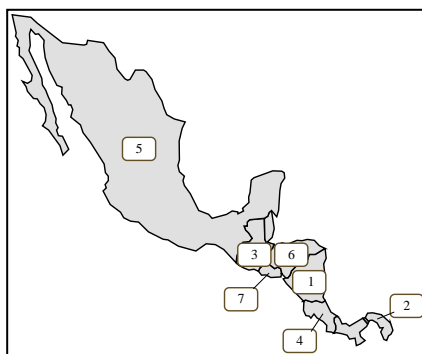


ADVANCED BUSINESS SPANISH



SPAN 4372.01 BUSINESS SPANISH SYLLABUS 3 CREDIT HOURS

**Includes SHSUOnline assignments - oral, and written exercises/ exams, All in Blackbaord
FALL 2017 Online Course**

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GENERAL COLLEGE OF HUMANITIES & SOCIAL SCIENCES AND DEPARTMENT OF FOREIGN LANGUAGES POLICIES

NOTICE TO THE PROSPECTIVE STUDENT. This syllabus contains the policies and expectations I have established for **SPAN 4272.01** Please review the entire syllabus carefully before continuing in this course, which will require a considerable commitment to excellence on your part. The clearly outlined policies and expectations are intended to foster a productive learning atmosphere for all students enrolled and to provide the parameters for individual responsibility and conduct during the course.

AMERICANS WITH DISABILITIES ACT

It is the policy of Sam Houston State University that individuals otherwise qualified shall not be excluded, solely by reason of their disability, from participation in any academic program of the University. Further, they shall not be denied the benefits of these programs nor shall they be subjected to discrimination. Students with disabilities that might affect their academic performance are expected to visit with the Office of Services for Students with Disabilities located in the Counseling Center. The students should then make arrangements with their individual instructors so that appropriate strategies can be considered and helpful procedures can be developed to ensure that participation and achievement opportunities are not impaired.

SHSU adheres to all applicable federal, state, and local laws, regulations and guidelines with respect to

providing reasonable accommodations for students with disabilities. If a student has a disability that may affect adversely his/her work in this class, then the student is encouraged to register with the SHSU Counseling Center and to talk with the instructor about how best to deal with the situation. All disclosures of disabilities will be kept strictly confidential. **NOTE: No accommodation can be made until the student registers with the counseling Center.**

RELIGIOUS HOLIDAYS

Section 51.911(b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence.

“Religious holy day” means a holy day observed by a religion whose places of worship are exempt from property taxation under Section 11.20, Tax Code.

CLASSROOM RULES OF CONDUCT APPLY IN BOTH THE IN-PERSON CLASSROOM (etiquette) and THE VIRTUAL CLASSROOM (netiquette)

Please refer to <https://www.shsu.edu/students/guide/dean/codeofconduct.html>

No verbal or written profanity or unpleasant demeanor/acts at any time.

Mutual respect among students and student/prof required.

ACADEMIC DISHONESTY

Please refer to Academic Policy Statement 810213.

All students are expected to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain complete honesty and integrity in the academic experiences both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action. The University and its official representatives may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including, but not limited to, cheating on an examination or other academic work which is to be submitted, plagiarism, collusion and the abuse of resource materials.

YOUR ENROLLMENT IN THIS CLASS CONSTITUTES YOUR LEGAL AND MORAL OBLIGATION TO THE HONOR CODE. plagiarism--copying others' work with out crediting them for it--is legally and ethically unacceptable--AND GROUNDS FOR FAILURE, NOT JUST IN THE ASSIGNMENT, BUT IN THE CLASS. Paraphrases, as well quotes, must be documented. See the article, *Plagiarism*, posted in course administration in e-college.

PHILOSOPHY

This is an UNIVERSITY-LEVEL ACADEMIC COURSE WITH APPROPRIATE ACADEMIC REQUIREMENTS. You earn your grade on that basis. You do not receive university credit for "ethnic consciousness" or language ability per se. Academic credit is based upon your intellectual and academic efforts, willingness and ability to reflect upon and respond to requirements of the class.

INTERACTION

RESPECT FOR OTHERS' VIEWS AND SPACE, not necessarily in agreement with one's own, is required on the part of every participant, including what is expressed, shared, etc., in the course of class interaction.

RESPECT FOR OTHERS IN GENERAL, particularly in the case of disagreement about class management issues, is required on the part of every participant. Presentation style is important. Treat others as you would have them treat you!

PERFORMANCE CONCERNS

Faculty are committed to facilitating each student's performance. Students must be committed to maximizing their own performance. This is a dual responsibility.

Please evaluate your personal class progress at least weekly, beginning at the first of the semester, and particularly after your first grade. Take responsibility and action right away! Do not wait until mid-semester and certainly do not wait until late in the semester to act on your concerns.

If you are concerned about your progress, please follow this chronological format:

1. Are you personally spending (minimum) equal time in outside-class preparation as you spend in the virtual classroom itself? (Very many students need more preparation time for language acquisition classes; you may personally need more and you may need study-strategy assistance! Ask for help!)
2. Have you contacted the SAM Center about study-skills suggestions/workshops in general?
3. Are you following the suggested syllabus scenarios to incorporate the target language into your life and maximize your experience?
4. Have you contacted your professor via personal appointment to discuss specific actions which will help you improve your performance?
5. Have you arranged virtual study sessions with other students in the class?
6. Have you contacted the Writing Center and scheduled personal tutoring (free)?

GENERAL STUDENT RESPONSIBILITIES

YOU ARE PERSONALLY & SOLELY RESPONSIBLE FOR YOUR ACTIVITIES (ASKING QUESTIONS OR DOING HOMEWORK) IN ORDER TO MEET YOUR PERSONAL EXPECTATIONS AND DESIRE FOR SUCCESS/GRADE. Probable daily time needed for homework outside class will be a minimum of one to two hours per hour spent in class (3-6 hours per week). "Homework" is largely left to your discretion--you must assess how well you understand and how much practice, reading or written work outside of class you need. You are responsible for anything and everything in the syllabus, book or said in class. You are expected to highlight reading and take notes in class. You are expected to keep in contact with the professor and other students as personally needed.

GENERAL FACULTY RESPONSABILITIES

I INTEND TO BE AVAILABLE TO DISCUSS, ADVISE, ETC., DURING AND OUTSIDE OF CLASS AS MUCH AS POSSIBLE..

While virtual contact is preferred for outside class contact, real-life visits may be arranged by appointment.. Please email for an appointment.

Please also either honor your appointment or email me as soon as possible, 936-294-1424 or 832-628-2378, if email is unavailable, to cancel. I will afford you the same courtesy if I have an unavoidable conflict.

Email is always better than telephoning.

I INTEND TO RETURN ASSIGNMENTS WITH COMMENTARY AND/OR GRADES AS SOON AS POSSIBLE, usually within a week.

INSTRUCTOR EVALUATIONS

Students will be provided with IDEA evaluations towards the end of the semester. Please be sure to be present to include your input.

DEADLINES: Syllabus assignments must be submitted at the time and day of the corresponding virtual class as on the syllabus.

Daily grades will be assigned at the professor's discretion. In case of catastrophe, advance or concurrent notice of your absence is required. Email me preferably—or, only if email is not available at the time, call the FOL secretary, 936-294-1424, and leave a message--and, if possible, send your corresponding assignment via email to me or with another student.

NO LATE PAPERS OR EXAMS WITHOUT AN OFFICIAL WRITTEN EXCUSE (DOCTOR, HOUSEMOTHER, MORTICIAN, ETC.) AND USUALLY MUST BE MADE UP AS SOON AS POSSIBLE AFTER ABSENCE.

Students are encouraged to “buddy” with other students to get class notes/assignments and/or to arrange for other internet or computer access as necessary.

Always refer to your syllabus on shsuonline. Print it out and carry it with you for use during class!

It is the student’s responsibility to request and turn in make-up work, if permitted, in writing by professor. Permitting make-up work, granting full or partial credit, etc. are solely at the discretion of the professor according to university guidelines.

The student is responsible for communicating directly with his or her instructor when s/he is unable to submit required materials on schedule.. If possible, students should notify instructor and make arrangements for missed assignments before the absence occurs. Excusing the student is at the sole discretion of the faculty member. Due to the time constraints, for every late submission, your grade may be affected by the entire loss of points, at the professor’s discretion.

http://www.shsu.edu/students/StudentGuidelines2007_2008.pdf (SHSU Student Guidelines)

IF YOU WANT TO USE THE FOL LAB DURING REGULAR HOURS IF SPACE IS AVAILABLE:

POLICIES

SECTION II: FOREIGN LANGUAGES AUDIO/VIDEO LAB

STUDENT RESPONSIBILITIES Students, please note that you are responsible for damages occurring to your lab workstation. You are also responsible for leaving your workspace in a clean and tidy state.

VISITORS in the Language lab

All LAB visitors, including students not enrolled in the lab section at that day/time must register with the Department of Foreign Languages. Unregistered visitors cannot remain in the lab. Children, escorted or not, cannot be admitted into the lab.

CODE OF STUDENT CONDUCT AND DISCIPLINE

STUDENT CONDUCT AND DISCIPLINE

5.2 Student Misconduct. . . . Specific examples of misconduct for which students may be subject to disciplinary action include, but are not limited to, the following: (1) Commission of an act that would constitute an offense under appropriate federal, state, or municipal law.

(8) Stealing, destroying, defacing, damaging, or misusing component property (including misuse of fire or life-safety equipment or property) or property belonging to another.

Please refer to: <https://www.shsu.edu/students/guide/dean/codeofconduct.html>

CLASSROOM RULES OF CONDUCT

Problems of a disciplinary nature are not tolerated in the Languages lab. Students who pose a discipline problem will be asked to leave the lab immediately and will not be readmitted for the remainder of the day (a notice will be sent to the FOL office).

Please refer to <https://www.shsu.edu/students/guide/dean/codeofconduct.html>

SPECIFIC COURSE POLICIES AND INFORMATION

REQUIRED TEXTS AND REFERENCE/READING LIST

Doyle, Fryer *Éxito comercial: Prácticas administrativas y contextos culturales*. 6th ed. Boston: Heinle Cengage Learning, 2015, 2011

ISBN- 978-1-285-46279-0

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ONE OVERALL AND OFFICIAL ESSENTIAL COURSE (IDEA) OBJECTIVE

GAINING FACTUAL KNOWLEDGE (TERMINOLOGY, CLASSIFICATIONS, METHODS, TRENDS)

DEVELOPING SKILL IN EXPRESSING ONESELF ORALLY OR IN WRITING

Technology Requirements

- Basic Computer Skills
- Word Processing Skills
- Internet Access (54.6 Kbps or greater)
- A fully Java enabled browser (Microsoft Internet Explorer 6.0 or higher) <http://www.brothersoft.com/netscape-67433.html>
- Netscape navigator 7.0 or higher
<http://www.brothersoft.com/netscape-67433.html>
- Flash Player downloaded (free)
<http://www.player-10-download.org/ver1/index.php?source=CCN-CD242-US&googleid=1032816307>

Real Player downloaded (free)
<http://www.real.com/realplayer>

NOTICE TO THE PROSPECTIVE STUDENT. This syllabus contains the policies and expectations I have established for SPAN. 3370.01 Please review the entire syllabus carefully before continuing in this course, which will require a considerable commitment to excellence on your part. The clearly outlined policies and expectations are intended to foster a productive learning atmosphere for all students enrolled and to provide the parameters for individual responsibility and conduct during the course.

DESCRIPCIÓN: *Éxito comercial: Prácticas administrativas y contextos culturales* will enhance your ability to function effectively in an increasingly important commercial language locally, in the United States, and abroad. This course will provide you with a solid foundation in the vocabulary and discourse used in Spanish when dealing with goods and services, marketing, finance, foreign market entry, and import-export. The course will also develop your geographic literacy and cultural understanding of the Spanish-speaking world, as these are central to being able to conduct business successfully in Spanish. The course, to be conducted primarily in Spanish, will also include some translating and interpreting activities, language skills

frequently used in the world of business and of special importance for managers and leaders who must be able to communicate effectively and make well-informed decisions.

OBJETIVOS: *Éxito comercial: Prácticas administrativas y contextos culturales* seeks to *develop your ability to conduct business in Spanish successfully*. As such, it is a course in language for special purposes. Within the context of the development of greater cross-cultural awareness, it will develop the following language skills for business purposes: speaking, listening comprehension, reading, writing, and translation/interpretation.

Course Requirements:

There are 2,600 points available to you for your evaluation/ grade.

EVALUATION/GRADES (Assessment)

A = 2,600 - 2,240 points

B = 2,239 – 2,080 points

C = 2,079 -1,820 points

D = 1,819 – 1,560 points

F = 1,559 or below

Six Chapter Exams (chapters two, three, four, seven, nine, and twelve) (600 points)

You will complete an exam over each of the chapters covered. (**two, three, four, seven, nine, twelve**).

Questions for the exams will come from:

“Preguntas de orientación”

“Actividades” from “lectura cultural”

“Síntesis comercial y cultural”

“Ejercicios de vocabulario”

Six Audio Exams (600 points) Answer respective questions. Telephone conversations. (chapters **two, three, four, seven, nine, twelve**). Audio tests will be approximately every 14 days.

Six Video Exams (600 points) Answer respective questions. (chapters **two, three, four, seven, nine, twelve**). Audio tests will be approximately every 14 days.

Six chapter video exams (600 points)

Exam Schedule:

September 9th Exam One / Chapter Two

September 30th Exam Two / Chapter Three

October 14th Exam Three / Chapter Four

November 4th Exam Four / Chapter Seven

November 18th Exam Five / Chapter Nine

December 2nd Exam Six / Chapter Twelve

One chapter will be covered approximately every 13 days. Exams will consist of fill in the blank , multiple choice, translation and comprehension questions. Exams will open and stay open for approximately 48 hours.

EL TRABAJO DE INVESTIGACIÓN (200 points) Due : November 8th Trabajo escrito con computadora, de 6-8 páginas, a doble espacio, siguiendo el formato del *MLA Handbook*. (NOTA: X país se refiere a cualquier país hispanohablante.)

EJEMPLOS DE POSIBLES TEMAS

- Carlos Slim Helú
- Elke Batista
- Jorge Paulo Lemann
- Ricardo Salinas Pliego
- Ricardo Salinas Pliego
- Joseph Safra
- German Larrea Mota Velasco
- Luis Carlos Sarmiento
- Marcel Telles
- Dirce Camargo
- Alberto

- Bailleres
- Iris Fontbona
- Julio Mario Santo Domingo
- Luis Carlos Sarmiento
- Dorothea Steinbruch
- Anacleto Angelini
- Lorenzo Mendoza
- Gregorio Pérez Compagné
- Sebastian Pinera
- Huang Maoru

- Alberto Cortina
- Amancio Ortega
- Isak Andic
- Alicia Koplowitz
- Esther Koplowitz
- Manuel Jove
- Florentino Pérez
- José María Aristrain
- Alberto Alcocer
- Emilio Botín
- Samuel Jorge Doria Medina
- Auza

Telephone Job Interview (200 points) I will provide a list of questions I might ask. Appointments set for April 1st & 4th. You call by March by 30th : 832-628-2378 to set an appointment for either of those two days.

Threaded discussions (200 points) Comment on your point of view respective to the topic.

December 5th Final Exam (200) includes all six chapters

STUDY TIPS

MODERN LANGUAGE LEARNING STRATEGIES: SPANISH
GENERAL RULE OF THUMB: TRY TO INCORPORATE SPANISH INTO YOUR REGULAR, EVERYDAY LIFE AS MUCH AS POSSIBLE.

Practice listening and speaking:

- make a friend who speaks Spanish (either as a student or as a native:
- attend Charla or Tertulia (to be scheduled)
- attend Spanish Club

Practice listening:

- watch television: news reports on SIN, anything on SIN
- listen to the radio
- go to movies or rent videos in Spanish: children's level

Practice reading:

Buy or borrow books or articles in Spanish: children's level, your particular interest: cookbooks, medical studies, etc.

Subscribe to, buy or borrow a newspaper or magazine: AMERICAS, VANIDADES, BUEN HOGAR, COSMO

Practice writing:

- find a pen pal: write and receive letters in Spanish
- keep a journal/diary in Spanish
- write your notes in Spanish
- write creatively (stories) in Spanish

Use computer programs

SPECIFIC STUDY STRATEGIES

Study with other students

Get a tutor

Buy or borrow a workbook or a text by another author:

write out exercises

Review your text:

table of contents (write all you know and check)

exercises (redo)

Make note cards:

use ink colors to indicate gender of nouns, etc.

make visualization/collage cards

Listen to your text tapes extra times or get other tapes

repeat

do exercises in accompanying workbooks

Use computer programs:

Language Lab

Library

Personal software available

USE YOUR RESOURCES:

WRITING CENTER (tutoring)

SAM CENTER

LIBRARY: live chat, website, research database, workshops, tours, research services