

Syllabus for  
**SPA 306—Business Spanish**  
3 credit hours  
Fall 2013

I. COURSE DESCRIPTION

A study of Spanish in its application to business, including terminology with respect to office procedures and international marketing. (Taught primarily in Spanish).  
Prerequisite: SPA 204.

II. COURSE GOALS

- A. To furnish students who are familiar with the basic grammatical principles of Spanish with the fundamentals of practical commercial Spanish correspondence and in addition with special information about advertising, foreign trade, transportation, travel, banking, finance, etc.
- B. To provide an added skill which gives the student who is not necessarily a language major an advantage in his or her chosen career, whether he or she works for multinational corporations, government or international agencies, or becomes a professional diplomat, or serves in the Peace Corps, or becomes a politician or a journalist, or simply if he or she feels it worthwhile to understand the economic environment that shapes the lives of roughly 300 million Spanish speakers.

III. STUDENT LEARNING OUTCOMES FOR THIS COURSE

- A. Terminal Objectives  
Upon successful completion of this course, the student will be able to do the following:
  - 1. Participate in class discussions and act in certain role-playing situations.
  - 2. Translate basic commercial information from English to Spanish and vice versa, using specialized business vocabulary.
  - 3. Write business letters and personal *resumés* in Spanish.
  - 4. Write advertisements, faxes, and cable communications in Spanish.
  - 5. Discuss import/export regulations, questions of international finance, banking systems, and be able to open accounts, make deposits, withdrawals, checks, drafts, loan requests and letters of credit.
  - 6. Discuss the metric system and foreign exchange.
  - 7. Discuss economic relations between Latin America and the USA.
  - 8. Place orders, make invoices, write receipts and handle shipping procedures.
  - 9. Translate contracts and file legal suits.
  - 10. Make travel arrangements for a trip to a Spanish country and cope with difficulties while traveling.
  - 11. Explain the importance of marketing and write or translate slogans for ads.
  - 12. Use specialized vocabulary in such areas as real estate, income tax, bookkeeping, insurance, and computers.
  - 13. Discuss the importance of Spanish in technical fields and other areas of the business world.
  - 14. Research assignments on various Spanish business websites.

Last Revision: Fall 2013:bc

B. Unit Objectives

Each unit has specific vocabulary to be learned related to topics outlined in the following calendar format. Mastery of these topics will be determined through class participation, oral and written assignments and exams.

IV. TEXTBOOKS AND OTHER LEARNING RESOURCES

Required Materials

Textbooks

Business Spanish handbook (available only in ORU Bookstore)

Jarvis, Ana & Luis Lebreo. *Spanish for Business & Finance*, enhanced 2<sup>nd</sup> ed. Lexington: D.C. Heath, 2014. ISBN: 1285052234

V. POLICIES AND PROCEDURES

A. University Policies and Procedures

1. Attendance at each class or laboratory is mandatory at Oral Roberts University. Excessive absences can reduce a student's grade or deny credit for the course.
2. Students taking a late exam because of an unauthorized absence are charged a late exam fee.
3. Students and faculty at Oral Roberts University must adhere to all laws addressing the ethical use of others' materials, whether it is in the form of print, electronic, video, multimedia, or computer software. Plagiarism and other forms of cheating involve both lying and stealing and are violations of ORU's Honor Code: "I will not cheat or plagiarize; I will do my own academic work and will not inappropriately collaborate with other students on assignments." Plagiarism is usually defined as copying someone else's ideas, words, or sentence structure and submitting them as one's own. Other forms of academic dishonesty include (but are not limited to) the following:
  - a. Submitting another's work as one's own or colluding with someone else and submitting that work as though it were his or hers;
  - b. Failing to meet group assignment or project requirements while claiming to have done so;
  - c. Failing to cite sources used in a paper;
  - d. Creating results for experiments, observations, interviews, or projects that were not done;
  - e. Receiving or giving unauthorized help on assignments.By submitting an assignment in any form, the student gives permission for the assignment to be checked for plagiarism, either by submitting the work for electronic verification or by other means. Penalties for any of the above infractions may result in disciplinary action including failing the assignment or failing the course or expulsion from the University, as determined by department and University guidelines.
4. Final exams cannot be given before their scheduled times. Students need to check the final exam schedule before planning return flights or other events at the end of the semester.
5. Students are to be in compliance with university, school, and departmental policies regarding Whole Person Assessment requirements. Students should

consult the Whole Person Assessment handbooks for requirements regarding general education and the students' majors.

- a. The penalty for not submitting electronically or for incorrectly submitting an artifact is a zero for that assignment.
- b. By submitting an assignment, the student gives permission for the assignment to be assessed electronically.

B. Department Policies and Procedures

1. **Class Assignments**

- a. Students need to come to class with the appropriate textbooks, course materials, and other supplies as designated by the professor.
- b. Professors may refuse to accept an assignment if it has inappropriate content, does not meet the assignment's criteria (e.g., not typed, incorrectly documented), is incomplete, is suspected of plagiarism, or is turned in too late.

2. **Tardies**—Tardies are an inconvenience to the other class members and the professor, and they prevent the late student from obtaining maximum value from the class. Therefore, excessive tardies may adversely affect the semester grade. It is to the student's advantage to make sure that the professor is informed immediately following the close of the class that the student was tardy and not absent. It is not the professor's responsibility to stop the class to mark the tardy; the student is the one responsible for conveying that information immediately following that class, not at a later time.

3. **Late Work**

- a. The student is responsible for obtaining class assignments and material covered during an absence, and all work is expected to be completed as scheduled. Late work may result in a lower grade. An absence is not an excuse for turning in late work or for being unprepared with assignments for the class following the absence. Computer or printer malfunction does not constitute an excuse for late work; students should have their work prepared in time to ensure that they can get it proofread, edited, and printed prior to the instructor's due date. These responsibilities assist the student in professional development.
- b. Any test taken late (except if the absence is administratively excused) incurs the ORU late exam fee (\$15), which must be paid before the late test can be taken.
- c. Assignments missed because of administratively excused absences are accepted with no penalty. Generally, assignments missed from an excused absence, such as sickness or family crises, can be made up and the instructor should be notified as soon as possible to reach an agreement on due dates and possible penalties. Each instructor has his or her own late-work policy that is given to students at the beginning of a course, so a teacher may decide that work missed because of an unexcused absence cannot be made up. Instructors use their own judgment in accepting late work resulting from all other absences. In cases where absences can be anticipated, such as for non-University sponsored mission trips, the work should normally be submitted prior to the absence.

4. **Attendance**

- a. **Excused and Unexcused Absences**—As stated in the university policy section of this syllabus, class attendance is mandatory, but because unavoidable circumstances can prevent perfect attendance, each student is allowed to miss class the number of times per week a class meets. This allowance is intended for illness, personal business, and emergency. Work missed because of an excused absence (e.g., illness, family emergency) can be made up; however, it is up to the teacher’s discretion whether or not to accept work missed due to an unexcused absence (e.g., oversleeping, skipping class). If a student exceeds this number of absences, the student may lose points due to late work or for excessive absences, which may affect the semester grade. Extended illnesses are handled on an individual basis and require verification from a doctor.
  - b. **Administratively Excused Absences**—Only absences that are required by approved University activities are given administrative excuses. Students who must miss class for University-sponsored activities must follow these procedures:
    - (1) Inform the professor before the event and make arrangement for the work to be submitted prior to the absence or at a mutually agreed upon deadline.
    - (2) Present an administrative excuse form with appropriate signatures when he or she returns to class. Doctors’ or nurses’ notes, or letters from groups sponsoring mission trips or activities do not qualify a student for an administratively excused absence.
    - (3) Obtain information covered during an absence. All work must be completed as scheduled.
    - (4) Not commit to class presentation (oral reports, speeches, group presentations, etc.) on a date that the student will be gone. Makeup work is not permitted if the student voluntarily committed to a performance on the date of an administratively excused absence.
5. **Plagiarism**—Each student attending Oral Roberts University is required to do his or her own academic work and must not inappropriately collaborate with other students on assignments.
  - a. Students must document all sources and ideas that are not their own original information by following correct MLA (Modern Language Association) documentation procedures. Failure to do this produces a plagiarized paper, which results in an F for the paper. Flagrant cheating results in an F for the course.
  - b. Students may be asked to submit their assignments to Turnitin.com (an online anti-plagiarism program) or have their work submitted to D2L, which also submits work to Turnitin.com.
6. **Incompletes**—As stated in the University catalog, incompletes are granted only for “good cause,” such as extended hospitalization, long-term illness, or a death in the family. Students must petition for an incomplete using the form available in the English and Modern Languages Department. Very few incompletes are granted.
7. **Whole Person Assessment**—The Whole Person Assessment (WPA) handbooks explain the English and Modern Languages Department’s policies concerning required WPA artifacts. The handbooks can be accessed by choosing either the

English or Modern Languages Handbook from ORU's WPA website:  
[http://www.oru.edu/current\\_students/my\\_academics/resources/whole\\_person\\_assessment/handbooks.php](http://www.oru.edu/current_students/my_academics/resources/whole_person_assessment/handbooks.php)

C. Course Policies and Procedures

1. **Evaluation Procedures**

- a. The grade is determined by a cumulative system of points earned during the semester. The subjective grade of the teacher is determined by class participation and attendance. These 800 points are then converted to grades:

|                                     |   |                          |
|-------------------------------------|---|--------------------------|
| Major exams                         | = | 250                      |
| Vocabulary tests, assignments, etc. | = | 250                      |
| Subjective                          | = | 65                       |
| Internet Assignments                | = | 35                       |
| Final                               | = | 200                      |
| WPA compliance                      |   | 0% (noncompliance: -10%) |
| Total                               | = | 800                      |

- b. Final grade is given according to the following scale:  
A: 90-100%; B: 80-89%; C: 70-79%; D: 60-69%; F: 9-59%
- c. **Minimum grade** – It is recommended that a minimum grade of “C” be achieved in this course before the next level is taken.
- d. **Extra Credit**—Students should not expect extra credit to help raise a grade.
- e. **Extra-credit** may not apply to raise a grade from a "D" to a "C" if the cumulative score is lower than a 68% before extra credit points are added

2. **Whole Person Assessment Requirements**

- a. As stated in the English and Modern Languages Department Whole Person Assessment Handbook, the following competency applies to this course or the student must consult with the professor: **(6) Questions and Responses, and (7) Professional Writing and Social Correspondence.**
- b. To be "compliant" the student will have correctly submitted electronically the artifact for assessment. To be "noncompliant" the student has either not submitted or incorrectly submitted the artifact electronically. Noncompliance will result in one letter grade reduction of the final grade for the course.
- c. It is the student's responsibility to ensure that he or she is in compliance. Compliance is verified by checking for the assessment results in the student's ePortfolio. If there is a problem, the student may receive notification by the professor/assessor through the student's **ORU email address.**

3. **Other Policies and/or Procedures**

- a. There are exercises from the workbooks, translations of letters, etc., (Spanish to English and vice versa) and occasional vocabulary quizzes.
- b. Students act out certain situations and must be prepared occasionally to present material to the class orally using their creativity.
- c. Besides the final, there are two major exams. The student should refer to the course calendar for exact dates.

VI. COURSE CALENDAR      J = "Spanish for Business & Economics" by Jarvis.  
    B = Blue Workbook  
    Lec. = Lección; Cap. = Capítulo

| <u>WEEK</u> | <u>ASSIGNMENT</u>  |
|-------------|--|
| Intro       | Introduction to Course: Importance of Spanish in the Business World                                |
| 1           | J. Lec. Preliminar<br>Business Trips & Travel: J. Lec. 1,2; p.70                                   |
| 2           | Travel: J. Lec. 3-4<br>Business Letters: J. pp.143-145; B.5-6                                      |
| 3           | Imports, Orders: J. Lec. 5, pp. 146-50, 219-26, 292; B. 9-13                                       |
| 4           | Exports: J. Lec. 6;<br>Communications: J. Lec. 7, pp. 75-78, 289-91, 293-95, 74; B. 17             |
| 5           | Transportation: J. Lec. 9<br>Corporations: B. 19-20<br>Methods of Payment: B. 21-22; J. pp. 296-98 |
| 6           | Job Hunting (want ads, interviews, resumes, letters): J. Lec. 10, pp. 72; 151-54;<br>B. 25-29      |
| 7           | Review - <b>Examen #1</b><br>Marketing & Advertising: J. Lec.14                                    |
| 8           | Marketing: B. 31-40  |
| 9           | B. 41-42<br>Repaso   |
| 10          | <b>Examencito</b> (Marketing);<br>Accounting: J. Lec. 11; B. 44-49; Filing: B. 51                  |
| 11          | Computers: J. Lec.12<br>Taxes: J. Lec. 13; B. 49-50<br>Banking: J. Lec. 15; B. 53-56               |
| 12          | Banking: J. Lec. 16, pp. 227-30, 337-38<br>Real Estate: J. Lec. 18, pp. 303-04                     |
| 13          | Legal Matters, Lawsuits, Wills: B. 58-68 (Lec. 20)<br>Management: B. 70-73<br>Review: B. 74-76     |
| 14          | <b>Examen #2</b>   |
| 15          | Insurance: J. Lec. 19, pp. 305-08; B. 77   |

## **Final Review**

## Course Inventory for ORU's Student Learning Outcomes

### (Business Spanish-SPA 306) (Fall 2013)

This course contributes to the ORU student learning outcomes as indicated below:

**Significant Contribution** – Addresses the outcome directly and includes targeted assessment.

**Moderate Contribution** – Addresses the outcome directly or indirectly and includes some assessment.

**Minimal Contribution** – Addresses the outcome indirectly and includes little or no assessment.

**No Contribution** – Does not address the outcome.

The Student Learning Glossary at <http://ir.oru.edu/doc/glossary.pdf> defines each outcome and each of the proficiencies/capacities.

| OUTCOMES & Proficiencies/Capacities |  | Significant Contribution | Moderate Contribution | Minimal Contribution | No Contribution |
|-------------------------------------|--|--------------------------|-----------------------|----------------------|-----------------|
|-------------------------------------|--|--------------------------|-----------------------|----------------------|-----------------|

|          |   |  |  |  |   |
|----------|---|--|--|--|---|
| <b>1</b> | <b>Outcome #1 – Spiritually Alive</b><br>Proficiencies/Capacities |  |  |  |   |
| 1A       | Biblical knowledge  |  |  |  | X |
| 1B       | Sensitivity to the Holy Spirit                                    |  |  |  | X |
| 1C       | Evangelistic capability   |  |  |  | X |
| 1D       | Ethical behavior  |  |  |  | X |

|          |  |  |   |   |   |
|----------|--|--|---|---|---|
| <b>2</b> | <b>Outcome #2 – Intellectually Alert</b><br>Proficiencies/Capacities |  |   |   |   |
| 2A       | Critical thinking  |  |   | X |   |
| 2B       | Analytical problem solving   |  | X |   |   |
| 2C       | Global & historical perspectives                                     |  |   | X |   |
| 2D       | Aesthetic appreciation   |  |   |   | X |
| 2E       | Intellectual creativity  |  |   | X |   |

|          |  |  |  |  |   |
|----------|--|--|--|--|---|
| <b>3</b> | <b>Outcome #3 – Physically Disciplined</b><br>Proficiencies/Capacities |  |  |  |   |
| 3A       | Healthy lifestyle  |  |  |  | X |
| 3B       | Physically disciplined lifestyle                                       |  |  |  | X |

|          |  |   |  |   |   |
|----------|--|---|--|---|---|
| <b>4</b> | <b>Outcome #4 – Socially Adept</b><br>Proficiencies/Capacities |   |  |   |   |
| 4A       | Communication skills   | X |  |   |   |
| 4B       | Interpersonal skills   | X |  |   |   |
| 4C       | Appreciation of cultural & linguistic differences              | X |  |   |   |
| 4D       | Responsible citizenship  |   |  | X |   |
| 4E       | Leadership capacity  |   |  |   | X |

(Revised 9/15/06)