



KIIS SPAIN I Program, Summer 2022

SPAN 331: Spanish for the Profession: Business Spanish

Instructor: Dr. Nelson López

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Instructor's office hours: on site and by appointment

Syllabus subject to change

1. Course Description:

Although the textbook for students at the intermediate Level: B1 of the Common European Framework of Reference¹, this course serves as an introduction to business communication in Spanish-speaking countries, with specific attention to the business context of Spain by studying: linguistic structures and vocabulary; forms of business communication; reading and discussion of business texts and social and business customs in Spain and the European union.

Prerequisites: Completion of Intermediate Spanish.

2. Overall KIIS Program Student Learning Outcomes:

KIIS Study Abroad Mission Statement:

KIIS provides high-quality education abroad programs for students from all diverse backgrounds that promote deep international learning, are integrated into the curriculum, and encourage critical and creative thinking. Our goal is to help students understand the wider world and develop personal and professional skills for lifelong enrichment. We strive to go beyond generalizations and cultural stereotypes to help foster a nuanced appreciation of the world in which we live.

Students taking part in KIIS study abroad programs aim to:

- 1) Understand contemporary issues of their host country/countries (i.e. KIIS program location).
- 2) Develop skills to interact comfortably in a global setting.
- 3) Understand other cultures.

Prior to your KIIS study abroad program, and again at the conclusion of your program, KIIS will ask each student to a) answer a few multiple-choice questions, and b) write a short reflective essay (two paragraphs in length) related to the elements detailed above. There is no right or wrong answer, and your responses will not affect your grade in any way. The purpose of the exercise is to help KIIS measure the effectiveness of its study abroad programs.

3. Course Objectives and Specific Learning Outcomes:

¹ B1 Language level corresponds to Intermediate Mid, Intermediate High in the American Council for Teachers of Foreign Languages Guidelines.

The goal of SPAN 331 is to gain Spanish vocabulary and awareness of its culture, particularly in Spain and to some extent the speaking Spanish world. This is not a business class per se, nor it aspires to be one. The objectives will focus on language learning for the profession. These are:

- Review language skills pertaining to the world of business by applying grammar concepts, both speaking and writing skills.
- Engage learners in activities related to Spanish business; formal writing, resumes, blind cover letters, requesting services, etc.
- To critically analyze short case studies about Spanish cultural business practices, and
- To promote awareness and understand the business community of Segovia.

4. Major Topics covered in the Course:

Brief introduction to Spanish in the business world
Marketing / Tourism
Business writing (memos, resumes, letters of request, etc.)
Spanish / Latin America Cultural nuances in Business
Case study scenarios
Stock Exchange/ Banking in Spain

Course method: In this course, I will require you to purchase or borrow a local newspaper and critically analyze and discuss short news related to the region; to prepare for interview questions; to learn about local business; write a reflection essay; to learn the conventions of business letter writing and phone conversations in a professional setting (among other tasks). This course will involve significant practice in speaking and writing as applied to business practices. We will do all work for the class in Spanish. We will do class activities not only in class but also in local business venues. Most times, we will link the lessons chosen to the program itinerary. I expect students to complete the daily assigned readings/exercises and to be prepared to discuss them before coming to class. I will base the participation grade on consistent use of Spanish, regular and substantive contributions to class discussion, and demonstration of a positive attitude.

Attendance is mandatory, and I will take roll for every class period and field trip. Kiis summer programs in Spain have strict absence policies. First unexcused absence lowers your final grade by 20 points. For two absences, the student may fail the course. Absences for legitimate reasons will be excused, but students have the responsibility to inform the instructor and the program director. If medical, we may need a document stating the reason (s).

5. Fulfillment of General Education Requirement: N/A

6. Required Readings and Materials: (to be purchased in Spain's local bookstore)

Olga Juan, Marisa Prada y Ana Zaragoza*

- **En Equipo.es Curso de español de los negocios**, nivel intermedio: B1
España: Editorial Edinumen, 2008. ISBN.978-84 95986-21-4
- **En Equipo.es Curso de Espanol de los negocios. Libro de ejercicios.**
España: Editorial Edinumen, 2003. ISBN. 84-95986-25-6

* *Please do not purchase the book in the USA, let's support the local economy of Segovia.*

7. Graded Assignments:

Home Stay Homework: assignments are to be done BEFORE class. No work will be accepted late. You need to have homework or any other written ready to be turned in at the beginning of the class period. Hand in your work as you enter the classroom.

Vocabulary /lesson assessment quizzes and exercises. These are based on readings, case scenarios, vocabulary of chapters, mini presentations and excursions to Madrid, Toledo, Salamanca, Ávila, and the place you visited during the long weekend break.

Class Participation: Since the course will explore case scenarios, expect to fully take part in reenacting some cases or situations. I will expect all learners to take part actively in all class activities in Spanish. You're speaking in Spanish rather than English, evidence that you have done the reading and assignments prior to class, cooperation in group and pair work and willingness and preparedness in answering questions and taking part in discussion are factors in the grade. At the end of every week, the professor will give everyone a participation grade based on the level of participation shown during the class period.

Writing for the profession tasks: These are specific writing skills we will review and have you do in class and return the following day. It will review, as stated before, skills and grammar concepts, such as subjunctive, saber and conocer, ser/ estar, indirect speech, and past tenses.

Mini test assessment: these *Mini tests* may include some or all of the following elements: Vocabulary, writing samples to correct, multiple choice, group work, presentations, in class readings of articles, etc. I will let you know in advance.

Mini Presentations: Each student will sign up to give the *Mini Presentations* at the beginning of class. The *Mini Presentations* will take 4-5 minutes and must include: 1) a brief welcome to classmates, 2) the news clip you want to talk about, 3) it can be about or related to business, marketing, tourism, etc, 4) An analysis where you can compare, contrast, and/or state your own opinion about it, 5). Absolutely NO note cards will be allowed, only the article newspaper or magazine. No web article, please.

Assessment of learning

Students will show these learning outcomes through written assignments (including reflection papers, resume writing, and letter writing); oral presentations (including telephone conversations, video and oral presentation of a newspaper article); class participation; midterm exam on vocabulary, grammar, and business concepts covered in the textbook; and final oral interviews with the professor. I will base grades on the quality of the student's work and improvement over the term. How the grade is determined:

Vocabulary lesson Assessments	25%	Points	Grade
Class Participation	10%	90-100	A
In Class Work	15%	80-89	B
Homework	15%	70-79	C
Writing for the profession tasks	20%	60-69	D
Mini Presentations	10%	≤ 59	F

Evaluation criteria for essays and documents

At this level of Spanish study, you should be able to control for the following structures in writing (maybe not in spontaneous speech, but definitely in writing which you can proof and take time to consult outside resources):

- gender agreement (all articles and adjectives agree with gender of noun they modify)
- number agreement (all articles and adjectives agree with number of the noun they modify; i.e. singular and plural)
- subject / verb agreement in all tenses
- spelling of irregular verbs (you might not always choose preterit versus imperfect, appropriately at this level, but you must spell all regular and irregular forms correctly)
- “made up” words, especially Anglicisms such as “hispánicos” instead of “hispanos”
- the “*a personal*”—if any person is a direct object, the “*a*” must precede it

More than a total of four errors of these types will automatically result in a 8/15 for your language grade on the assignment.

8. Attendance Policy:

KIIS program participants are expected to be punctual to and in attendance at all classes, presentations, meetings and required excursions, and to remain with the program for the full academic period. Unexcused absences from classes and/or mandatory meetings will cause a lowering of the student's final grade, as will excessive tardiness. Multiple unexcused absences could cause expulsion from the program. Your host family assessment cannot vouch for your medical condition, a medical assessment is necessary to be excused.

9. Disability Accommodation:

KIIS will make every reasonable effort to provide accommodations for program participants with special needs or disabilities, but we cannot guarantee that we will be able to do so. Be aware that many foreign countries do not have comprehensive legislation comparable to the Americans with Disabilities Act (ADA). As a result, businesses and other establishments operating in foreign countries may not be able to provide accommodations.

If you have a disability accommodation need, we recommend you contact your KIIS Campus Representative, <https://www.kiis.org/about-kiis/contact-us/campus-representatives/> early in your program selection process so that s/he has time to discuss any specific needs, including which KIIS programs may be best suited. You also are welcome to contact KIIS Assistant Director, Maria Canning, maria.canning@wku.edu, to discuss your disability accommodation needs (e.g. housing, transportation, excursions, class schedule, etc.).

Immediately after acceptance, notify KIIS Assistant Director, Maria Canning, or KIIS Admissions and Enrollment Specialist, Haley McTaggart, haley.mctaggart@wku.edu, if you have a special need or disability that might require any form of accommodation abroad. Failure to notify KIIS may prevent you from participating on your KIIS program.

If you require any accommodations abroad, you must provide KIIS Assistant Director, Maria Canning, or KIIS Admissions and Enrollment Specialist, Haley McTaggart, an accommodation letter from your home campus' disability accommodation office that lists the accommodations you are eligible to receive. Please do not request accommodations directly from your KIIS Program Director or other KIIS Faculty; the KIIS Office will notify your KIIS Program Director and/or Faculty after we have received your above accommodation letter.

In some cases, you may need to make arrangements for a caregiver to join you on your KIIS program, should your physician, campus disability accommodation office, or KIIS make such a recommendation or require it.

10. Title IX / Discrimination & Harassment:

Recent attention to gender discrimination and sexual harassment at colleges and universities reminds us of the importance of adhering to standards of ethical and professional behavior. KIIS Study Abroad is committed to supporting and encouraging safe and equitable educational environments for our students, faculty, and program directors. Students, faculty, and program directors are required to be civil and treat each other with dignity and respect. As such, harassment and/or discrimination of any kind will not be permitted or tolerated.

Sexual misconduct (sexual harassment, sexual assault, and sexual/dating/domestic violence) and sex discrimination are violations of KIIS policies. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to a) KIIS Assistant Director, Maria Canning (+1-859-200-1000) or KIIS Executive Director, John Dizgun (+1-270-227-2288), b) WKU's Title IX Coordinator, Deborah Wilkins (270-745-5396 / deborah.wilkins@wku.edu) or WKU's Title IX Investigators, Michael Crowe (270-745-5429 / michael.crowe@wku.edu) or Joshua Hayes (270-745-5121 / joshua.hayes@wku.edu). Please note that while you may report an incident of sex/gender based discrimination, harassment and/or sexual misconduct to a KIIS program director and/or faculty member, KIIS program directors and faculty are considered "Responsible Employees" of Western Kentucky University and MUST report what you share to WKU's Title IX Coordinator or Title IX Investigator.

If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU's Counseling and Testing Center, <https://www.wku.edu/heretohelp/> at 270-745-3159.

For more information on KIIS Title IX, see <https://www.kiis.org/students/health-safety/title-ix-clery/>; additional Title IX resources can be found here <https://www.wku.edu/eo/titleixbrochure2020.pdf>.

Everyone should be able to take part in a KIIS program, attend a KIIS event, or work in a KIIS environment (e.g. KIIS office) without fear of sexual harassment or discrimination of any kind. Be respectful of each other.