# Campbellsville University

**Humanities Division**

**Spanish Department**

**SPA 380-02 Special Topics: Business Spanish**

**Professor:** Ms. Johana Pérez-Weisenberger **Telephone:** (270) 789-5040

**Office**: Carter Hall 203 **Days/Clasroom:** TR 11-12:15 pm EDU 119

**Email**: gjperez@campbellsville.edu CH 103

**Office Hours**: TR 9-9:30 am, 12:15 pm -1:15 pm, F 9-10 am, 11- 3 pm. Or by appointment

**TEXTS**:

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

Doyle & Fryer. *Éxito comercial****:*** *Cuaderno de correspondencia y documentos comerciales.*6th ed*.* Boston:

Cengage Learning, 2015. **(CC)**

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

**FOR REFERENCE:**

*Almanaque mundial*, 2014.

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

A good Spanish-English dictionary

**Catalog Description:**

**SPA 380-01 Special Topics: Business Spanish** *is designed to provide advanced students of Spanish with a foundation in basic business, economic, and cultural concepts from the Spanish-speaking world, and to applicable commercial and technical vocabulary. Also, students will develop increased Spanish language proficiency through focused practice in communicative exchanges set in the context of today's Spanish-speaking business world.*

***Prerequisites: SPA 230 or equivalent; equivalent proficiency with department chair approval.***

**Course Requirement:**

**Course method:** Learning a foreign language is an active process and requires constant attention. Class will be conducted 100% in Spanish. Reading the assigned pages before coming to class will make comprehension easier. Students are expected to speak Spanish in class both when asking and answering questions and in group work. Not doing so will damage your class grade. The student should make an effort to review the grammar and to look over the practice exercise. Several written assignmentswill be assigned over the course on different topics following the themes discussed in class. In addition, students will present oral reports of assigned topics based of theirindividual research. Intensive in-class conversation in the form of oral presentations and debates will provide students with the opportunity to develop their speaking and listening ability further.

OBJECTIVES. *Business Spanish* seeks to develop your ability to conduct business in Spanish successfully. As such, it is a course in *Spanish for Specific Purposes*. Within the context of the development of greater cross-cultural awareness and understanding, it will develop the following language skills for professional business purposes: speaking, listening comprehension, reading, writing, and translation/interpretation.

The course will:

* Provide a solid foundation in business vocabulary, basic business and cultural concepts, and situational practice that will help prepare the student for success in today’s Spanish speaking business world.
* Develop cross-cultural communicative competence for business purposes, allowing student to draw on their knowledge of business (concepts and practices) and culture (geographic literacy to high “C” and low “c” culture) and apply knowledge effectively in communicative situations.
* Hone reading, writing and listening skills regarding basic business practices, management, marketing, macroeconomics and political economy in the Spanish-speaking world.
* Teach students how to become proficient in formal correspondence formats in Spanish for business purposes: business letters, memoranda, e-mails, and other business documents.
* Teach and practice skills related to employment: hiring, applying, interviewing for future employment.

**CLASS DYNAMICS:**

Class time is mainly for oral practice through small group and class discussion of assigned materials. Students must prepare thoroughly outside of class by reading the assignments, looking up unfamiliar words, marking passages that present difficulties for subsequent clarification, and becoming familiar with relevant cultural, interpersonal, and historical concepts unique to the business context of the Spanish-speaking world. The instructor will assess students´ preparation and comprehension of textbook readings, videos, vocabulary, language structures, and cultural nuances with comprehension questions during class, written quizzes, group and pair work and oral presentations, individual written work, exams and a final project. Students are expected to bring a bilingual dictionary to class each day along with their textbook. The class will be conducted **entirely in Spanish**

**Attendance Policy:** Student is required to follow the University Undergraduate Student Attendance Policy. Roll will be taken at each class meeting. In the event of an absence, the student is responsible for any work assigned. Inclement weather policy is the stated also by the University Policy. **NON NEGOTIABLE: *No late work will be accepted*** and there will be ***no make–up quizzes or exams and no make–up work for extra credit***. **As in the real world of business, a contract is due *on* the due date and a 10:00 flight will not wait for you at the gate if you arrive at 10:15!**

**Class Grade:** Students are expected to complete the assigned pages before coming to class. They should be able to answer questions on the content plus participate in the discussion themes. The class is conducted in Spanish.

Grades are based on completion of following:

* **Quizzes:** There will be quizzes on the material/vocabulary at the end of chapters that we cover in class.
* **Portfolio:** CV, cover letter, web page (<http://www.weebly.com/> Create free web pages with sample documents), a job interview, information on country/background preparation.
* **Country Analysis:** Data sheet, 10 minute power point presentation with slides uploaded (written and oral grade), written 1 page report of SWOT strengths, weaknesses/ risks (competition), opportunities, threats/ needs for improvement.
* **Additional activities:** i.e. dar las gracias, inmobiliario, publicidad, participation in discussion topics.

**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***

**Comentarios críticos de actualidad :** Several *Comentarios críticos de actualidad* (175-200 words) will be assigned over the course of the semester which require the student to summarize and react, in Spanish, to current events relative to class topics taken from readings provided by the instructor as well as those found by the student in domestic and international Spanish-language newspapers. Likewise, these *Comentarios críticos* may be taken from short films screened in class or outside of class as assigned by your instructor, all of which relate to themes covered in class or in the textbook. These and other written assignments must be typed and double spaced and will be collected 3 by your instructor on the date assigned**.** The heading of the assignment must contain 5 single-spaced lines: 1-the name of the student, 2-the name of the instructor, 3-the date the assignment was due (actual date), 4-*Comentario crítico—*(the title of the article, reading, or film), and 5-the number of words excluding the heading. Assignments printed on both sides of the paper are welcome but not mandatory.

Note that any assignment that is turned in late without a formal excuse will receive a grade of zero.

**Exams:** There will be two exams and a Final exam. Each exam will test knowledge of the grammar structure, writing skills, reading and culture concepts. Absence from an exam is serious and will result in a zero unless you present your instructor with a valid written excuse. Exams must be made up as soon as possible after consultation with the professor. Note: if any question arises with regards to the grade on a test, the grade must be questioned within one week after being made available to the students.

**Oral presentation:** During the course students will present an **oral report of an assigned topic.**The presentation will **not be longer than 15 minutes**, and there will be time for questions and answers. These reports will be an important part of this course, and students will have to make sure that the information and materials presented in their reports are current. Each person will have to **write a summary of his/her presentation in Spanish** (400-600 words) to be turn in the instructor

**Final Project:** This written assignment is the culmination of your work in the course, and it has 4 parts to be presented in the following order by the date indicated in the syllabus:

1) An authentic job ad as it appears in a Spanish-language source whether it be the Classifieds from an authentic newspaper or other such source. The particulars of the source where the job ad was found must also be included, e.g., the country, newspaper, etc. The student must find a job for which s/he feels most qualified and for which his/her particular training and education best fit, rather than choosing at random. Students may assume that they have recently graduated from Campbellsville within their specific area of study.

2) In making yourself a competitive applicant for this job you must familiarize yourself with and research the particulars of that field or job sector in that specific country. In order to do so you must draft an *Estudio de Mercado* of the overarching field or sector, e.g., a job in nursing would lead to an *Estudio de Mercado* of health care in Bolivia, etc. The *Estudio* needs to be at least 800 words in Spanish describing the historical, socio-political, economic, and cultural considerations of the Spanish-speaking country of your choice that might enhance your understanding of this particular area and your ability to be a successful and effective employee. Don’t forget to cite your sources.

3) A well-written cover letter in Spanish that conforms strictly to the stylistic and discourse conventions covered in the book that are unique to the particular Spanish-speaking context of the posted job. This letter should not be longer than 300 words and must be revised multiple times, reflecting the students’ best Spanish while clearly outlining how s/he is the best candidate for the position. As the letter is quite short allowing students to revise multiple times, the instructor will expect a very polished letter.

4) A *Currículum Vitae* of no more than 2 pages which adheres to the conventions covered in the textbook and those that appeal to the particular context of the job advertisement.

**Grades:** You should keep all returned, graded work until you receive your final grade. It is not possible to make extra credit assignments.

**Special Needs Accommodations:** Campbellsville University is committed to reasonable accommodations for students who have documented physical and learning disabilities, as well as medical and emotional conditions. If you have a documented disability or condition of this nature, you may be eligible for disability services. Documentation must be from a licensed professional and current in terms of assessment. Please contact the Coordinator of Disability Services at 270-789-5192 to inquire about services.

**Campus Security Numbers: Office 270-789-5284 or Cell 270-396-2984**

**GRADE BREAKDOWN:**

**Exams (3x10%) 30% Final Project (4 components): 30%**

**Homework (other assignments) 10% Participation 10%**

**Oral Presentation 10% Comentarios Críticos de Actualidad (3) 10%**