

SPANISH 3040
Professional Spanish for Business II
Spring 2009

Instructors
Section 800 Mary K. Long
Section 801 Adriana Cabeza

For complete homework, quiz, and exam schedules consult the CU Learn site for each section

Texts:

1. Doyle, Fryer, Cere. *Éxito comercial: Prácticas administrativas y contextos culturales*. Thomson-Heinle, 4th ed., 2006.
2. Doyle, Fryer, Cere. *Éxito comercial: Cuaderno de correspondencia y documentos comerciales*. Thomson-Heinle, 4th ed., 2006.
3. *Éxito comercial* Web site: <http://exito.heinle.com>
4. Collection of case studies and readings available as PDF files on the CULearn site for the course. <https://culearn.colorado.edu>
5. *Aspectos de un día típico de trabajo* Interviews on the WEB. <http://www.laits.utexas.edu/orkelm/kelm.htm>

Course Description:

Spanish 3030 is a prerequisite for Spanish 3040. This course, a major requirement for International Spanish for the Professions majors, has the following objectives:

1. To prepare students for successful communication in the Spanish-speaking world by developing oral proficiency, cross cultural understanding, critical thinking skills, and accuracy in oral and written communication.
2. To assist students in moving beyond everyday vocabulary to essential commercial terminology in common business contexts.
3. To familiarize students with authentic documents and readings that will introduce key terms and concepts as you read and discuss magazine articles, advertisements, and other materials available to business people in the Hispanic world.
4. To provide insight, through cultural readings and case studies, into cultural biases and to stress cultural knowledge as a tool for establishing successful business relationships with Spanish speakers.
5. To familiarize students with basic business concepts by means of an overview of commerce in a global economy and to apply their growing awareness of culture-based behavior and business practices in an international setting.

Course Requirements:

1. You will have reading or writing assignments for each day of class. It is expected that you will come to class prepared to discuss assignments and to work with the concepts and vocabulary.
2. All written assignments to be handed in, including letters from the workbook, must be completed on the computer.

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3. Web assignments, case studies and readings. There is an assignment for each chapter, either from the case study and readings which are on the WebCT site for the course, or from the website "Un día típico." There will also be other web activities assigned with homework on some of the days that say "actividad."

4. Oral presentations. There will be two oral activities:
a) Country report activities, specifics to be discussed in class
b) Individual: a summary of the career research project to be shared during the "Career Fair" at the end of the semester.

5. Quizzes, tests, and the final exam. There will be a short quiz for each chapter, dealing mostly with vocabulary. The dates for the quizzes, the two partial exams and the final 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.

6. Career Research Paper: Throughout the semester students will develop a personal career plan and research a profession of their choice. The results of this project will be presented in the form of a 15 page report in Spanish and also as a 5 minute oral presentation to be shared during the "Career Fair" at the end of the semester. Please follow the guidelines posted to CU Learn for the career research paper and consult with your instructor early in the semester about your topic.

7. Common courtesies. Please enter class on time. No eating in class. No pets. Please turn off your cell phone.

8. Attendance and Participation: In order to learn you must be present in class. Using Spanish to interact with your instructor and your classmates is an important aspect of learning the language and cannot be measured in written exams. Class attendance is required. There is no make-up of missed class work, quizzes, or oral presentations. Please inform your instructor during the first two weeks of class about any conflicts with quiz or exam dates because of religious observance, sports, or other academic/professional commitments. In case of illness contact your instructor as soon as possible. If you are absent it is your responsibility to get class notes from another student.

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, February 20, 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>

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(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 Leila Gómez, the Associate Chair for undergraduate Studies, or the Coordinator for your class level (name and contact information for the SPAN 3000 Coordinator are listed above). If you fail to do so, you may be dropped from the class. Your Professor will inform you of the date and time to meet the Associate Chair or the Coordinator for your 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 result in a loss of all participation points for the day. In other words, that day will be counted as an unexcused absence.

(5) 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

(6) 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/>

(7) 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/>

(8) 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

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(9) 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>

Grading:		Scale:		
2 exams	30%	A 94-100	C+ 78-79	D- 60-63
Quizzes	15%	A- 90-93	C 74-77	F 59-0
Daily preparation, participation, oral presentations	15%	B+ 88-89	C- 70-73	
Research paper	20%	B 84-87	D+ 60-63	
Final exam	20%	B- 80-83	D 64-67	