

**The University of North Texas**  
**Department of World Languages, Literatures and Cultures**  
**SPAN 4080 – FALL 2014**  
**Business Spanish**

**Instructor: Concepción C. Martinez**  
**Office Lang. 401-G**  
**Tel: 940-369-7645**  
**Email: [connie.martinez@unt.edu](mailto:connie.martinez@unt.edu)**

**Meets: MWF 1:00 – 1:50 p.m.-LANG 209**  
**Office hours: MWF 10 am-10:50 a.m. &**  
**by appointment.**  
**Tutorials- TBA**

*The University of North Texas is on record as being committed to both the spirit and letter of federal equal opportunity legislation; reference Public Law 92-112 – The Rehabilitation Act of 1973 as amended. With the passage of new federal legislation entitled Americans with Disabilities Act (ADA) pursuant to section 504 of the Rehabilitation Act, there is renewed focus on providing this population with the same opportunities enjoyed by all citizens.*

*Students must follow the Procedure for Requesting Special Accommodations as indicated in the guidelines. According to these guidelines, “within the first week of class, qualified students must notify the instructor or academic unit liaison for disability accommodation that options to standard methods of educational access will be needed” (part II, section B). The ODA (University Union, suite 324; 565-4323) will issue a Special Accommodation Request Form that the student must present to the instructor within the first week of class. Thank you*

**•Course Description and objectives:**

Business Spanish is designed to provide intermediate students of Spanish with a solid foundation in business vocabulary, basic business and cultural concepts, and situational practice necessary to be successful in today’s Spanish-speaking business world. It is assumed that students have mastered basic Spanish grammar structures and they know general vocabulary needed for basic communication. Readings and discussions will deal with fundamental functional aspects of business in domestic and global context and topics will reflect typical curriculums in Business Schools.

**\*Course Objectives:**

At the end of the course student should be able to:

- 1) Understand terminology and concepts related to business in Spanish
- 2) Accurately communicate when doing business with Spanish speaking countries, writing letters, use of gestures, translation.
- 3) Include critical thinking in all situations related to business.
- 4) Understand cultural issues related to business, become aware of similarities and differences between doing business in the U.S. and other countries and apply knowledge to problem solving.
- 5) Use of Internet technology to obtain resources.

- 6) Have creative planning experiences through business modules, preparing Advertisements, preparing for interviews in Spanish.

**\*Course Requirements:**

Students need to have 6 hrs.of Advanced Spanish courses in order to take this course or approval from the Instructor.

**▪Required Text:**

Doyle, Michael Scott, T. Bruce Fryer and Ronald Cere. Exito Comercial, 5<sup>th</sup> Ed. New York: Heinle/Cengage, 2011.

**▪Grading Distribution:**

- Exams (2)	40%	-Group Project-Bus. Module	25%
- Homework	10%	-Oral Participation	5%
- Reports / Letters	10%	-Final- Cultural Problems	10%

**▪Grading Scale:**

100 -90 = A    89 – 80 = B    79 – 70 = C    69 – 60 = D    59 & below = F

**▪Attendance:** Students are expected to be punctual and come to class prepared. More than 3 unexcused absences will result in your final grade being lowered automatically **three points for each unexcused absence**. Please, **be on time**. We only have 50 minutes of class and a lot of material to cover every day. **Tardiness** of more than 10 minutes will count as an unexcused absence. According to University policy, an excused absence is an absence that is an illness with a doctor's legal documentation, a death in the immediate family with an obituary notice or a school sponsored event with proper documentation.

**▪Exams:** There will be two exams. **NO MAKE-UPS WITHOUT PROOF OF A SERIOUS EMERGENCY**. An instructor is not under obligation to give a student a make-up examination unless the absence was caused by illness, religious observance or participation in University activities at the request of University authorities. The Department of WLLC requires proof of any of the above in order to provide a student with a make-up quiz or exam.

**▪Homework, Reports and Letters.** Students must read assignments before coming to class and answer exercise questions to the best of their ability and in Spanish. Corrections will be made during class and homework completion checks will be made at random approximately every two weeks. Reports and Letters of correspondence will be due on assigned days. Pay attention to announcements made in class. **Sometimes a short vocabulary or translation quiz will be taken in lieu of homework** in order to make sure that students are keeping up with the material.

**▪Group Project:** During the semester the class will become familiar with the Hispanic world. You and your group will work together in order to prepare a realistic business module to be used in your assigned Hispanic country. The project has two parts, a convincing oral presentation to be given to the group and the written report to be turned

in on the day of your presentation. The entire activity will be a kind of “country summary” and will emphasize a variety of information. To facilitate the project each group will prepare the presentation from a specific real world perspective (e.g., a realistic enterprise, the start of a branch or a company, a new factory or processing plant, the international groups in a large multinational company, a trade delegation from the country; a group seeking a grant from an international organization, etc.). We will simulate a professional environment, so dress accordingly, and use whatever tools you think appropriate (Power point, overheads, flip charts, etc.) Part of your grade will be based on how you create a professional environment.

**A) Group oral presentation:** In the oral presentation your group will focus on two areas: 1) economic information about the country and 2) problematic or important areas for doing business in the country (e.g. human rights, indigenous issues, women in the work force, the process of democratization, etc.). Your group needs to be well prepared and informed about the country you have chosen and be ready for questions from students and a general discussion on the viability of your proposal.

1. The economic information will not be a list of facts and figures about the country, but instead it will be a short summary of the country’s economic position in the world, including advantages and disadvantages of doing business with /in it. Additional guidelines and information about what to include in this section will be explored in class.
2. The problematic aspect(s) you select can be a theme of your choice, but the teacher must approve it. This section will be the main focus of your presentation and will be explored in detail in your oral presentation.
3. The oral presentation should last 30-40 minutes. If you exceed 40 minutes, the presentation will be stopped, and your group will be graded accordingly. As part of the oral presentation you will develop discussion and focus questions for the class. After your formal presentation, your group will use these questions to lead a short discussion. Failure to lead the discussion will result in a lowering of your grade.

**B) Group written presentation**

1. The group will create a document that will serve as an executive summary of the information. This will take the form of a short paper, maximum 3 to 4 pages, which will be handed in to the professor the day of the oral presentation. In addition, you must provide an outline of your most important information for each student in the class. Should a student be absent the day of the presentation, it is his/her responsibility to get a copy of the outline since knowledge of this information will be evaluated in the Final Exam.

2. The executive summary should include the information you present orally as well as an update of the information in the text (e.g., currency, exchange rate, industries, demographics, transportation, communications, etc.) A bibliography must also be included in the executive summary. Please remember that this is the written proof of the research done by your group. Also remember that this is one document. Make sure it flows together and is produced in the same type font. Do not hand in sections prepared by different people without organizing it into a coherent document.

#### ▪Recommendations:

There is a lot of information to be learned in this course and we will try to cover as much as possible. In order to achieve this goal, students need to come to class prepared in advance and be ready to participate actively. Please visit with me if you encounter problems. I am always available to my students during office hours or other hours agreed in advance and I will be using blackboard to send updates and instructions. Since I spend long hours working in my office, give me a call or send me an email if you need to meet with me. You can also seek my help during Tutorials. I encourage all of you to bring news from the business perspective and from countries that speak Spanish in particular and ask questions or share the new information you find with the class. You will always find a business section on the newspapers of different countries and I recommend you adopt one and keep the class informed through it. I also encourage you to take the online quizzes for each chapter and access online resources that *Exito Comercial* provides for the student. This course is a practical one, and it should prepare you to keep up with International Business developments around the world. Thank you.

#### Student Behavior in the Classroom:

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Center for Student Rights and Responsibilities to consider whether the student's conduct violated the Code of Student Conduct. The university's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at [www.unt.edu/csrr](http://www.unt.edu/csrr)

#### Student Evaluation of Teaching Effectiveness (SETE):

The Student Evaluation of Teaching Effectiveness (SETE) is a requirement for all organized classes at UNT. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. I am very interested in the feedback I get from students, as I work to continually improve my teaching. I consider the SETE to be an important part of your participation in this class.

#### Keeping Records:

Students must keep all returned graded materials until the end of the semester. In case of grade disagreement, it will be the student's responsibility to show the graded materials.

**Welcome to SPANISH 4080. My goal is to help you succeed in this class. If you have any questions or concerns, please come to see me a.s.a.p. Thank you.**

**\*\*\*The following is a tentative class guideline. This guideline is not a binding contract and may be modified by the instructor if it is considered strictly necessary. Thank you and let's have a great semester.**

**Week 1: Introductions & the importance of communication in business.**

**8/25 – 8/29 Importancia de la comunicación en los negocios. El Comercio y el Contexto Hispano. Pp. 2-32**

**9/1 “Labor Day” – No hay clases.**

**Week 2: Chapter 2**

**9/3 – 9/5 La Empresa Comercial. Pp. 25-36.**

**Week 3: Chapter 2. Introduction to business correspondence.**

**\*\*\*9/10 – LAST DAY TO DROP A COURSE AND OBTAIN A REFUND.**

**9/8-9/12 La correspondencia. Carta Circular. Análisis y comparación. Pp. 47-66**

**Week 4: Chapter 3 & 4**

**9/15 – 9/19 La Gerencia: El estilo directivo hispano. Carta de Solicitud de Crédito. La Banca. Pp. 67-116 – Reporte de Bancos**

**Week 5: Chapter 5**

**9/22 – 9/24 Los bienes raíces y el equipo. El campo y la ciudad: pp. 126-157**

**9/26 EXAMEN #1 (Cap. 1-5)**

**Week 6: Chapter 6**

**9/29 – 10/3 La oficina. El hombre, la mujer y el empleo: pp. 154-181  
Carta de Solicitud de Empleo. Preparar entrevista de empleo.**

**\*\*\*10/3 – LAST DAY TO DROP WITH A “W” (Instructor’s signature required)**

**Week 7: Chapter 7**

**10/6-10/10 Los Recursos Humanos. Actitudes ante el trabajo. Gestos y discusión:  
pp. 188-212**

**Week 8: Chapter 8 & 9**

**10/13–10/17 Bienes y Servicios. El tiempo y la tecnología. Carta de Pedido. Introducción al marketing (mercados y publicidad): pp. 214-249**

**Week 9: Chapter 9 & 11**

**10/20-10/24 El lenguaje y la publicidad. Crear un anuncio para discusión. Actividades comunicativas: pp.271-276. Carta de Cancelación. Las finanzas: pp.312-320**

**Week 10: Chapter 12**

**10/27-10/31 La entrada al mercado internacional. Países hispanohablantes: pp.342-355**

**Week 11: Chapter 12 & 13**

**11/3-11/7 Viaje de negocios: pp. 368-372. La Importación y Exportación. El ambiente legal en los negocios: pp. 382-410**

**11/3 LAST DAY TO DROP A COURSE**

**Week 12: EXAMEN #2 (Cap. 6-13) on Nov. 10, 2014**

**11/10-11/14 Entrevistas de trabajo. Finalizar las presentaciones.**

**Week 13: Presentations and Research Paper**

**11/17-11/21 Presentaciones de proyectos de equipo**

**Week 14: Presentations and Research Paper**

**11/24-11/26 Presentaciones de los proyectos de equipo**

**11/28 "Thanksgiving" - No hay clases**

**Week 15: Presentations and Research Paper. Review/Business Culture**

**12/1-12/3 Presentaciones de los proyectos de equipo. Repaso para el final.**

**12/5 Reading Day: No hay clases.**

**12/12 FINAL EXAM: Cultural Cases: Problems (comprehensive)  
Examen Final: Casos de negocios: Problemas culturales**

**\*\*Final exam: 10:30 – 12:30 in Lang. 209**

**Thank you.**