

Tennessee Tech University
Department of Foreign Languages

Spring 2020 (TR)

SPAN 3200 – Spanish for Business

SPAN 3200.001 (1/21/20-5/7/20) TR 8:00-9:20 a.m. OKLY 212 (3crs)

Instructor: Dr. Mark Groundland

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Office Hours: MWF 7:30-9:00 a.m., TR 1:30-2:30 p.m. or by appt

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Prerequisites

SPAN 3010 is the prerequisite for SPAN 3200.

Required Texts

Doyle & Fryer. *Éxito comercial: Prácticas administrativas y contextos culturales*. 7th ed.
Boston: Cengage Learning, 2019.

Mindtap for *Éxito comercial: Prácticas administrativas y contextos culturales*. 7th ed. Boston:
Cengage Learning, 2019.

Recommended Resources

Spanish / English dictionary

Departmental Course Description

Prerequisite: SPAN 3010. Business vocabulary and readings in Spanish on various business topics and on culture as it affects business interactions and practices. Required for International Business and Cultures majors with language concentration in Spanish. Qualified students may be able to take this course without the prerequisite by contacting the instructor.

Course Objectives

Upon completion of this course, students will be able to

- Discuss basic business concepts and practices in Spanish using business vocabulary
[Communication: Interpersonal & Presentational (Speak, Write, Listen)]
- Communicate more effectively, demonstrating improved aural, oral, reading, and writing skills
[Communication: Interpersonal (Speak, Write, Listen)]
- Demonstrate the cross-cultural awareness, understanding, and sensitivity needed to communicate in culturally appropriate ways in business and other related contexts
[Cultures: Relating Cultural Practices and Products to Perspectives]
[Connections: Making Connections and Acquiring Information and Diverse Perspectives]
[Comparisons: Language Comparisons and Cultural Comparisons]
- Explain the social and cultural contexts in which international translations take place
[Communication: Interpersonal & Presentational (Speak, Write, Listen, Read/View)]
[Cultures: Relating Cultural Practices and Products to Perspectives]
[Connections: Making Connections and Acquiring Information and Diverse Perspectives]

[Comparisons: Language Comparisons and Cultural Comparisons]
[Lifelong Learning]

- Discuss how business practices in the Hispanic World differ from those in the United States
[Cultures: Relating Cultural Practices and Products to Perspectives]
[Connections: Making Connections and Acquiring Information and Diverse Perspectives]
[Comparisons: Language Comparisons and Cultural Comparisons]

Course Requirements

A serious commitment to the study of Business Spanish is expected from each student. Students must promptly complete assignments **BEFORE** class. Punctuality and speaking Spanish in class are expected and required.

This is an advanced Spanish course and both the professor and the students will conduct themselves entirely in Spanish.

Methodology

The professor uses a variety of teaching techniques and formats to optimize the student's use of Business Spanish in class: discussions, simulations, paired and group activities, case study assignments, translation exercises, etc.

Topics

See the Schedule of Assignments for a detailed listing of topics.

Evaluation

The following grade criteria will be used to determine the final grades for this course:

A: 90-100 B: 80-89 C: 70-79 D: 60-69 F: 59 and below

GRADING BREAKDOWN: The course grade will be determined as follows:

(3) Exams = 60%

(3) Participation = 18%

Assignments (homework and in-class) = 12%

Mock interview (including resume) = 10%

Exams

Each exam will cover all assigned material in two chapters of the textbook. The tentative exam schedule is as follows:

Exam 1: February 13th

Exam 2: March 12th

Exam 3: May 6th

Participation

Each student is expected to participate actively in each class. Participation is evaluated on a daily basis and this grade, there are three (3), is given with each corrected exam. See explanation sheet on grading participation.

Assignments

This category includes homework assignments, pop quizzes, and any other graded exercises done in class or at home, excluding exams of course.

Mock Interview

Students will interview for a job in their anticipated field of business. They will indicate the type of job for which they are planning and will also submit their resume in Spanish on March 28th or March 30th. These interviews will be conducted one-on-one in Spanish with the professor in his office and will last between 10 and 15 minutes.

University Plagiarism Policy

"Plagiarism. When you use (for example, quote or even summarize or paraphrase) someone else's media, words, data, ideas, or other works, you must cite your source. You should be especially careful to avoid plagiarizing Internet sources (for example, e-mail, chat rooms, Web sites, or discussion groups). It does not matter whether you borrow material from print sources, from the Internet, from on-line data bases, or from interviews. Failure to cite your source is plagiarism. Students who plagiarize may receive an "F" or a "0" for the assignment, or an "F" for the course" (*TTU Student Handbook*).

Attendance

Attendance is mandatory. The student is allowed three (3) absences, whether they are excused or unexcused. After the third absence, one point will be deducted from the student's final grade for each subsequent UNEXCUSED absence. Excessive tardiness will count as an unexcused absence.

ALL unexcused absences will count as a zero (0) for the day's participation grade.

An excused absence is one that occurs due to illness, injury, or death in the student's immediate family. The student must verify these circumstances with official letters as soon as they return to class. No excuses will be accepted one week after the circumstance occurred.

Please note: If you are participating in any university-sponsored event in which you must be absent from class, an official letter from a Tech faculty or staff member must list these dates and be presented to the professor at the beginning of the semester.

Special needs

"Students with a disability requiring accommodations should contact the Office of Disability Services (ODS). An Academic Adjustment form should be completed as soon as possible, preferably by the end of the first week of the course. The ODS is located in the Roaden University Center, Room 112; phone 372-6119."

Student Conduct

The Department of Foreign Languages aims to provide an optimum learning environment in its classes. Students must also be responsible to meet this end. Therefore, we require that:

1. All cellular phones be turned off during class,
2. Students be respectful of the professor and their fellow students,
3. And, finally, students must arrive on time and leave at the end of the class.

Any deviations from these minimum expectations will result in the lowering of your class participation grade, and, if irresponsible behavior should continue, your final grade may be affected.