

SP 353. Commercial Spanish.

Dr. Scott R. Infanger

Class: TBA

Office: 203 Wesleyan Hall, 765-4982 E-mail: srinfanger@una.edu

Text: Doyle, Michael. *Éxito Comercial*, 4th or 5th Ed.

Tell Me More Software.

Course Objectives and Learning Outcomes: The purpose of this course is to enhance your vocabulary and register for conducting basic to intermediate level commercial transactions in a variety of Spanish-speaking cultures.

The successful student in this course will learn vocabulary and idioms used in commercial communications, write business letters in Spanish, learn the theory and develop the skills of translating commercial documents into and from English, and understand the cultural differences in the Spanish-speaking marketplace.

To accomplish this, students will undertake a variety of learning exercises including, but not limited to: assigned readings, in-class and online discussions, quizzes, written and aural comprehension exercises, and group presentations.

Students will be evaluated in daily oral-aural skill development through in-class participation, quizzes and exams to evaluate vocabulary and grammar skills, through written work designed to practice form and translation skills.

In addition to in-class work, students will complete a personalized language study course in the Tell Me More Spanish suite. Students must complete the entire personalized course of study in Professional Situations. This course component will be worth 20% of the final grade.

OBJECTIVE	ASSESSMENT
290-3-3-.11(2)(a)1.(i) Knowledge of grammatical organization (phonology, orthography, morphology, vocabulary, and syntax) and textual organization (cohesion, coherence, and rhetorical organization) for receiving and producing original and accurate messages in the target language.	Homework. Tests/Exams. Webcape Exam.
290-3-3-.11(2)(a)1.(ii) Knowledge of pragmatics (the effect of context on language) for appropriate usage of the target language in different language-specific settings.	Tests/exams based on analysis of readings in <i>Éxito Comercial</i> . Speaking/Participation. Written compositions.
290-3-3-.11(2)(a)1.(iii) Knowledge of travel and study opportunities in the target culture or in pseudo-immersion experiences for maintaining and improving proficiency.	Modified oral proficiency interview(s). Tests/Exams. Short essays.
290-3-3-.11(2)(a)2.(i) Ability to receive and produce original and accurate messages in all three modes (interpersonal, interpretive,	Tests/Exams and assignments based on readings and conversation topics. Written compositions.

presentational), employing knowledge of grammatical and textual organization of the target language.	
290-3-3-.11(2)(a)2.(ii) Ability to use pragmatics to receive and produce messages in the target language that are appropriate for different situations and for different people.	Tests/exams based on analysis of readings in <i>Éxito Comercial</i> . Speaking/Participation. Written compositions.
290-3-3-.11(2)(a)2.(iii) Ability to observe similarities and differences between languages when immersed in authentic language settings.	Modified oral proficiency interview(s). Tests/Exams. Short essays.
290-3-3-.11(2)(b)1.(i) Knowledge of target culture practices including daily life, customs, and cultural patterns.	Tests/exams based on analysis of readings in <i>Éxito Comercial</i> . Speaking/Participation. Written compositions.
290-3-3-.11(2)(b)1.(ii) Knowledge of target culture perspectives including values, patterns of thought, beliefs, and cultural assumptions.	Tests/exams based on analysis of readings in <i>Éxito Comercial</i> . Speaking/Participation. Written compositions.
290-3-3-.11(2)(b)1.(iii) Knowledge of target culture products including art forms; geography and history; social, economic, political, and religious institutions; ecology, and technology.	Tests/exams based on analysis of readings in <i>Éxito Comercial</i> . Speaking/Participation. Written compositions.
290-3-3-.11(2)(b)2.(iii) Ability to use tools of inquiry to discover similarities and differences between native and target culture products such as geography, political institutions, and ecology.	Homework. Tests/Exams. Written compositions.

Assigned Readings and in-class discussions: We will be using the UNA Angel Learning system to track all assignments and most readings. It is the responsibility of each student to check for assignments on Angel and have them ready for each class period. This includes printing out any assigned material (e.g. worksheets, etc.) and bringing it to class.

The success of this class depends in large part on the active participation of everyone in the class. If you miss class, you are not only losing out on the opportunity to learn, but are depriving your classmates of your insight and perspective. Class attendance and participation are worth 10% of the final grade.

Attendance: This class cannot function without you. It is your responsibility to be in class, on time, and prepared for every session. Make-up work will only be accepted on the day you return to class from an excused absence. If you will be absent from a quiz because of a University excused event, you must make arrangements to take the quiz before your absence. Pop quizzes cannot be made up. After missing 10% of the class sessions, your final grade will drop by 10% and will continue to drop at the same rate of your accumulated absences. Each tardy will count as ¼ an absence.

Exams and Quizzes: There will be a Midterm and a Final exam plus a number of scheduled and unscheduled quizzes during the semester. Scheduled chapter quizzes will be conducted online in Angel. Daily open-note quizzes will be conducted during the first five minutes of each

class period. Students may use any reading notes taken, but not the textbook. Make-up quizzes and tests will not be given without a doctor's excuse. Other missed quizzes/exams will follow the attendance policy outlined above. Quizzes and Exams will be worth a combined 40% of the final grade.

Case Studies via Online Discussion Forums: There will be several discussion forums based on case studies or problems common to business in a Spanish-speaking environment. You will be assigned to a team, which will be responsible for resolving each case study/discussion topic. Students are to participate actively in each discussion forum. The instructor will assign a different team leader for each forum discussion, who will be responsible for coordinating the group solution/response and uploading the final version. This is an opportunity to practice writing Spanish in an informal setting, using terms and topics we will acquire over the course of the semester, as well as compiling, editing, and managing teams. Each team leader will submit a written evaluation of their team members at the end of their assigned term as team leader. Forum participation is worth 20% of the final grade.

Grading System:	Participation and Attendance	10%
	Quizzes and Exams	50%
	Case Studies / Discussion Forums	20%
	Tell Me More	20%