

SPANISH 3030  
Professional Spanish for Business I  
Fall 2019

**TTH 3:30-4:45pm**

**KTCH 1B44**

**Karen Gaston Malcolm**

Office hours: T/TH 11:00-12:00

McKenna 30B

And by appointment

Karen.Malcolm@colorado.edu

For complete homework, quiz, and exam schedules consult the course calendar on the Canvas site

**Course Description:**

This course is open to all students who have completed SPAN 3000 with a C- or better. It is also one of the options for the 9 credits of 3000 level Professions courses required the Spanish for the Professions major. The course 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. This process includes moving beyond everyday vocabulary to essential commercial terminology in common business contexts and in relation to basic business concepts as well as familiarizing students with authentic documents and readings in Spanish that introduce key terms and concepts in relation to commerce in a global economy.
2. To provide insights through cultural readings and videos, into cultural differences and to stress cultural knowledge as a tool for establishing successful business relationships with Spanish speakers. Through this process students will also gain knowledge about the importance of Spanish as a global language.
3. To provide students with an overview of specific Spanish-speaking countries in relation to geographic, economic, political, historical, infrastructure, social, business and business etiquette themes and to familiarize students with organizations and on-line databases that support research about countries and communities in order to enhance project development in global, multilateral-business contexts.
4. To enable students to integrate the business, cultural, and country specific contexts described above into an introductory business plan which they will present formally in Spanish with other members of their group.

**Textbook:** The textbook for this class is available through the Inclusive Access program managed by the University of Colorado Bookstore. Instructions for access are available on the course Canvas site.

Doyle & Fryer *Exito comercial: Prácticas administrativas y contextos culturales*. 7<sup>th</sup> ed. Cengage Learning, 2019

Doyle, Fryer, Cere. *Exito comercial: cuaderno de correspondencia, documentos y ejercicios comerciales*. (Student Activity Manual) Cengage Learning, 2019

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**Web sites:** There will be some homework assignments which require you to consult a number of websites. The specific assignments are indicated on the Canvas site under *Assignments and in the Country Report instructions*. *Please note, the websites listed below currently have not yet been reviewed fully for accessibility. If you use assistive technology to access the course material, please contact your course instructor as well as and Disability Services at 303-492-8671 or by e-mail at [dsinfo@colorado.edu](mailto:dsinfo@colorado.edu) as soon as possible to discuss other effective means for providing equal alternate access.*

Cultural Interviews –Spanish by Orlando Kelm:

[https://www.youtube.com/playlist?list=PLgL8mKRDZ5BmBQcFgykA2qQq\\_W6ON6IOP](https://www.youtube.com/playlist?list=PLgL8mKRDZ5BmBQcFgykA2qQq_W6ON6IOP)

LESCANT;

<http://www.laits.utexas.edu/lescant/index.html>

Hogstede Insights

<https://www.hofstede-insights.com/>

World Factbook <https://www.cia.gov/library/publications/the-world-factbook/index.html>

Latin Trade. <https://latintrade.com/?lang=es&v=7516fd43adaa>

América Economía. <https://www.americaeconomia.com/>

Administrative Information:

Students enrolled in this class must have completed Spanish 3000 and earned a grade of a C- or better.

**Course Requirements:**

1. You will have reading and/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 using the appropriate vocabulary.
2. All written assignments to be turned in, including the Student Workbook, must be completed on the computer (i.e. not handwritten) and printed. When it says “**PARA ENTREGAR**” on the homework calendar, turn in a hard copy in class.
3. Web assignments, case studies and readings. Some chapters will have web assignments, case studies or readings, either from the case study and readings which are on the CANVAS site for the course, or from one of the websites listed on the homework calendar or assigned by the instructor.
4. Quizzes, midterm and final exams. 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 course calendar and in the Assignments section of Canvas. There are no make-up exams after the day of the test, so be sure to notify your instructor of a

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conflict or emergency before the test. The final exam is required.

**In-class Oral Presentations:**

5. Country report activities for each chapter, specifics to be discussed in class.
6. Model Business Project. During the last two weeks of the semester, in small groups of 4 students, you will present a new business plan to the class. This project will include the following elements:
  - 1) the description of a new for-profit business or non-profit organization to be established in a specific country
  - 2) an analysis/evaluation of the political, economic, cultural and business setting of the target country and the implications of this information for the creation of your company;
  - 3) an analysis/evaluation of the possible effects of your company in the focus country;
  - 4) a comparison with an already existing company that is similar to the one you propose.The results of your research project will be presented orally to the class using Power Point or a similar presentation software (20 minutes maximum). The class will provide feedback through a jointly created evaluation form and will vote on which company to "fund". The grade for the project will be determined by the professor. See detailed description and also the document "Group Project evaluations" on Canvas for grading norms. Please submit a list of group members and preliminary description of your project by the date indicated on the homework calendar.
7. Common courtesy. Please enter class on time. No eating in class. No pets. Service animals are allowed.
8. Use of electronics: Please limit use of electronics to activities specifically related to class research or for note taking. No texting or checking websites that are **not** related to the course. Please notify your instructor if you must leave class.
9. Attendance and Participation: Class attendance is required, and 5 points for each day or the points for graded assignments will be included in the Daily preparation and graded assignment portion of the overall grade. The daily 5 points cannot be recuperated. If a documented excuse is provided, students will be allowed to make-up graded assignments (which must be turned in during class), quizzes, or oral presentations. Please inform your instructor during the first two weeks of class about conflicts with quiz or exam dates because of religious observance, sports, or other academic/professional commitments. In case of illness or emergency contact your instructor via email asap.
11. Final Exam: The final exam is scheduled for **Wednesday, December 18, 2019 from 4:30 pm to 7:00 pm**. The room location is the course classroom.
  - Students who qualify for accommodations (such as extended time and/or reduced distraction environments) will be provided information prior to the final exam date regarding the alternative room location and extended time frame for the final exam. Students must provide the course instructor with the necessary university documentation in order to take the final exam in a different room with extended time.
  - **Do NOT make travel plans before this date.** Final exams are to be taken on the day determined by the university and the department. No excuse such as

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family meetings, weddings, employment, or travel will grant an exception to this. If the final exam is missed, the student will receive an "F" for the course. <sup>[1]</sup><sub>SEP</sub> Note:

- To be eligible to re-schedule the final exam, the student must provide evidence of a valid reason to their instructor **two weeks** before the final exam date. For information regarding valid reasons for re-scheduling the final exam, please refer to University and Departmental Policies "Final Exam" in this document.

**Grading:**

Daily preparation and graded assignments	20%
Country discussion days and essays	10%
Group project:	10%
Quizzes (6)	15%
Midterm exams (2)	25%
Final exam	20%

**Grade Scale:**

A 94-100	C+ 78-79.99	D- 60-63.99
A- 90-93.99	C 74-77.99	F 59 -0
B+ 88-89.99	C- 70-73.99	
B 84-87.99	D+ 60-63.99	
B- 80-83.99	D 64-67.99	

**University and Department Policies**

**(1) 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/resources/dropadd-policy>

**(2) Prerequisites not met** - If your instructor informs you that the system has flagged you because you do not meet the pre-requisites for this course, you should meet in person with Esther Brown, the associate chair for undergraduate studies, or the coordinator for your class level. If you fail to do so, you may be dropped from the class. Your instructor will inform you of the date and time to meet with the associate chair or the coordinator for your class.

**(3) Honor Code** – All students enrolled in a University of Colorado Boulder course are responsible for knowing and adhering to [the academic integrity policy](http://www.colorado.edu/policies/academic-integrity-policy) (<http://www.colorado.edu/policies/academic-integrity-policy>). Violations of the policy may include plagiarism, cheating, fabrication, lying, bribery, threat, unauthorized access to academic materials, clicker fraud, resubmission, and aiding academic dishonesty. For details on these violations, students must go to <http://honorcode.colorado.edu/student-information> and read the links "What is a violation?" "Standards of Academic Integrity," "Understanding and preventing plagiarism," and "Citation guide and plagiarism information." All incidents of academic misconduct will be reported to the Honor Code Council ([honor@colorado.edu](mailto:honor@colorado.edu); 303-492-5550). Students who are found responsible for violating the academic integrity policy will be subject to non-academic sanctions from the Honor Code Council as well as academic sanctions from the faculty member. Additional information regarding the academic integrity policy is found at <http://www.colorado.edu/honorcode>

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**(4) Final Exams** - Final exams are taken on the day determined by the university and the department. No excuse such as family meetings, employment, or travel will grant an exception to this. If you have three or more final exams on the same day, you are entitled to arrange an alternative exam time for the last exam or exams scheduled on that day. If you have two final exams scheduled to meet at the same time, you are entitled to arrange an alternative exam time for the later course offered that day or week. To be eligible to reschedule a final exam, you must provide evidence of either of these situations and make arrangements with your instructor no later than Friday, November 1, 2019. For the complete final examination policy, see <http://www.colorado.edu/policies/final-examination-policy>

**(5) Use of electronic devices in the classroom** - While some course content may be accessible in electronic format, use of electronic devices such as cell phones, tablets or laptop computers is permitted only to access course readings and other materials or to take class notes, and only with the instructor's consent. Failure to request permission or to comply with these rules of use will result in your instructor counting the date of occurrence as an unexcused absence. If you feel you need to use any electronic device during class for any other purpose outside these parameters, please speak with your instructor.

**(6) 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 concerning individuals and topics dealing with race, color, national origin, sex, pregnancy, age, disability, creed, religion, sexual orientation, gender identity, gender expression, veteran status, political affiliation or political philosophy. Class rosters provide the instructor with the student's legal name. They will gladly honor your request to address you by an alternate name or gender pronoun. Please advise them of this preference early in the semester so they may make appropriate changes to their records. For more information, see the policies on [classroom behavior](http://www.colorado.edu/policies/student-classroom-and-course-related-behavior) at <http://www.colorado.edu/policies/student-classroom-and-course-related-behavior> and the [Student Code of Conduct](http://www.colorado.edu/osccr) at <http://www.colorado.edu/osccr>.

**(7) Disability Services** - If you qualify for accommodations because of a disability, please submit to your instructor a letter from Disability Services in a timely manner so that your needs can be addressed. For exam accommodations, provide your letter at least one week before the exam. Disability Services determines accommodations based on documented disabilities in the academic environment. Information on requesting accommodations is located on the Disability Services website <http://www.colorado.edu/disabilityservices/students>. Contact Disability Services at 303-492-8671 or [dsinfo@colorado.edu](mailto:dsinfo@colorado.edu) for further assistance. If you have a temporary medical condition or injury, see [Temporary Medical Conditions](http://www.colorado.edu/disabilityservices/students/temporary-medical-conditions) under the Students tab on the Disability Services website <http://www.colorado.edu/disabilityservices/students/temporary-medical-conditions> and discuss your needs with your instructor.

**(8) Religious Observances** - Campus policy regarding religious observances requires that faculty make every effort to deal reasonably and fairly with all students who, because of religious obligations, have conflicts with scheduled exams, assignments or

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required attendance. See details at <http://www.colorado.edu/policies/observance-religious-holidays-and-absences-classes-andor-exams>. Please contact your Instructor during the first two weeks of class to let her/him know of any possible conflicts to make the necessary arrangements.

**(9) Discrimination and Harassment** - The University of Colorado Boulder (CU Boulder) is committed to fostering a positive and welcoming learning, working, and living environment. CU Boulder will not tolerate acts of sexual misconduct intimate partner abuse (including dating or domestic violence), stalking, protected-class discrimination or harassment by members of our community. Individuals who believe they have been subject to misconduct or retaliatory actions for reporting a concern should contact the Office of Institutional Equity and Compliance (OIEC) at 303-492-2127 or [cureport@colorado.edu](mailto:cureport@colorado.edu). Information about the OIEC, university policies, [anonymous reporting](#), and the campus resources can be found on the [OIEC website](#).

Please know that faculty and instructors have a responsibility to inform OIEC when made aware of incidents of sexual misconduct, discrimination, harassment and/or related retaliation, to ensure that individuals impacted receive information about options for reporting and support resources.

**(10) Policy on Enrollment in Undergraduate Language Courses** - Undergraduate introductory 1000 and 2000-level language courses are designed for non-native speakers. Fluent speakers of that language are not allowed to enroll in these courses and can be dropped from these courses by the department or the course instructor. Fluent speakers should consult the department website and the catalog as well as the course instructor or department language coordinator about their eligibility to enroll in upper-division 3000 and 4000-level language courses. Departments can exclude fluent speakers from upper-division language courses based on course content and instructional resources. Speakers who have not formally studied the language but have spoken the language in their home should consult with the associate chair of the language department or the department language coordinator about appropriate placement before enrolling in a language course.

**(11) Subject Librarian** - Your Subject Librarian, [Kathia Ibacache](#), specializes in research in the Romance Languages at CU. She can help you with learning search skills, managing citations, scholarly activities like publishing, and other information needs. You contact her by phone (303-492-3134), email ([kathia.ibacache@colorado.edu](mailto:kathia.ibacache@colorado.edu)), or request an appointment online: <http://colorado.libcal.com/appointments/Kathia-Ibacache>. Kathia also updates and maintains the libraries' physical and electronic resources related to French, Italian, Spanish, Portuguese, & Catalan. You are welcome to suggest a library purchase through our website <https://www.colorado.edu/libraries/services/suggest-library-purchase> or contact her directly.