SPAN 315: Commercial Spanish I
Summer 2016

FACULTY CONTACT
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Face to face: by appointment

COURSE INTRODUCTION
Spanish 315 aims to familiarize students with the terminology, vocabulary and cultural practices related to the Hispanic business world. During this session, students will learn and discuss topics such as globalization, real estate, management and human resources, among others. These concepts will be reinforced with commercial and cultural knowledge of various Spanish-speaking countries.

CATALOGUE DESCRIPTION
Business Spanish terminology, vocabulary and practices. Emphasis on everyday spoken and written Spanish. Readings and discussions of Spanish commercial topics. May include exposure to Spanish commercial topics. May include exposure to Spanish business environments.

The last date to withdraw may be found online at http://oes.umd.edu/sites/oes.umd.edu/files/uploads/file/st/st16_session_i.pdf

PREREQUISITE
SPAN301 and SPAN303; or permission of ARHU-School of Languages, Literatures, and Cultures department.

PLACEMENT
The Spanish Department adheres to a strict placement policy and must have proof that you are in the correct level. Under your instructor request, you may need to present a copy of your transcript during the first week of classes. Failure to present a transcript by the designated deadline will result in an administrative drop. There will be no exceptions.

COURSE OUTCOMES
Students completing this course should be able to:
• Demonstrate the ability to use and identify specific vocabulary as it relates to the business world and its context
• Analyze and explain in Spanish concepts related to business
• Compare and contrast cultural and business aspects as they relate to of the Spanish-speaking world including the USA
• Access, use and evaluate information in business practices in the Spanish-speaking world
• Select and explain information related to the Spanish-speaking countries in the business context
• Demonstrate capacity to write according to the Spanish norms
**COURSE MATERIAls**


**ISBN-13:** 978-1285462790

Supplemental materials on ELMS.

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**GRADING INFORMATION**

- **A+** = 100-98
- **A** = 97-93
- **A-** = 92-90
- **B+** = 89-87
- **B** = 86-83
- **B-** = 82-80
- **C+** = 79-77
- **C** = 76-73
- **C-** = 72-70
- **D+** = 69-67
- **D** = 66-63
- **D-** = 62-60
- **F** = 59 or below

See undergraduate catalogue for description of grades, e.g., A+, A, A-, etc.

http://www.umd.edu/catalog/index.cfm/show/content.section/c/27/ss/1584/s/1534

There will be no make-ups without a proof of a serious emergency. As stated in the undergraduate catalogue, an instructor is under no obligation to give a student a make-up exam unless the absence was caused by illness, religious observance or participation in University activities at the request of University authorities upon the student’s return to class. The Department of Spanish and Portuguese requires written proof of any of the above in order to provide the student with a make-up quiz, exam or assignment. In extenuating circumstances, certain forms of written proof may or may not be accepted.

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**COURSE SPECIFIC GRADING**

<table>
<thead>
<tr>
<th>Component</th>
<th>% of Total</th>
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<tbody>
<tr>
<td>Asignatura 0</td>
<td>5%</td>
</tr>
<tr>
<td>Pensamiento inicial</td>
<td>5%</td>
</tr>
<tr>
<td>Lectura comercial y preguntas de orientación (6)</td>
<td>20%</td>
</tr>
<tr>
<td>Para pensar (6)</td>
<td>10%</td>
</tr>
<tr>
<td>Actividad de video (6)</td>
<td>5%</td>
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<tr>
<td>Actividad auditiva (6)</td>
<td>5%</td>
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<tr>
<td>Ficha técnica (12)</td>
<td>10%</td>
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<tr>
<td>Discusión en línea (6)</td>
<td>5%</td>
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<tr>
<td>Minipruebas (6)</td>
<td>5%</td>
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<tr>
<td>Ongoing Participation</td>
<td>10%</td>
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<tr>
<td>Titulares del día</td>
<td>5%</td>
</tr>
<tr>
<td>Proyecto cultural</td>
<td>15%</td>
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</tbody>
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**PROJECT DESCRIPTIONS**

SPAN 315 includes the following graded assignments:

**Asignatura 0:** This assignment is a practice activity and needs to be completed before starting the contents for week 1. It will help you to get acquainted with the course and also with your classmates and teacher. It is worth 5% of your final grade.

**Pensamiento inicial:** This assignment is a warm-up discussion before starting the Lectura comercial. It is an activity on Voicethread. It is worth 5% of your final grade.

**Lectura comercial y preguntas de orientación:** There are six (6) Lecturas comerciales with the business contents for SPAN 315. After reading, you will need to answer the comprehension questions. It is worth 20% of your final grade.
**Para pensar:** There are six (6) *Para pensar* short reading passages that are designed to complement the concepts of the *Lectura comercial*. After reading, you will need to answer the comprehension questions. It is worth 10% of your final grade.

**Actividad de vídeo:** There are six (6) *Actividades de vídeo* that will enhance your viewing and listening skills with business related content. After reading, you will need to answer the comprehension questions. It is worth 5% of your final grade.

**Actividad auditiva, Al teléfono:** There are six (6) *Actividades auditivas* that will enhance your listening skills with business related content. After listening, you will need to answer the comprehension questions. It is worth 5% of your final grade.

**Ficha técnica:** There are twelve (12) *Fichas técnicas*, one for each country studied in Span 315. One of these written assignments will be the basis for your final *Proyecto cultural*. It is worth 10% of your final grade.

1. España
2. Guinea Ecuatorial
3. Colombia
4. Venezuela
5. Perú
6. Ecuador
7. Paraguay
8. Bolivia
9. Argentina
10. Uruguay
11. Chile
12. Brasil

**Discusión en línea:** There are six (6) *Discusiones en línea* that will deal with business/cultural content related to the countries studied in Span 315. It is worth 5% of your final grade.

1. Mundo actual: Guinea Ecuatorial
2. Mundo actual: Venezuela
3. Mundo actual: Ecuador
4. Mundo actual: Bolivia
5. Mundo actual: Uruguay
6. Mundo actual: Brasil

**Minipruebas:** There are six (6) *Minipruebas* (short multiple choice quizzes) that will deal with business/cultural content related to the video/documentary watched in SPAN 315. It is worth 5% of your final grade.

1. Para España: *La generación perdida de España*
2. Para Colombia: *Flowers for the Gringo*
3. Para Perú: *State of Fear*
4. Para Paraguay: *Paraguay: Soya and Pesticides*
5. Para Argentina: *The Empty ATM: Inside Argentina’s Broken Economy*
6. Para Chile: *Chile: The Drama of Hope*

**Ongoing Participation:** Weekly involvement in discussions, starting no later than day three of each week. It is worth 10% of your final grade.
Titulares del día: This is a short project that you will present to the class. It is an article review with a discussion. All the details will be made available on week two. It is worth 5% of your final grade.

Proyecto cultural: This is the final project that you will present to the class. It is based on one of your Fichas técnicas and it is a business proposal in one of the countries studied. All the details will be made available on week three. It is worth 15% of your final grade.

CLASS ANNOUNCEMENTS AND ELMS
I will regularly post class announcements and send emails. You are expected to check the announcements page and your ELMS mail several times per week.

GENERAL COURSE QUESTIONS
When you have questions about assignments or other aspects of the course, do not email your questions to me unless the subject must be private. Post your questions in the General Course Questions topic in the discussions area. I will check this topic regularly and answer your questions.

BACKING UP YOUR WORK
In this course you will complete most of your assignments on a computer. You are responsible for ensuring the safety of your work by making regular backups (extra copies). “The computer ate my homework, I lost my disk, my hard drive crashed, or my printer isn’t working,” are not acceptable excuses. Make frequent backups of your work and save the work in multiple places.

COURSE PROCEDURES AND POLICIES
INCLEMENT WEATHER
The University academic calendar is constructed with the expectation that instructional and other programs will be carried out as scheduled. To the extent practicable, the University will adhere to the academic calendar despite weather conditions. The University also will maintain services to residents in University facilities. However, the University may delay openings or close the campus in the event that inclement weather conditions pose a serious threat to the health and safety of the University community.

These guidelines describe the procedures the University of Maryland follows in response to inclement weather conditions.
http://www.provost.umd.edu/announcements/inclement_weather.cfm

ACADEMIC INTEGRITY
The student-administered Honor Code and Honor Pledge prohibit students from cheating on exams, plagiarizing papers, submitting the same paper for credit in two courses without authorization, buying papers, submitting fraudulent documents and forging signatures. On every examination, paper or other academic exercise not specifically exempted by the instructor, students must write by hand and sign the following pledge:

I pledge on my honor that I have not given or received any unauthorized assistance on this examination (or assignment).

Students who engage in academic dishonesty in this course will receive no points for the assignment in question, and will be immediately reported to the Honor Council and Office of Judicial Programs for further action. There will be no warnings. Remember, cheating, plagiarism or other types of fabrication are never worth it. Allegations of academic dishonesty will be reported directly to the Student Honor Council http://www.shc.umd.edu
There is to be NO collaboration apart from that between student and instructor unless previous permission is granted. In this way, the integrity of the work and its authorship remain entirely within the bonds of academic honesty. Where written assignments are concerned, students must not receive help from native or advanced Spanish speakers, use online translators, download texts from Internet, get assistance from tutors, etc.

**CLASSROOM CIVILITY**

Students are expected to work together cooperatively, and treat fellow students and faculty with respect, showing professionalism and courtesy in all interactions.

**LIBRARY SUPPORT**

Extensive library resources and services are available online, 24 hours a day, seven days a week at [http://www.lib.umd.edu](http://www.lib.umd.edu) to support you in your studies. The UMCP Library provides research assistance in creating search strategies, selecting relevant databases, and evaluating and citing resources in a variety of formats via its Ask a Librarian service at [http://umd.libanswers.com](http://umd.libanswers.com). University of Maryland Librarian Subject Specialists may be consulted for help in locating information in their areas of expertise, and may be available to conduct instruction sessions for university courses. You can contact directly the business specialist:

Librarian: Zaida Diaz  
Email: zdiaz@umd.edu

Librarian: Lily Griner  
Email: griner@umd.edu

**LEARNING MANAGEMENT SYSTEM SUPPORT**

To successfully navigate the online classroom new students are encouraged to view the Student Support section in ELMS [http://elms.umd.edu/page/student-landing-page](http://elms.umd.edu/page/student-landing-page). Those requiring technical assistance can access [http://elms.umd.edu/page/help](http://elms.umd.edu/page/help). Additional technical support is available 24 hours a day, seven days a week via IT Services [https://umd.service-now.com/cf/it_services.do](https://umd.service-now.com/cf/it_services.do) or by phone at 301.314.8522.

**COURSE EVALUATION SURVEY**

Course evaluations are a part of the process by which the University of Maryland seeks to improve teaching and learning. Your participation in this official system is critical to the success of the process, and all information submitted to CourseEvalUM is confidential. (Instructors can only view group summaries of evaluations and cannot identify which submissions belong to which students.)

**STUDENTS WITH DISABILITIES**

The University of Maryland is committed to providing appropriate accommodations for students with disabilities. Students with a documented disability should inform the instructors within the add-drop period if academic accommodations are needed. To obtain an Accommodation Letter prepared by Disability Support Service (DSS), a division of the University Counseling Center, please call 301-314-7682, e-mail dissup@umd.edu, or visit the Shoemaker Building for more information.

**ACADEMIC ACCOMMODATIONS FOR STUDENTS WHO MAY EXPERIENCE SEXUAL MISCONDUCT**

The University of Maryland is committed to providing support and resources, including academic accommodations, for students who experience sexual or relationship violence (as defined by the University’s Sexual Misconduct Policy). To report an incident and/or obtain an academic
accommodation, contact the Office of Civil Rights and Sexual Misconduct at 301-405-1142. If you wish to speak confidentially, contact Campus Advocates Respond and Educate (CARE) to Stop Violence at 301-741-3555. Disclosures made to faculty are not confidential and must be reported to the Office of Civil Rights and Sexual Misconduct. For more information visit www.umd.edu/Sexual_Misconduct/

DIVERSITY AND CLASSROOM CLIMATE
The University of Maryland values the diversity of its student body. Along with the University, I am committed to providing a classroom atmosphere that encourages the equitable participation of all students regardless of age, disability, ethnicity, gender, national origin, race, religion, or sexual orientation. Potential devaluation of students in the classroom that can occur by reference to demeaning stereotypes of any group and/or overlooking the contributions of a particular group to the topic under discussion is inappropriate. See Statement on Classroom Climate, www.umd.edu/catalog/index.cfm/show/content.section/c/27/ss/1584/s/1541/

ABSENCE DUE TO RELIGIOUS OBSERVANCE
Absence due to religious observance will not be penalized, however, it is the student’s responsibility to notify the instructor within the first 3 weeks of class regarding any religious observance absence(s) for the entire semester. The calendar of religious holidays can be found at http://faculty.umd.edu/teach/attend_student.html#religious

RESEARCH
In addition to excellence in teaching at the undergraduate and graduate levels, the Department of Spanish and Portuguese is actively involved in research on language teaching and learning. Much of the research conducted in the department occurs in the language classroom context itself. The language classrooms at UMD offer a diversity of teacher and learner types and backgrounds that can provide valuable information about the way people teach and learn languages. For this reason we may ask your participation in our classroom-based studies, under the following conditions:

• Participation is voluntary and anonymous.
• Neither participation or outcome affect any student’s or any teacher’s evaluation.
• All outcomes will be reported in the aggregate and students will not be identified individually. In the event that students must be identified for the purposes of discussion, a code name or pseudonym will be assigned.
• All projects have been approved by the University Human Subjects Committee.
• Participants have access to information about the research project and researcher and may opt not to participate at any stage of the research project without penalty to their evaluation in the course.
• Participants may review final report of research project upon request.

COPYRIGHT NOTICE
Class lectures and other materials are copyrighted and they may not be reproduced for anything other than personal use without written permission from the instructor.

SYLLABUS CHANGES
This syllabus is subject to change. Students will be notified in advance of important changes that could affect grading, assignments, etc.
ASSIGNMENT 0 – All assignments are due June 1st at 12:00 noon

WEEK 1 – All assignments are due June 6 at 12:00 midnight
Capítulo 1: La economía Global y el mundo hispano
Para empezar - Pensamiento preliminar y Estudio del vocabulario
Lectura Comercial: Los contextos del mercado global
Preguntas de orientación del capítulo 1
Actividad de video 1
Actividad auditiva 1
Para pensar 1
España: La actualidad y política de España
Ficha técnica
La generación perdida de España (vídeo)
Minipregunta
Guinea Ecuatorial: La actualidad y política de Guinea Ecuatorial
Ficha técnica
Teodor Obiang Nguema, presidente de Guinea Ecuatorial (video)
Discusión en línea 1 – Guinea Ecuatorial

WEEK 2 – All assignments are due June 13 at 12:00 midnight
Capítulo 2: La empresa
Para empezar - Pensamiento preliminar y Estudio del vocabulario
Lectura Comercial: Organización y clasificación de la empresa comercial
Preguntas de orientación del capítulo 2
Actividad de video 2
Actividad auditiva 2
Para pensar 2
Colombia: La actualidad y política de Colombia
Ficha técnica
Flowers for the Gringo (video)
Minipregunta
Venezuela: La actualidad y política de Venezuela
Ficha técnica
A solas con Hugo Chávez: Presidente de la República de Venezuela (video)
Discusión en línea 2 – Venezuela

WEEK 3 – All assignments are due June 20 at 12:00 midnight
Empezar con los Titulares del día
Capítulo 6: La oficina
Para empezar - Pensamiento preliminar y Estudio del vocabulario
Lectura Comercial: Sistemas y equipos de la oficina moderna
Preguntas de orientación del capítulo 6
Actividad de video 3
Actividad auditiva 3
Para pensar 3
**Perú:** La actualidad y política de Perú
Ficha técnica
*State of Fear* (vídeo)
Minipregunta
**Ecuador:** La actualidad y política de Ecuador
Ficha técnica
*Ecuador desde Afuera* (vídeo)
Discusión en línea 3 – Ecuador

**WEEK 4** – All assignments are due June 27 at 12:00 midnight
Capítulo 5: Los bienes raíces y el equipo
Para empezar - Pensamiento preliminar y Estudio del vocabulario
**Lectura Comercial:** Las inversiones de capital a largo y corto plazo
Preguntas de orientación del capítulo 5
Actividad de video 4
Actividad auditiva 4
Para pensar 4
**Paraguay:** La actualidad y política de Paraguay
Ficha técnica
*Soya and Pesticides* (vídeo)
Minipregunta
**Bolivia:** La actualidad y política de Bolivia
Ficha técnica
*Coca and the Congressman: Drugs, Farming, and Socialism in Bolivia* (vídeo)
Discusión en línea 4 – Bolivia

**WEEK 5** – All assignments are due July 5 at 12:00 midnight
Capítulo 3: La gerencia
Para empezar - Pensamiento preliminar y Estudio del vocabulario
**Lectura Comercial:** Requisitos y modelos administrativos estadounidenses e hispanos
Preguntas de orientación del capítulo 3
Actividad de video 5
Actividad auditiva 5
Para pensar 5
**Argentina:** La actualidad y política de Argentina
Ficha técnica
*The Empty ATM: Inside Argentina’s Broken Economy* (vídeo)
Minipregunta
**Uruguay:** La actualidad y política de Uruguay
Ficha técnica
*Salvados: Entrevista a José Mujica. Presidente de Uruguay* (vídeo)
Discusión en línea 5 – Uruguay

**WEEK 6** – All assignments are due July at 12:00 noon
Entregar Proyecto Final
Capítulo 7: Los recursos humanos y las relaciones laborales
Para empezar - Pensamiento preliminar y Estudio del vocabulario
**Lectura Comercial**: Contratación, pago y negociación laboral
Preguntas de orientación del capítulo 7
Actividad de video 6
Actividad auditiva 6
Para pensar 6
**Chile**: La actualidad y política de Chile
Ficha técnica
*Drama of Hope* (video)
Minipregunta
**Brasil**: La actualidad y política de Brasil
Ficha técnica
*Brazil: Priests, Samba Dancers, and Mulattoes* (video)
Discusión en línea 6 – Brasil