

**The University of North Texas
Department of Spanish
SPAN 4080 – FALL 2019
Business Spanish**

Instructor: Concepción C. Martinez
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Meets: MWF 1:00 – 1:50 p.m.-LANG 113
Office hours: MWF 11 am-11:50 a.m. &
by appointment.
Tertulia: Mondays - 2:00-3:00 LANG 410

▪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 3-6 hrs.of Advanced Spanish courses in order to take this course or approval from the Instructor.

▪Required Text:

Doyle & Fryer. *Éxito comercial: Prácticas administrativas y contextos culturales*.6th ed. Boston: Cengage Learning, 2015. (EC)

Premium Website for *Éxito comercial: Prácticas administrativas y contextos culturales*.6th ed. Boston: Cengage Learning, 2015. (PWS)

Resource and supplement access for:



Éxito comercial (with Premium Web Site Printed Access Card) , 6th Edition

Michael Scott Doyle; T. Bruce Fryer
ISBN-10: 1-285-46279-3
ISBN-13: 978-1-285-46279-0

FOR REFERENCE:

Almanaque mundial, 2014.

Fryer, T. Bruce & Faría, Hugo. *Spanish for the Business Traveler*. Hauppauge, NY: Barron's Educational Series, 1994.

■Grading Distribution:

- Exams (2)	30%	-Discussion/oral participation	10%
- Homework/quizzes	10%	-Final paper/presentation	25%
- Reports / Letters	15%	-Final OPI -Job Interview	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 on assigned days. **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 Spanish 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. It is very important that you access the lesson plan every week in order to prepare for your lessons. 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.

▪**Oral participation:** Students must read and prepare assignments before coming to class and be ready to participate actively during class discussions. Oral participation grades will be given every five weeks according to the following rubric.

Level of participation and preparation	Points
Arrives on time, stays the full length of class, and meets the following: comes prepared stays on task and is cooperatively and actively involved in all activities uses Spanish to communicate and willingly volunteers	9-10 (A)
Arrives on time, stays the full length of class, and meets the following: generally comes prepared generally stays on task and cooperatively participates in activities generally attempts to use Spanish and volunteers	8 (B)
Arrives late or leaves early and/or: is not fully prepared is not always on task or participating in activities infrequently attempts to use Spanish	7 (C)
Arrives late or leaves early and/or: comes unprepared is frequently off task or not participating in activities makes little effort to use Spanish	6 (D)
Arrives late or leaves early and/or: comes unprepared participates little to none in activities makes little to no effort to use Spanish	1-5 (F)
Is not present	0

▪**Final Paper/Presentation of 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, or research a business case. The project has two parts, a convincing oral presentation to be given to the class on your assigned date 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. Detailed information and deadlines for each part of the project will be posted on Bb "course content".

▪NOTE: Cheating, plagiarism, fabrication and falsification are expressly forbidden, i.e., one may not intentionally or knowingly present the work of another as his or her own, and one may not invent or alter information for use in any academic exercise. If you are using the ideas and words of another person, you *must* cite the source. Be especially careful when using Internet sources—they will be checked. ***This is serious business with very serious consequences!***

▪ Final OPI - Job Interview: Students will prepare for a formal job interview and demonstrate oral proficiency and professional preparation. Practice opportunities will be given in class by preparing for questions, watching videos, etc.

▪Recommendations:

There is a lot of information to be learned in this course. 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 CANVAS 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 current 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 or online of different countries. 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 on its ***Premium Website***. I recommend that you view Chapter videos and listen to the audio several times before coming to class. 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

▪Student Perception of Teaching Effectiveness (SPOT):

The Student Perception of Teaching Effectiveness (SPOT) 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 receive from students, as I work to continually improve my teaching. I consider the SPOT 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.

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

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. You will find a detailed daily plan with assignments in the class Blackboard - Thank you and let's have a great semester.**

Week 1: Chapter 1 - Introducción: Communication, ethics and leadership.

8/26 – 8/30 Capítulo 1: Importancia de la comunicación en los negocios. El Comercio y el Contexto Hispano. La geografía del mundo y de los países hispanos, pp. 2-23

9/2 “Labor Day” – No hay clases.

Week 2: Chapter 2

9/4 – 9/6 Capítulo 2: La Empresa Comercial, pp. 24-36.

Week 3: Chapter 2 & 3 - Introduction to business correspondence.
*****9/9 – LAST DAY TO DROP A COURSE AND OBTAIN A REFUND.**

9/9-9/13 La correspondencia. CC1: Carta Circular. Síntesis cultural:
"Personalismo, individualismo y familia". Análisis y comparación, pp.
48-58

Capítulo 3: La gerencia, pp. 63-72

Week 4: Chapter 3 & 4

9/16 – 9/20 La Gerencia: El estilo directivo hispano, pp. 83-93.

Capítulo 4: La banca y la contabilidad, pp. 96-108. CC2: Carta de
Solicitud de Crédito.

Week 5: Chapter 4 & 5

9/23 – 9/27 La banca, actividades comunicativas, pp. 122-128. Reporte de bancos.

Capítulo 5: Los bienes raíces y el equipo, pp. 129-148. Síntesis cultural
y actividades comunicativas, pp. 160-167.

Week 6: Exam #1 and Chapter 6

10/2 EXAMEN #1 - Capítulos 1-5.

9/30 - 10/4 Capítulo 5: El hombre, la mujer y el empleo, CC3: Modelo de correo
electrónico. Proyectos.

Week 7: Chapter 7

10/7-10/11 Capítulo 7: Los Recursos Humanos, 212-223. Actitudes ante el
trabajo, pp. 230 - 244. Gestos y discusión. CC4: Carta de solicitud de
empleo.

Week 8: Chapter 8

10/14–10/18 Capítulo 8: Bienes y Servicios, pp. 247-260. El tiempo y la tecnología.
CC5: Carta de Pedido. Introducción al marketing (mercados y
publicidad): pp. 282-290.

Week 9: Chapter 9

- 10/21-10/25** **Capítulo 9: El marketing y la publicidad: pp.291-302. El lenguaje y la publicidad. Crear un anuncio para discusión. Actividades comunicativas: pp.319-326.**
- Week 10:** **Chapter 11**
- 10/28-11-1** **Capítulo 11: Las finanzas, 363-376. Síntesis comercial y cultural, pp394-401. Hacer un currículum o CV para la entrevista final.**
- Week 11:** **Chapter 13**
- 11/4-11/8** **Capítulo 13: La importación y la exportación, pp. 448-466. Síntesis comercial y cultural: el ambiente legal en los negocios y actividades comunicativas, pp.477-484.**
- Week 12:** **Exam #2 - Practice for Job Interviews**
- 11/11** **EXAMEN #2: Capítulos 7,8,9,11,13**
- 11/13-11-15** **Practicar y preparar las entrevistas de trabajo, pp.557-562 y videos. Finalizar las presentaciones, practicar. Revisión del trabajo escrito.**
- Week 13:** **Presentations and Research Paper**
- 11/18-11/22** **Presentaciones de proyectos de equipo**
- Week 14:** **Presentations and Research Paper**
- 11/25-11/27** **Presentaciones de los proyectos de equipo**
- 11/29** **“Thanksgiving Day” – No hay clases.**
- Week 15:** **Presentations and Research Paper. Final practice for OPI.**
- 12/2- 12/4** **Presentaciones de los proyectos de equipo. Repaso para el final.**
- 12/6** **“Reading Day” - No hay clases.**
- 12/7** **FINAL OPI - Professional Job Interview. Schedule meeting with instructor.**
- **Final exam: 10:30 – 12:30 in Lang. 113 - Check assigned times. Thank you.**