

Fall, 2009

SPAN 3030

Professional Spanish for Business 1

Section 800 T/Th 3:30-4:45 p.m.

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Section 801 MWF 11-11:50

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Course Description:

This course is a major requirement for International Spanish for the Professions majors. In brief, it has the following objectives.

1. To give students a solid foundation in **business vocabulary** through exercises with a communicative approach and the practice of business terminology.
2. To familiarize students with **basic business concepts** presented by an overview of commerce in a global economy and by the discussion of the establishment of a business firm and its subsequent development.
3. To integrate student's knowledge of business with the **geographic contexts** of the Spanish-speaking countries.
4. To integrate the above-mentioned business and geographic contexts with the **cultural context** which deals with the social and business-related cultural patterns of the Hispanic world.

(From the preface to *Exito comercial*)

Required Texts:

Doyle, Fryer, Cere. *Exito comercial: Prácticas administrativas y contextos culturales*. 4th ed. Thomson & Heinle, 2006

Boyle, Fryer, Cere. *Exito comercial: cuaderno de correspondencia y documentos comerciales*. Thomson & Heinle, 2006.

Web sites: There will be some homework assignments which require you to consult the following web sites. The specific assignments are indicated on the CU Learn site under "Homework"

Web site to accompany the book. <http://exito.heinle.com>

You will find a number of supplementary materials here as well as practice quizzes that will help you to prepare for map quizzes, vocabulary quizzes and exams.

Kelm, Orlando R. *Cultural Interviews with Latin American and Spanish Executives*. To be found under the **Business Spanish** button at <http://orlandokelm.wordpress.com/>

These interviews will be assigned as at-home listening activities. Students will subsequently writing summaries and reactions to share during in-class discussions about cross-cultural communication.

Geert Hofstede™ Cultural Dimensions <http://www.geert-hofstede.com/>

The tools for understanding cultural differences presented here will compliment our study of the different countries.

World Fact Book <http://www.cia.gov/cia/publications/factbook>

This website is an excellent source of up-to-date information about the countries we study during the semester.

Administrative Information:

Students enrolled in this class must have completed Spanish 3000 and earned a grade of a C- or better. In order to continue on to SPAN 3040 you must earn a C- or better in this class.

Course Requirements:

- 1) You will have a readings and/or writing assignment for each day of class. These assignments are to be completed before class so that class time can be devoted to working with the new concepts and vocabulary.
- 2) All written assignments to be handed in must be completed on the computer. Training sessions are available in ALTEC for those who need instruction in word processing in Spanish.
- 3) Executive Interviews: <http://orlandokelm.wordpress.com/> under “Business Spanish”: You will listen to interviews related to certain cultural questions. The interviews will form the basis for class discussion, you may have writing assignments related to them and they will be included on the tests.
- 4) Individual short reports: Each student will give a brief report (3-4 minutes) based on the instructions provided by the professor. Students will be assigned specific topics. The information they present should augment, not repeat, the information provided in the book. See document “Individual report evaluations” on CU Learn for grading norms.
- 5) Group project: In small groups of 3-4 students, you will organize a research project dealing with a current aspect of business in the Hispanic world today. The results of your research project will be presented orally to the class using Power Point (15 minutes maximum). You are encouraged to go beyond the traditional sources, such as books, newspapers, magazines, and TV, to more immediate and personal means of gathering information, such as the Internet, e-mail, computer networks, FAX, and personal interviews. Please submit a description of your project by October 1. See document “Group Project evaluations” on CU Learn for grading norms.
- 6) Quizzes, Tests and the Final Exam. There will be frequent, short quizzes, dealing with vocabulary and country information. The dates for the quizzes and the two midterm exams are listed on the syllabus. There are no make--up exams after the day of the test, so be sure to notify your instructor of a conflict or emergency before the test. The final exam is required, and will be cumulative.
- 7) Attendance: Prefect attendance is expected. Please inform you instructor if you have an attendance problem.
- 8) Common Courtesy: Please do not enter class late. No eating or drinking in class, unless you bring a treat for everyone. Please do not bring dogs (or any other animals) to class unless they are service animals.

University and Spanish Department Policies

(1) Final Exams

Final exams are to be taken on the day determined by the university and the department. No excuse such as family meetings, employment, travel, etc. will grant an exception to this.

If you have three or more final exams scheduled on the same day, you are entitled to arrange an alternative exam time for the last exam or exams scheduled on that day. To qualify for rescheduling final exam times, you must provide evidence that you have three or more exams on the same day, and arrangements must be made with your instructor no later than the end of the sixth week of the semester (Friday, October 2, 2009).

For the complete final examination policy, see the [University of Colorado at Boulder Catalog](#).

(2) Add / Drop / Waitlist

If you are waitlisted for this class, it is IMPERATIVE that you familiarize yourself with departmental policies and deadlines. For this, please visit <http://www.colorado.edu/spanish/waitlist.htm>

(3) Prerequisites not met

If your professor informs you that the system has flagged you as having not met the prerequisites for this course, you should meet IN PERSON with Mary Long, Director of the International Spanish for the Professions major. If you fail to do so, you may be dropped from the class.

(4) Use of electronic devices in the classroom

No text messaging or e-mailing will be tolerated during class. Cell phones must be turned off or on silent and kept in your backpacks or pockets during class. Laptops may only be used to take notes, and/or only with the consent of the instructor. Failure to comply with these rules will be result in a loss of all participation points for the day. In other words, that day will be counted as an unexcused absence.

(5) Disability Services

If you qualify for accommodations because of a disability, please submit to me a letter from Disability Services during the first two weeks of class so that your needs may be addressed.

Disability Services determines accommodations based on documented disabilities. Contact: 303-492-8671, Willard 322, and <http://www.colorado.edu/disabilityservices>

(6) Religious Observances

Campus policy regarding religious observances requires that faculty make every effort to reasonably and fairly deal with all students who, because of religious obligations, have conflicts with scheduled exams, assignments or required attendance. In this class, please contact your instructor during the first two weeks of class to let him/her know of any possible conflicts in order to reschedule the work. See full details at http://www.colorado.edu/policies/fac_relig.html

(7) Classroom Behavior

Students and faculty each have responsibility for maintaining an appropriate learning environment. Those who fail to adhere to such behavioral standards may be subject to discipline. Professional courtesy and sensitivity are especially important with respect to individuals and topics dealing with differences of race, culture, religion, politics, sexual orientation, gender, gender variance, and nationalities. Class rosters are provided to the instructor with the student's legal name. I will gladly honor your request to address you by an alternate name or gender

pronoun. Please advise me of this preference early in the semester so that I may make appropriate changes to my records. See policies at <http://www.colorado.edu/policies/classbehavior.html> and at http://www.colorado.edu/studentaffairs/judicialaffairs/code.html#student_code

(8) Discrimination and Harassment

The University of Colorado at Boulder policy on Discrimination and Harassment, the University of Colorado policy on Sexual Harassment and the University of Colorado policy on Amorous Relationships apply to all students, staff and faculty. Any student, staff or faculty member who believes s/he has been the subject of discrimination or harassment based upon race, color, national origin, sex, age, disability, religion, sexual orientation, or veteran status should contact the Office of Discrimination and Harassment (ODH) at 303-492-2127 or the Office of Judicial Affairs at 303-492-5550. Information about the ODH, the above referenced policies and the campus resources available to assist individuals regarding discrimination or harassment can be obtained at <http://www.colorado.edu/odh>

(9) Honor Code

All students of the University of Colorado at Boulder are responsible for knowing and adhering to the academic integrity policy of this institution. Violations of this policy may include: cheating, plagiarism, aid of academic dishonesty, fabrication, lying, bribery, and threatening behavior. All incidents of academic misconduct shall be reported to the Honor Code Council (honor@colorado.edu; 303-725-2273). Students who are found to be in violation of the academic integrity policy will be subject to both academic sanctions from the faculty member and non-academic sanctions (including but not limited to university probation, suspension, or expulsion). Other information on the Honor Code can be found at <http://www.colorado.edu/policies/honor.html> and at <http://www.colorado.edu/academics/honorcode>

Grading Distribution:

Midterm exams (2)	35%
Quizzes (6)	15%
Group project	10%
Individual presentation	5%
Participation, preparation	10%
Final exam	25%

Grading Scale:

A 94-100	B-80-83	D+ 68-69
A- 90-93	C+ 78-79	D 64-67
B+ 88-89	C 74-77	D- 60-63
B 84-87	C- 70-73	F 0-59

Course Calendar and Homework assignments are available to registered students on the CU Learn site for this class at culearn.colorado.edu