

THE UNIVERSITY OF TEXAS AT AUSTIN
DEPARTMENT OF SPANISH AND PORTUGUESE
SPN 367P
Business in Hispanic Life and Culture
SUMMER 2020

This course will be taught in Spanish

Instructor: Guillermina Ogando Lavín

Teacher Assistant: Amalia Merino

Unique Course Number: 82743

Time/ Place: MTWTHF 10:00-11:30am via Zoom Meetings

Instructor Office Hours:

Monday 11:30am-12:30pm

Wednesday 9:00am-10:00am

Thursday 12:00pm-1:00pm

TA Office Hours:

Tuesday 11:30am-12:30pm

Wednesday 11:30am-12:30pm

Friday 9:00am-10:00am

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1. Placement and pre-requisites

The prerequisite for this course is a passing grade (C or better) in SPN 327C or 327N.

2. Objectives of the course

In a globalized world, where multilingualism is highly valued, having economics and business knowledge prepares students to widen their professional horizons in international market and to improve their intercultural abilities in their own country.

The general objectives of the course are:

- To acquire essential vocabulary for the main concepts of the business world
- To attain a general overview of the economy of a variety of Spanish-speaking countries
- To become familiar with the business cultural environment of a variety of Spanish-speaking countries, and to compare them with its American counterpart
- To become familiar with some local businesses from Spanish-speaking countries
- To improve confidence using Spanish in a professional setting
- To develop business writing
- To review the main grammar points to succeed in writing and oral performance
- To increase oral expression and interaction
- To advance creative skills and the ability to work collaboratively
- To develop the ability to make a formal business presentation in Spanish

3. Course description

The course is structured in two interrelated parts: Independent and classroom activities. Students will work in groups or individually to perform different tasks related with content studied in class.

The course is designed to provide interactive, engaging, meaningful learning adaptable to the specific needs of each student through a series of modules. Knowledge will be constructed and advanced through discovery, interaction and cooperative work, as opposed to passive explanations. Via Canvas, you will access listening and reading materials related to the field work. In class, we will analyze and discuss the linguistic and cultural aspects of the material in order to maximize the benefits of said field work.

For every course topic, there will be vocabulary and general content quizzes in class or on Canvas. After each topic, you will be required to create, collaboratively or individually, a task related to the materials studied in class. Guidance and instructions will be provided prior to the assignments via Canvas.

At the end of the course, you will present a business project based on a specific subject of interest of yours. The objective of this project is to become familiar with a specific business environment and to focus on a specific aspect, i.e. advertising, marketing, production, legal issues, sustainability or human resources. Detailed instructions will be provided through Canvas.

4. Materials and resources

No textbooks required. Materials will be provided via Canvas. Recommended: a hardcopy or online Spanish–English dictionary such as Business Spanish (<http://businessspanish.com>). In chapter 2, students must see the movie *The Big Short* (Available in Amazon or YouTube for \$2.99)

5. Global Cultures flag

This course carries the Global Cultures flag. Global Cultures courses are designed to increase your familiarity with cultural groups outside the United States. You should therefore expect a substantial portion of your grade to come from assignments covering the practices, beliefs, and histories of at least one non-U.S. cultural group, past or present.

6. Grading scale

There is no curve or extra credit in this course.

Final letter grades are assigned according to the following scale:

93-100 A	83-86.99 B	73-76.99 C	63-66.99 D
90-92.99 A-	80-82.99 B-	70-72.99 C-	60-62.99 D-
87-89.99 B+	77-79.99 C+	67-69.99 D+	0-59.99 F

7. Grade distribution and course assessments

Vocabulary and content quizzes	25%
Collaborative or individual final tasks	30%
Homework	10%
Participation in class and groups interaction	5%
Portfolio	15%
Final Business Project <ul style="list-style-type: none">• Presentation• Format• Content	15%

Vocabulary and Content Quizzes: Two or more times per module, you will have a vocabulary quiz via Canvas or in class on the vocabulary words and important contents that you have read, listened, or studied in class. You will always be provided with the vocabulary list to study. Quizzes will be no more than 15 minutes. *There is no make-up for quizzes.* Your lowest grade will be dropped. Quizzes will be available on Canvas for one week. After this week, quizzes will automatically close and will not be re-opened. Students who did not complete the quiz, will receive a 0 for that missed assignment.

Individual or Collaborative Tasks: After every chapter you will create a writing or oral task based on the content of the chapter. Below are the 4 tasks that you will have for each chapter:

Chapter 1: Interview a Spanish speaker entrepreneur, write a report, and present it in class

Chapter 2: Record a simulation of a job interview

Chapter 3: Write a report about the stock market

Chapter 4: Present a marketing campaign

***More details will be provided through Canvas.**

Participation: Participation is a vital component of this course. You are therefore expected to participate regularly by attending each Zoom meeting (with your video turned on) and actively engage in class discussions. You will be graded based on the quantity and quality of your contributions (in Spanish). You will receive two participation grades in the course: one mid-

semester and one during the last week of classes. The rubric used to determine your participation grades will be posted on Canvas.

Homework: Homework is essential to succeed in this class. The online course is designed based on the flipped class model. This means that you are introduced to content at home and practice it during our synchronous class. Homework provides benefits that will help you succeed outside of the classroom (i.e. time management, assessment of priorities, review and analysis, etc.).

Portfolio: Throughout the semester you will maintain a portfolio which will include a variety of assignments, such as reflections on your vocabulary knowledge as well as your impressions or reactions to research in companies, videos, audios, readings etc. As part of the portfolio, you will collaboratively research a business topic in a Spanish-speaking country of your interest. The purpose of this assignment is to relate the cultural aspects you discover to those learned in class.

Final Business Project: As part of this course, you will choose a business field or organization and collaboratively create a business plan as part of a new company that you wish to implement. Your instructor will provide you with the resources needed to complete your project. You will present the project in class. This assignment will be graded based on originality, clarity, oral fluency as well as technologies used for the presentation. Details will be provided via Canvas.

8. Policies

Canvas: This course uses Canvas as its course management system. I will post grades, as well as all handouts, audios, videos and readings on Canvas (<http://canvas.utexas.edu/>).

Attendance: Due to the nature of this course, regular class and field-work attendance are required for successful completion. You are allowed 3 absences to our Zoom meetings with no attendance penalty. For each additional absence, a full percentage point will be deducted from your final semester average. In order to participate in class with your fellows and your instructor, we ask that you have your camera on during each Zoom session.

Plagiarism: Submitting any assignment that is not your own original work may be considered plagiarism and will be dealt with according to University policy. For more information, visit Student Judicial Services (SJS) at <http://deanofstudents.utexas.edu/sjs/>.

Accommodations: I will be available to discuss appropriate academic accommodations for students with a disability. Before course accommodations can be made, you will be required to provide documentation prepared by the Services for Students with Disabilities Office (SSD): <http://deanofstudents.utexas.edu/ssd>.

Student conduct: Any student who, acting singly or in concert with others, obstructs, disrupts, or interferes with any teaching, educational, research, administrative, disciplinary, public service,

or other activity or public performance authorized to be held or conducted on campus or on property or in a building or facility owned or controlled by the university is subject to discipline.

Senate Bill 212 and Title IX Reporting Requirements. Under Senate Bill 212 (SB 212), the professor and TAs for this course are required to report for further investigation any information concerning incidents of sexual harassment, sexual assault, dating violence, and stalking committed by or against a UT student or employee. Federal law and university policy also requires reporting incidents of sex- and gender-based discrimination and sexual misconduct (collectively known as Title IX incidents). This means we cannot keep confidential information about any such incidents that you share with us. If you need to talk with someone who can maintain confidentiality, please contact University Health Services (512-471-4955 or 512-475-6877) or the UT Counseling and Mental Health Center (512-471-3515 or 512-471-2255). We strongly urge you make use of these services for any needed support and that you report any Title IX incidents to the [Title IX Office](#).

Note: This calendar can be slightly modified. You will be advised in advance of any change.

UNIDAD 1: Las empresas Las finanzas Los modelos de negocios en países hispanos La responsabilidad social			
Fechas	Contenidos temáticos	Contenidos gramaticales y vocabulario	Tareas en casa o Pruebas en clase (assignments)
4 junio	Presentación del curso Explorando las empresas: tipología	Vocabulario de tipos de empresas y	Unidad 1 (pp. 3, 4 y 5)
5 de junio	Emprendedores	Las oraciones de relativo y el uso del condicional	Quiz en Canvas Escritura de un email a una compañía en grupo (pp.6-9)
8 de junio	Lo que nos hace únicos: prevalencia de negocios en México, burocracia	Vocabulario sobre microempresas y burocracia	Quiz en Canvas Unidad 1 (pp. 11-14)
9 de junio	Burocracia en la creación de un negocio	Los acentos en español: repaso de reglas y prácticas.	Quiz en Canvas Unidad 1 (pp.15-17)
10 de junio	Las finanzas en los negocios Anticipo de la unidad 3: Log in La bolsavirtual.com	Vocabulario de dinero y números Repaso de reglas de formación de números	Unidad 1 (pp. 18-20) Preguntas para la compañía entrevistada
11 de junio	La contabilidad y las facturas	Vocabulario de la contabilidad	Creación de una factura Unidad 1 (pp.20-25)
12 de junio	La ética empresarial en la empresa	Vocabulario de responsabilidad social empresarial	Quiz en Canvas Unidad 1 (28-30) Entrevista a la compañía hispana
15 de junio	Preparación de la tarea final 1 (informe)	Vocabulario y guía para el informe de la entrevista de la tarea final 1	Unidad 1 (pp.30-31) Portafolio entrada sobre la unidad 1

Unidad 2: La entrevista de trabajo La carta de presentación El curriculum El mercado laboral			
16 de junio	Presentación en clase de la tarea final 1 Las ofertas de empleo	Vocabulario el mundo laboral	Reflexiones para el proyecto final. Paso 1 Unidad 2 (pp. 1-3) Búsqueda de una oferta de empleo online Entrega de la tarea final 1
17 de junio	El curriculum vitae	Vocabulario del curriculum	Escribir un curriculum en español Unidad 2 (pp. 5-8)
18 de junio	La carta de presentación	Estructura de una carta formal	Unidad 2 (pp10-12)
19 de junio	La entrevista laboral consejos, trucos.	Vocabulario para una entrevista de trabajo	Preparación de la tarea final 2: la entrevista laboral Unidad 2 (pp.13-16)
22 de junio	TedxTalk: el mundo laboral	Vocabulario del acceso al mercado laboral	Quiz en Canvas Portafolio: entrada sobre la unidad 2
23 de junio	Entrevista laboral: trabajo en grupo para su grabación	Expresiones para la entrevista laboral	Entrega de la tarea final 2: grabación de la entrevista y la reflexión
Unidad 3: La banca y la bolsa Los bancos en los países de habla hispana Las finanzas La bolsa			
24 de junio	Los bancos en los países de habla hispana	Vocabulario del banco y los cargos de una compañía	Reflexiones para el proyecto final: paso 2 Unidad 3 (pp.1-3)
25 de junio	Los bancos, productos y usuarios Práctica de comparación de 2 bancos y sus productos	Vocabulario de la banca	Unidad 3 (pp. 3-6)
26 de junio	La banca ética	Vocabulario de la banca	Quiz en Canvas Unidad 3 (pp.6-9)
29 de junio	La bolsa	Los conectores	Unidad 3 (pp-9-12) Visionado de la película <i>The big short</i>

30 de junio	Comentario de la película <i>The big short</i>	Vocabulario del mercado bursatil	Unidad 3 (pp. 13-17)
1 de julio	La bolsa virtual	El uso del “se” impersonal	Quiz en Canvas Preparación de la tarea final 3: el informe de la bolsa
2 de julio	El informe de la bolsa: modelo y explicación Trabajo en grupo sobre el informe de la bolsa	Las reglas de escritura de un informe	Entrega de la tarea final 3: informe de la bolsa virtual Portafolio: entrada sobre la unidad 3 e investigación de grupo de un tema.
Unidad 4: El marketing y la publicidad Tipos de marketing La publicidad y sus estrategias			
3 de julio	El marketing tipos	Vocabulario del marketing	Reflexiones para el proyecto final: paso 3 Unidad 4 (pp.1-4)
6	La publicidad estrategias y lenguaje	Vocabulario y juegos de palabras en la publicidad	Quiz en Canvas Unidad 4 (pp. 4-8)
7	Trabajo de grupo de la tarea 3: la campaña de marketing	La exposición en grupo: estructura y vocabulario	Entrega de la tarea 3: la campaña de marketing
8	Breve presentación en clase de la tarea final 3 Trabajo de grupo sobre el proyecto final	La escritura del proyecto final	Trabajo en grupo sobre el proyecto final: paso 4
9	Presentaciones en clase sobre el proyecto final		Fin del curso: descanso del verano ☺