errors do not impede comprehension
10. Few errors in grammar /structure / errors do not impede comprehension

CLASS SCHEDULE (This schedule is subject to changes)

The Homework column indicates materials (readings, activities, etc) of the course pack that must be prepared for the following class.

With the exception of the first day, do the readings prior to coming to class. Students are responsible for changes in dates and assignments announced in class

		Home work
Day 1	<p>-Introduction to the course (description, objectives, content, etc)</p> <p>Chapter 1: Global Economy and the Hispanic World</p> <p>*Important: Is the responsibility of each student to learn the vocabulary that is included at the beginning and end of each chapter</p>	<p>-Read the syllabus and prepare any questions</p> <p>-Read and prepare p. 3-11, 14 (excluding activity 2) -19, 23 (mini-test)</p> <p>-Read for Reading journal entry 1</p>
Day 2	<p>-Questions or concerns about the syllabus</p> <p>Reading: Language and culture in business</p>	<p>-Read and prepare p. 24-31</p> <p>-Prepare 2.2 Activities and 2.5 Vocab Exercises</p> <p>-Read for Reading journal entry 1</p>
Day 3	<p>Chapter 2: The Business</p> <p>-2.2 Activities</p> <p>-2.5 Vocabulary Exercises</p>	<p>-Read and prepare pages 48-50</p> <p>-Prepare 2.7 Activities (except activity 2)</p> <p>-Prepare 2.8 Communicative Activities (except activity 2)</p> <p>-Prepare 59-60 (mini-test)</p> <p>-Read for Reading journal entry 1</p>
Day 4	<p>Reading: Personalism, individualism, and family</p> <p>-2.7 Activities</p> <p>-2.8 Activities (practice mini-case)</p>	<p>-Read and prepare pages 61-70 (except 3.3)</p> <p>-Prepare 3.2 Activities</p> <p>-Prepare 3.5 Vocabulary Exercises</p> <p>-Read for Reading journal entry 1</p> <p>Reading journal entry 1 due next class</p>

Day 5	<p>TURN IN READING JOURNAL ENTRY 1</p> <p>Chapter 3: Management</p> <p>-3.2 Activities</p> <p>-3.5 Vocabulary Exercises</p>	<p>-Read and prepare pages 83-84</p> <p>-Prepare 3.7 Activities (except activity 2)</p> <p>-Prepare 3.8 Activities (except activity 2)</p> <p>-Prepare page 94 (mini-test)</p> <p>-Read for Reading journal entry 2</p>
Day 6	<p>Reading: Managerial styles - Hispanic and American</p> <p>-3.7 Activities (except activity 2)</p> <p>-3.8 Activities (practice mini-case)</p>	<p>-Read and prepare pages 95, 96 (1-9=mini-test)</p> <p>-Read and prepare pages 97-99</p> <p>-Prepare 4.5 Vocabulary Exercises</p> <p>-Read for Reading journal entry 2</p>
Day 7	<p>Chapter 4: The Bank</p> <p>-4.5 Vocabulary Exercises</p>	<p>-Read and prepare 136-138 (only vocab related to BANKING, mini-test)</p> <p>-Read and prepare pages 139-145</p> <p>-Prepare 5.5 Vocabulary Exercises</p> <p>-Read for Reading journal entry 2</p>
Day 8	<p>Chapter 5: Real Estate</p> <p>-5.2 Activities</p> <p>-5.5 Vocabulary Exercises</p>	<p>-Read and prepare pages 160-163, 5.7</p> <p>-Read and prepare 170-171 (mini-test)</p> <p>-Read for Reading journal entry 2</p> <p>Reading journal entry 2 due next class</p>
Day 9	<p>TURN IN READING JOURNAL ENTRY 2</p> <p>Reading: The Country and the City</p> <p>-5.7 Activities (not activity 2)</p>	<p>-Read for Reading journal entry 3</p> <p>-Prepare PRESENTATIONS about a Hispanic country and its culture, print rubric</p>

	-Practice mini-case	
Day 10	PRESENTATIONS (Hispanic Country and its Culture) -Review for Midterm 1	-Read for Reading journal entry 3 Study for Midterm 1
Day 11	MIDTERM 1	-Read for Reading journal entry 3 -Prepare for PRESENTATIONS about readings (1-2), print rubric
Day 12	PRESENTATIONS (Readings 1-2)	-Read for Reading journal entry 3 -Prepare for PRESENTATIONS (Hispanic country and its culture), print rubric Reading journal entry 3 due next class
Day 13	TURN IN READING JOURNAL ENTRY 3 PRESENTATIONS (Hispanic country and its culture)	-Read and prepare pages 172-182 -Prepare 6.5 Vocabulary Exercises -Prepare 209-211 (mini-test) -Read for Reading journal entry 4
Day 14	Chapter 6: The Office -6.2 Activities -6.5 Vocabulary Exercises	-Read and prepare 212-221 -Prepare 7.2 and 7.5 Vocabulary Exercises (mini-test) -Read for Reading journal entry 4
Day 15	Chapter 7: Human Resources -To think about (page 217) -7.2 Activities -7.5 Vocabulary Exercises	-Read for Reading journal entry 4 -Visit to a business next class
Day 16	Visit to a Business	-Read and prepare pages 230-233 -Prepare mini-case

		<ul style="list-style-type: none"> -Prepare pages 244-245 (mini-test) -Read for Reading journal entry 4 <p>Reading journal entry 4 due next class</p>
Day 17	<p>TURN IN READING JOURNAL ENTRY 4</p> <p>Reading: Attitudes and parameters towards work</p> <ul style="list-style-type: none"> -7.7 What do you know about the culture? -Mini case 	<ul style="list-style-type: none"> -Read for Reading journal entry 5 -Prepare PRESENTATIONS (Readings 3-4), print rubric
Day 18	<p>PRESENTATIONS (READINGS 3-4)</p>	<ul style="list-style-type: none"> -Read and prepare pages 246-257 -Prepare page 259 (mini-test) -Read for Reading journal entry 5
Day 19	<p>Chapter 8: Goods and services</p> <ul style="list-style-type: none"> -8.2 Activities -8.5 Vocabulary Exercises 	<ul style="list-style-type: none"> -Read for Reading journal entry 5 -Visit to a business next class
Day 20	<p>Visit to a Business</p>	<ul style="list-style-type: none"> -Read and prepare pages 274-279 -Prepare mini-case -Prepare pages 289-290 (mini-test) -Read for Reading journal entry 5 <p>Reading journal entry 5 due next class</p>
Day 21	<p>TURN IN READING JOURNAL ENTRY 5</p> <p>Reading: Perspectives of the new generations about time and technology</p> <ul style="list-style-type: none"> -8.7 What do you know about the culture? -Mini-case 	<ul style="list-style-type: none"> -Read and prepare pages 291-300 -Prepare 9.2 and 9.5 (mini-test) -Read for Reading journal entry 6
Day 22	<p>Chapter 9: Marketing I</p>	<ul style="list-style-type: none"> -Read and prepare pages 315-318,

	-9.2 Activities -9.5 Vocabulary exercises	9.7, minicase -Prepare pages 325-6 (mini-test) -Read for Reading journal entry 6
Day 23	Reading: Language and Advertising -9.7 What do you know about the culture? -Practice mini-case	-Read and prepare pages 402-415, 12.2 -Prepare 417 (12.5), 447 Vocab (mini-test) -Read for Reading journal entry 6
Day 24	Chapter 12: Entry into the international market -12.2 Activities -12.5 Vocabulary Exercises	-Read for Reading journal entry 6 -Prepare PRESENTATIONS (Readings 5-6), print rubric Reading journal entry 6 due next class
Day 25	TURN IN READING JOURNAL ENTRY 6 PRESENTATIONS (Readings 5-6)	-No homework, except preparing PRESENTATION (Hispanic country and its culture), print rubric
Day 26	PRESENTATIONS (Hispanic country and its culture)	-Prepare for PRESENTATION (Hispanic country and its culture), print rubric Study for Midterm 2 Review, bring questions to class
Day 27	PRESENTATIONS (Hispanic country and its culture) -Review for Midterm 2	STUDY FOR MIDTERM 2
Day 28	MIDTERM 2	