

The University of North Texas
College of Liberal Arts and Social Sciences
Department of Spanish
SPAN 4080 – FALL 2020
Business Spanish – Remote delivery

Instructor: Concepción C. Martinez

Meets on MW from 2 – 3:30 p.m. via Zoom (look at the Calendar for specific dates)

Office Lang. 401-G

Office hours: Thursdays 11 am-12 p.m. via conference or zoom or by appointment

Tel: 972-596-0708.

Email: connie.martinez@unt.edu

VIRTUAL OFFICE HOURS:

Your professor will be available one day of the week (Thursdays from 11 a.m. to 12 noon) by zoom except on Thanksgiving Day. You will receive the link to join the room. Please be mindful of time since there may be several students that need to meet. If this day conflicts with your schedule, please email me and make an appointment.

COURSE DESCRIPTION

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:

- Understand terminology and concepts related to business in Spanish
- Accurately communicate when doing business with Spanish speaking countries, writing letters, use of gestures, translation.
- Include critical thinking in all situations related to business.
- 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.
- Use of Internet technology to obtain resources.
- 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 MATERIALS:

Textbook required digital or paper:

Éxito comercial , 7th Edition

Michael Scott Doyle; T. Bruce Fryer

ISBN-10: 1-337-55497-9

ISBN-13: 978-1-337-55497-8

You can buy the textbook with access code for Mindtap from UNT bookstore or

You can buy the textbook and access code online from the Cengage website:

<https://www.cengage.com>

If you need to buy textbooks from Cengage for other class or classes, you can sign up a semester or year contract with Cengage and obtain all your textbook materials online for a set up price. You also have access to paper copies of what you need for a few dollars. Since this book is expensive and you need access to the Mindtap practice materials you may benefit from signing up with them.

After buying your book and access code, you will need to register in MindTap for your course. For instructions on how to register, go to Canvas Module “MindTap information and Links”. You will be registering through Canvas. If you experience problems registering, please contact Cengage.

Other materials required:

- A Spanish / English dictionary or access to the RAE dictionary online.
- A computer webcam, microphone and speakers or a headset with microphone are required to complete your presentations and oral exercises. You may also need access to Power Point with sound for your presentations.
- Systems: UNT Canvas, Mindtap (the website where you will have access to interactive eBook, practice exercises, flashcards, etc.)

FOR REFERENCE:

Almanaque mundial, 2014.

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

▪**Grading Distribution:**

- Exams (2)	30%	-Quizzes/discussions	8%
- Homework/Mindtap	15%	-Final paper/presentation	25%
- Reports / Letters	12%	-Final OPI -Job Interview	10%

▪**Grading Scale:**

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

Student responsibilities:

To be successful in this course, it is imperative that you check in CANVAS all the activities planned for each week, organize your work and make sure that you have completed the assignments due at the end of the week. Attend weekly Zoom or conference meetings in order to be informed, and to ask questions. All readings and related homework assignments must be completed in order to be able to participate in class discussions. Since this course requires you to research, create a business module and also presented to the class, make sure that you organize and complete the work prior to the final presentation of your project. More information below.

EXAMS:

There will be two exams. Exams will be taken on Canvas during weeks 6 and 11. **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:**

Most of the homework will be done with the help of Mindtap, other homework will be set up as “assignments” and sent through Canvas. Students must read assignments 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 and comments will be made if applicable and homework completion checks will be made every two weeks. Reports and letters of correspondence will be due on assigned days. Pay attention to the calendar and to announcements made in class.

▪**Oral participation:** Students will have several opportunities to participate orally in this class by videotaping their reports and presentations, downloading them to Canvas, and listening to the reports and presentations of other students. There will be an oral job interview at the end of the semester.

▪**Final Paper/Presentation of Group Project:** During the semester the class will become familiar with the Hispanic world. At the end of the third week, students will form divide in 9 groups with 3 students for each group. Each group will write a contract and divide the research work in three parts following a time line. Each group will work together in order to prepare a realistic business module to be used in your assigned

Hispanic country, or to research a business case. The project will have two parts, (1) a convincing oral presentation to be given to the class on your assigned date via Canvas, with each student in the group submitting their oral presentation, and (2) the written report to be submitted on the day of your presentation.

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, (Power point, overheads, flip charts, etc.) but instead of presenting our research in front of a live audience, we will listen to you virtually. Detailed information and deadlines for each part of the project will be posted on Canvas.

■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 the course by preparing for questions, watching videos on Mindtap, 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 the objectives of the course, students need to read, prepare in advance and be ready to participate during Zoom meetings as much as possible. 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 we are not meeting in person this semester, do not hesitate to give me a call at 972-596-0708 M-F 8 a.m. – 7 p.m. or send me an email and let me know how to contact you if you need to meet with me. 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 online newspapers of different countries. I recommend you adopt one and keep the class informed through our discussion forum. 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 *MindTap*. 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.

COURSE POLICIES:

On 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 Dean of Students 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 classrooms, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at www.unt.edu/csrr.

Outside help/academic integrity:

The UNT Department of Spanish adheres to the University's policy on Student Academic Integrity. For all pertinent assignments and assessments, the work must be the student's work only (unless otherwise indicated by the course instructor) and should reflect the student's level of proficiency. Students are prohibited from asking another person (i.e. a friend, tutor, or relative) to help them develop or compose a response (oral or written) in preparation for, or while completing, an assignment or assessment that will be graded and applied to the student's final grade in the course. This includes, but is not limited to, receiving outside assistance with drafting, revising, editing, or developing the content and structure of a response to an assignment or assessment question without consent from the course instructor. Also, the use of translation technology (any digital translation tool or app) is prohibited for all assignments and assessments and will be considered academic misconduct. Information "cut and pasted" or otherwise copied from other sources and used as answers in assignments and assessments will be considered plagiarism. If a student has any doubts whatsoever as to what constitutes any form of scholastic dishonesty, they should consult with the course instructor before submitting their work. Cheating, plagiarism, and other examples of academic misconduct defined by University Policy will result in a zero on the assignment or assessment in question, and may be reported to the Dean of Students.

Faculty Expectations:

- I expect you to respect due dates. This is a remote online course; consequently, you will be working at your own pace but guided by your instructor.
- I expect you to read assigned pages early in the week and contact me if you have questions. Resend the message if I have not answered within 6 hours (except on weekends).
- I expect you to reply to my messages within 6 hours.
- I expect you to have a "Plan B" for emergencies. Technology will always fail when you need it the most. Plan for life's emergencies and do not wait until the very last day/hour to start working on the assignments. Friday is the very last day to turn in activities. It means you can submit them earlier than Friday.

- I expect you to access the course on a daily basis and work on the assigned activities every day: work a little every day.
- I expect you to have a reliable and working computer and internet provider. The Languages Building lab is a good place to work on your assignments.
- I expect you to contact me if you are having issues with the class (read posted documents first) connie.martinez@unt.edu
- I expect you to contact the Student HelpDesk if you have technology issues

HelpDesk Information:

Telephone Availability: 940-565-2324

Sunday: noon–midnight

Monday-Thursday: 8 a.m.–midnight

Friday: 8 a.m.–8 p.m.

Saturday: 9 a.m.–5 p.m.

Email: helpdesk@unt.edu

Website: <http://it.unt.edu/helpdesk> Bookmark this homepage today!

Create a Service Ticket: [report a problem or request a service](#)

Office Hours and Walk-in Support: [Sage Hall](#), Room 330D | Mon-Fri: 8 a.m.–8 p.m.

Location: [Sage Hall](#), Room 330D.

Course Policies:

Submission of coursework: Follow the dates outlined in the weekly schedule of activities. **NO late work will be accepted.**

Academic Honesty and Plagiarism:

“The UNT Department of Spanish adheres to the University’s policy on Student Academic Integrity. For all pertinent assignments and assessments, the work must be the student’s work only (unless otherwise indicated by the course instructor) and should reflect the student’s level of proficiency. Students are prohibited from asking another person (i.e. a friend, tutor, or relative) to help them develop or compose a response (oral or written) in preparation for, or while completing, an assignment or assessment that will be graded and applied to the student’s final grade in the course. This includes, but is not limited to, receiving outside assistance with drafting, revising, editing, or developing the content and structure of a response to an assignment or assessment question without consent from the course instructor. Also, the use of translation technology (any digital translation tool or app) is prohibited for all assignments and assessments and will be considered academic misconduct. Information “cut and pasted” or otherwise copied

from other sources and used as answers in assignments and assessments will be considered plagiarism. If a student has any doubts whatsoever as to what constitutes any form of scholastic dishonesty, they should consult with the course instructor before submitting their work. Cheating, plagiarism, and other examples of academic misconduct defined by University Policy will result in a zero on the assignment or assessment in question, and may be reported to the Dean of Students.”

<https://policy.unt.edu/sites/default/files/06.003.pdf>

SPOT (Student Perceptions of Teaching)

Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. The short SPOT survey will be made available in November to provide you with an opportunity to evaluate how this course is taught. You will receive an email from "UNT SPOT Course Evaluations" via IA System Notification (no-reply@iasystem.org) with the survey link. Please look for the email in your UNT email inbox. Simply click on the link and complete it. Once you complete and submit the survey, you will receive a confirmation email. Save the confirmation you receive, as your instructor will ask for it. For additional information, please visit the spot website at www.spot.unt.edu or email spot@unt.edu.

Disability Accommodation Statement:

“The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking reasonable accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with a reasonable accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request reasonable accommodations at any time, however, ODA notices of reasonable accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of reasonable accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of reasonable accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student.” For additional information see the Office of Disability Accommodation website at <http://www.unt.edu/oda>. You may also contact them by phone at 940.565.4323 or in person at SAGE Hall 167

STUDENT ISSUES WITH AN INSTRUCTOR OF SPANISH

If a student in an advanced level Spanish class has an issue with her/his instructor, she/he should follow these procedures:

1. Make an appointment to talk with the instructor in person to try and resolve the issue to the satisfaction of both parties.
2. If the issue is not resolved to the student's satisfaction, then she/he should make an appointment to talk to Dr. Pierina Beckman about the issue.
Pierina.Beckman@unt.edu
3. If the issue is still not resolved to the student's satisfaction, then she/he should make an appointment to talk to the chair of the department, Dr. Samuel Manickam. Samuel.Manickam@unt.edu
4. If the student is still not satisfied with the resolution of the issue, then she/he has the option of talking to the UNT Dean of Students in your discipline.

It is the responsibility of students to follow all rules, guidelines and instructions clearly outlined in class syllabi as well as follow all directives given by instructors of Spanish classes on Canvas/Blackboard and in class. The student should maintain clear lines of communication with the instructor in person and email regarding any issues or queries related to the class.

The Department of Spanish strictly adheres to UNT standards for diversity and inclusion in all interactions with students, faculty and staff as stated in **UNT Policy 04.018 University Policy Statement on Diversity:**

“The University of North Texas values diversity and individuality as part of advancing ideals of human worth, dignity and academic excellence. Diverse viewpoints enrich open discussion, foster the examination of values and exposure of biases, help educate people in rational conflict resolution and responsive leadership, and prepare us for the complexities of a pluralistic society. As such, the University of North Texas is committed to maintaining an open, welcoming atmosphere that attracts qualified students, staff, and faculty from all groups to support their success.

▪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.**

You will find a detailed daily plan with assignments in the “Calendar of Activities” in Canvas - Thank you and let’s have a great semester.

Tentative Course calendar:

Wk 1	Introduction to the course Capítulo 1 – El comercio y el contexto hispano – pp. 2-12
Wk. 2	Capítulo 1- Liderazgo y ética empresariales – pp.13-18 Labor Day – “No hay clases”
Wk. 3	Capítulo 2 - La empresa, pp. 19-55 La correspondencia comercial
Wk. 4	Capítulo 3 – La gerencia, pp. 58-89 Escoger grupos y proyectos de investigación La carta de circulación
Wk. 5	Capítulo 4 – La banca, pp. 91-96 y 117-133 Reporte sobre los bancos
Wk. 6	Examen #1 – Capítulos 1,2,3,4 Entregar contratos de trabajo para el proyecto La carta de solicitud de crédito
Wk. 7	Capítulo 7 – Los recursos humanos, pp. 207-240 La carta de solicitud de empleo
Wk. 8	Capítulo 8 – Bienes y servicios, pp. 242-255 y 268 – 285 Importancia de los gastos
Wk. 9	Capítulo 9 – Marketing I – Mercados y publicidad, pp.286-289 y 310-321 El anuncio comercial
Wk. 10	Capítulo 11 – Las finanzas – 358-371 y 385-395 El correo electrónico
Wk. 11	Examen #2 – Capítulos 7, 8, 9, 11 Capítulo 12 – La entrada al mercado internacional, pp.398-413 Trabajar en sus proyectos de investigación
Wk. 12	“La entrevista de empleo”, pp. 553-558 Presentación de proyectos – Grupos 1, 2 y 3 Trabajar en sus proyectos de investigación
Wk. 13	Presentación de proyectos – Grupos 4, 5 y 6 Firmar el “horario para su entrevista final”
Wk. 14	Presentación de proyectos – Grupos 7 y 8 Asegurarse que tiene una hora para la entrevista final
Wk. 15	Presentación del Proyecto del grupo 9 Reading Day – Friday, December 4 – “No hay clases”
Wk. 16	Final Exam – Entrevista de trabajo (oral)

