**Course Description:** The purpose of this class is to enhance your Spanish communicative skills and to develop cross-cultural communicative competence skills. Students will receive a solid foundation in business vocabulary and in basic business and cultural concepts, and situational practice that will help prepare them for success in today’s Spanish-speaking business world. This class is intended, but not limited to students majoring in Spanish or Business, and for others seeking to broaden their career opportunities. It is assumed that students have already mastered the fundamentals of Spanish grammar and that they control the general vocabulary needed for everyday communication. Students will have daily reading and writing assignments. In order to develop advanced communicative skills students are expected to frequently memorize, practice and use an extensive business and business related vocabulary. 

In addition, this course will also include an independent study component and all students will be required to work independently and answer all exercises from the workbook *Exito Comercial Cuaderno de Correspondencia, documentos y ejercicios comerciales*. You are strongly advised to allocate enough time to complete this and any other assignments on time. Due to the nature and special interests of the instructor, the students should expect an interdisciplinary-intercultural experience. Class will be conducted in Spanish.

**Prerequisite:** SPI 202 or equivalent, or consent of Instructor. Post-Intermediate / Advanced communicative skills in Spanish required.  
All students must communicate in Spanish at all times, no exceptions!

**Student Learning Outcomes:**

Students who successfully complete this course will be able to:

- better understand the geography, socioeconomic background, political situation and history of many Spanish speaking countries
- use, learn and become familiar with business vocabulary that will assist with commercial matters
- learn basic business and cultural etiquette
- practice effective and correct business writing
- practice oral and written translation and interpretation
- identify and use good quality computer translation programs and other resources
- carry a fluent and well educated conversation or presentation in the target language
- get familiar with the local and global business world

**Required materials and texts:**

- **Workbook:** *Exito Comercial Cuaderno de Correspondencia, documentos y ejercicios comerciales* 5th Ed. ISBN: 978-0-495-90779-0 (required)
- **Audio CD** (required - copies available in the Language Lab)
- **Dictionary** Spanish/English Vox College Dictionary or any good quality dictionary
- **Computer translation program**
- **One single subject notebook**
Retroactive Credit
If this is your first Spanish course at NKU you are strongly advised to take the Spanish WebCape Test in order to be placed at an appropriate level. Students who take this test can also apply for WLIP (World Language Incentive Program) which will grant retroactive credit to those who qualify. You must take the WebCape test and apply for WLIP during the first week of classes. The WebCape test is available online through the NKU World Languages and Literatures department web http://artscience.nku.edu/departments/worldlanglit/placement.html

Assessment
Achievement of student learning outcomes (SLO) will be assessed through in class oral presentations, written assignments, translations, homework, workbook, essays, in class daily activities and presentations, interviews, group projects and other special assignments.

Grading Scale

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>100-93</td>
</tr>
<tr>
<td>A-</td>
<td>92-90</td>
</tr>
<tr>
<td>B+</td>
<td>89-87</td>
</tr>
<tr>
<td>B</td>
<td>86-83</td>
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<tr>
<td>B-</td>
<td>82-80</td>
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<td>D+</td>
<td>69-67</td>
</tr>
<tr>
<td>D</td>
<td>66-60</td>
</tr>
<tr>
<td>F</td>
<td>59 or less</td>
</tr>
</tbody>
</table>

Grade distribution
Class Participation 20%
Textbook Assignments 20%
Workbook Assignments 20%
Chapter Tests 20%
Final Project 20%

Guidelines

1. Class Participation
   • Class preparation and participation are obligatory and will be considered in computing the class participation grade. Your class participation grade will be determined based on the following criteria.
     50% Preparation: Student prepared in writing and/or memorized (when indicated) all the activities assigned by the instructor prior to the class including additional research.
     50% Participation: Student attended on time, did participate actively in class, followed directions quickly, responded willingly and with no hesitation when called upon and volunteered an answer when needed. Student did collaborate with his/her group during paired or group activities. Student communicated in Spanish at all times.

   • Class attendance is required. Students missing 15 minutes or more of class will receive a “0” in class participation for that particular day. 4 Absences will result in the reduction of one letter grade from the final course grade. 5 or more absences will result in failing the class and the student will receive a final grade of F.

2. Textbook Chapter Assignments* (Single subject notebook required for these assignments)
All written assignments are indicated and underlined (and highlighted) in the syllabus. Students will write and answer all the chapter questions as assigned by the instructor in a single subject notebook. Please indicate clearly: date, page, exercise and/or activity number/letter. At the beginning of the class the instructor will stamp the student’s assignment for that day. Students will be responsible to self correct their assignment during class review. Incomplete assignments will not be stamped. At the end of the semester the instructor will collect the assignment notebooks and calculate the grade based on the number of activities completed and the quality of the work.
3. **Workbook / Cuaderno de correspondencia, documentos y ejercicios comerciales**. Students are required to complete all the sections in the workbook where space for writing has been provided and the *Ejercicios auditivos al teléfono* too. Keep in mind that you will need to attach a separate sheet with the answers to *Ejercicios auditivos Preguntas (1).* A copy of the CD required to answer the Ejercicios auditivos. Give yourself ample time to complete these assignments and do not procrastinate.

*Assignments Due date policy*
- All assignments are due at the beginning of the class.
- Incomplete work will not be accepted.
- There will be a penalty (-20 pts. per class) for late Homework.
- No homework will be accepted two or more days (classes) after the due date

Although group work is encouraged, students are not allowed to share or copy their answers. Students are allowed and encouraged to use computer translation programs when necessary, but must edit and correct any translated work in order to avoid incorrect word or phrase selection and guarantee correct use of the language.

4. **Chapter Tests** will be given on the days indicated on the syllabus. One test grade will be dropped. Make ups will be given under extreme circumstances only. **Before requesting a make up test keep in mind that an official written evidence ex. doctor’s letter or court’s order will be required.** Tests will include vocabulary and lesson content.

5. **Final Exam/Project.** The final exam will be in the form of a detailed research project, and will be due on the date indicated on the syllabus. The students should write a research paper on a country they selected from the professor’s list. Keep in mind that the purpose of this paper is to promote the marketing of a domestic product/service in the USA or an American product/service in the chosen country, or develop an investment strategy in that country. Their investment proposal and/or marketing strategy should be based on the country’s economic, social and demographic characteristics. The paper must be written in Spanish and must include a bibliography page following MLA format. Each student will speak briefly to the class about his/her paper. Details about the Final Project and/or further instructions will be announced in class.

**PLAN DE ESTUDIOS**

*This is a very ambitious program and subject to changes. The instructor reserves the right to make alterations in this syllabus should she deem it necessary. Any changes will be announced in class. Students are responsible for finding out about such changes.*

Conteste = Answer in writing in your Single Subject Notebook
Estudie = Review, prepare, memorize and/or practice

<table>
<thead>
<tr>
<th>Día</th>
<th>Actividades</th>
<th>Tarea (students must know big numbers in Spanish!)</th>
</tr>
</thead>
<tbody>
<tr>
<td>16/1</td>
<td>Cap. 1 El comercio global</td>
<td>Lea p. 8 -21. <strong>Conteste: preguntas p. 9, 12-13, 14, 16, 17, 18</strong></td>
</tr>
<tr>
<td>21/1</td>
<td>Cap. 1</td>
<td>Lea p. 18-22 <strong>Conteste preguntas p. 21-22</strong></td>
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<tr>
<td>23/1</td>
<td>Cap. 1</td>
<td>Repase Cap. 1 &amp; Vocab.</td>
</tr>
<tr>
<td>28/1</td>
<td>Workbook 1 Due /Test 1</td>
<td>Estudie Vocab. p. 27, 57-58. Lea p. 25-32. <strong>Conteste: preguntas p. 26,</strong> <strong>Conteste ejercicios p. 35-36 Ej. de Vocab. 1,2 y 4</strong></td>
</tr>
<tr>
<td>30/1</td>
<td>Cap. 2 La empresa</td>
<td></td>
</tr>
</tbody>
</table>
Syllabus SPI 340-01 & SPI 499-01
Spring 2014
TR 9:25-10:40 AM, LA 103

6/2 Cap. 2 España & Guinea Ecuatorial Repase Cap. 2 & Vocab

11/2 Workbook 2 Due / Test 2 Estudie Vocab. p. 61, 87-88. Lea p. 59-61. Conteste preguntas p. 60

18/2 Cap. 3 Lea p. 70-78. Conteste: p. 78 Act.3-6 Ej 1 a-m
20/2 Cap. 3 México Repase Cap. 3 & Vocab

27/2 ELL Breakfast

4/3 Cap. 4 La banca y la contabilidad Conteste ejercicios p. 100-101 Ej de Vocab 1, 2 y 4.
6/3 Cap. 4 Guatemala y Honduras Lea p. 102-114 Conteste p. 110-111 Act. 4-6 Ej 1 a-k

10/3 – 14/3 Spring Break

18/3 Cap. 4 Estudie Cap. 4 & Vocab

25/3 Cap. 5 Los bienes raíces y el equipo Conteste ejercicios p. 132-133 Ej de Vocab 1, 2 y 4
27/3 Cap. 5 Lea p. 134-142, Conteste p.142-143 Act.5-6 Ej 1 a-k

1/4 Cap. 5 El Salvador y Costa Rica Repase Cap. 5 & Vocab

8/4 Cap. 6 La oficina Conteste p. 163-164 Act 6-5. Ej de vocab. 1,2 & 4
10/4 Cap. 6 Lea p. 165-173, Conteste p.173-174 Act.6-6 1 a-k

15/4 Cap. 6 Nicaragua & Panamá Lea p. 173-176, Conteste p. 176 Act 1 a-e

22/4 Cap 7 Los recursos humanos Conteste p. 195-196. Act. 7-5 Ej. De Vocab 1, 2 & 4
24/4 Cap 7 Lea p. 197-201, Conteste Act 7-6 1 a-h. Lea p. 202-205

29/4 Cap 7 Venezuela
1/5 Workbook 7 Due / Test 7 Turn in Assignments Notebook

6/5 In class Final Project Presentations 10:10-12:10