

El Español en el mundo de los negocios
S315/ 25249
Primavera 2014

Instructor: Valeriya Fedonkina

Email: vfedonki@indiana.edu

Class Meetings: MWF 9:05 a.m. - 9:55 a.m. / BH 237

Office Hours: BH 328 10:00am - 11:00am M/W and by appointment

Required Materials

M. S. Doyle, T. B. Fryer & R. Cere, 2011. 5th ed. Éxito comercial: Prácticas administrativas y contextos culturales. Thomson Heinle. **Texto (T)**

M. S. Doyle, T. B. Fryer & R. Cere, 2011. 5th ed. Éxito comercial: Cuaderno de correspondencia y documentos comerciales. Thomson Heinle. **Cuaderno (C)**

Course Description

El objetivo de este curso es promocionar el entendimiento cultural internacional en el mundo de los negocios por medio del estudio del lenguaje comercial y del conocimiento de sus códigos y costumbres. Este objetivo se persigue de dos formas. Por un lado, se aspira a familiarizar al estudiante con el lenguaje comercial escrito y hablado y se trabajará con documentos variados -- cartas comerciales, descripciones de trabajo, anuncios, formularios bancarios y de importación y exportación, etc. --. Además, los estudiantes aprenderán a leer, escribir y traducir documentos comerciales y practicarán conversaciones sobre diversas situaciones de negocios. Por otro lado, se le introducirá al estudiante el conocimiento de las costumbres, protocolo y prácticas culturales propias del mundo comercial hispano. Por medio de casos prácticos se analizarán estereotipos culturales y se cuestionarán comportamientos y conductas éticas del comercio internacional. En definitiva, se buscará sensibilizar al estudiante a conocer, entender, respetar o criticar prácticas culturales del mundo de negocios hispano. El prerrequisito de este curso es S310 ó S280.

Course Evaluation

Course evaluation is based on class participation, ten portfolio assignments, two class presentations, one service learning project, one oral exam, and three written exams.

Course Components

Participation/ Attendance	10%	Portfolio (10 documents)	15%
Homework	5%	Service learning project	5%

Exams:

Oral Exam	5%	<u>Presentations</u>	
Exam I	15%	Cultural Presentation	4%
Exam II	15%	Final Presentation	6%
Final Exam	20%		

Grading Scale:

A+ = 98-100	B+ = 88-89	C+ = 78-79	D+ = 68-69	F = 0-59
A = 93-97	B = 83-87	C = 73-77	D = 63-67	
A- = 90-92	B- = 80-82	C- = 70-72	D- = 60-62	

Attendance

According to department policy, you may miss three classes without penalty. These should cover absences for reasons such as illness. Any absence beyond these three will lower your final course grade by one point for each absence. For example, if your final grade in the course (without taking into consideration absences) is a 90%, and you have four unexcused absences, your final grade in the class will be an 89%: 4 absences – 3 without penalty= 1 point removed. Be forewarned—absences can add up quickly to affect your grade negatively.

Late arrival will affect your grade: Late arrival is defined as arrival to the classroom after the starting time until the end of the first 10 minutes. Three late arrivals count as one absence. Arrival after the first ten minutes is counted as an absence.

Note: Absences for the following reasons will not affect your attendance/participation grade and will not be applied towards your three allowed absences: 1) mandatory participation in university-sponsored activities, such as intercollegiate athletic competitions, artistic performance, R.O.T.C. functions, academic field trips; 2) participation in religious observances. Students missing class due to a religious observance can find the officially approved accommodation form by going to the Dean of Faculties' webpage (<http://www.indiana.edu/~deanfac/holidays.html>). For any of the above-mentioned activities, official documentation is required and it should be submitted to your instructor by the end of the second week of classes.

Also note: Absences will automatically negatively affect your participation in class.

Classroom Behavior:

A respectful conduct and attitude is expected, both toward fellow classmates as well as the professor. Anyone who fails to act respectfully will be invited to leave the classroom. Any activity that serves to interrupt the teaching or learning atmosphere of the class is prohibited (cell phones, drunkenness, talking while others are talking, Mp3 players, reading other materials, etc.).

Electronic devices policy

The use of electronic devices such as iphone, ipads, laptops, etc. is prohibited unless is required for a specific assignment pertaining to this class. Disruptive activity such as text messaging or checking your email during class is absolutely prohibited and will lower your participation grade for the unit in the following manner: if you have an A in participation for the unit, you will get a B, etc.

Academic Conduct:

*The Indiana University Code of Student Rights, Responsibilities and Conduct, defines “academic misconduct” as “any activity which tends to compromise the academic integrity of the institution and undermine the educational process.” This includes **cheating** [use of unauthorized materials, assistance, etc. during exams], **plagiarism** [to present ideas and statements of another person as own], and **facilitating academic misconduct** [to help another student do any of the above]. With this in mind consider the following: all assignments for this course should be **your own work only**. You cannot copy each other’s homework answers. You cannot have another student, a tutor or friend correct the work you are to turn in. You may not use electronic translation programs to do any of the work for this course. The only exception to the above is if, and only if, your instructor assigns you to work with another student. Cheating, plagiarism and other examples of academic misconduct as outlined in the Code of Student Rights, Responsibilities, and Conduct will be pursued and sanctions will be levied. If you have any questions about the issue of academic integrity, consult the course supervisor and the following webpage: <http://www.indiana.edu/~wts/pamphlets/plagiarism.shtml>*

Students with Disabilities:

If you have or believe you have a disability and would benefit from any accommodations, you may wish to self-identify by contacting the Services for Students with disabilities (SSD) Office or obtain additional information from the following webpage: <http://dsa.indiana.edu/dss.html>. If you have already registered, please make sure that your instructor receives a copy of the accommodation memorandum from SSD **within the first two weeks of classes**. It is your responsibility to inform either your instructor or SSD representative in a timely manner if services/accommodations provided are not meeting your needs.

Incompletes:

A final grade of I (Incomplete) is rarely assigned in this course and may only be considered an option in cases where an unexpected, extreme situation –such as a personal or medical emergency– prevents a student from completing the final major assignment(s) of the course. A student must be passing in order to be considered for an Incomplete and the request must be made after the automatic “W” deadline has passed. A petition for the Incomplete must be accompanied by appropriate and verifiable documentation.

Note: Incompletes are not issued due to chronic missed work or absences over the course of the semester; a “withdrawal” is more appropriate for such student (see next section).

Homework

5 homework assignments will be collected throughout the course of the semester. Submit completed typed (not scanned) homework files through Oncourse → Drop Box

Participation

Preparation for each class period is obligatory and active participation in class is expected of all students. Students are to speak in Spanish at all times during class,

contribute actively to class discussions and participate in group activities. In order to effectively prepare for this class and participate, students must read the assignment carefully before class and write out all assigned exercises indicated on the syllabus and/or assigned by your instructor. If you are absent, it is your responsibility to contact the instructor or classmates to make sure you understand what has been assigned. Evaluation of class participation is key to the assessment of students' progress.

Portfolio

Portfolio consists of 10 separate assignments that have to be submitted through Oncourse before their respective due dates, indicated in the syllabus. All assignments have to be typed and submitted through Drop Box. It is your responsibility to keep track of the due dates and make sure that the assignment was attached properly. **The instructor has the right to deduct points or not accept late assignments.**

Presentations

1. Cultural Presentation. Students will prepare a brief (5min) report on a cultural aspect of the assigned country. Materials that can enhance the quality of the presentation may include but are not limited to Power Point slides, handouts, audio recordings, samples, etc. Students will prepare this presentation individually.

2. Final Presentation. Students will present their final project (7 min). This is individual work.

Service Learning Project. Students will prepare a brief presentation on topics previously covered in the course and deliver it at a local workshop. This assignment will be completed in groups. The goal is to help students develop people skills, encourage teamwork and promote partnership between business and community.

Note: the workshop is likely to take place in the evening on a weekday. Please be ready to adjust your schedule accordingly.

Exams

1. Written exams will be taken in class.
2. Oral exam. Students will receive information about oral exams several days before the exam.

Important: Under no circumstances will exams be administered prior to the scheduled exam dates, without exception. It is critical not to miss an exam, so keep the following in mind: Only under the most extreme circumstances will a makeup exam be provided. **You must contact your instructor immediately and present appropriate documentation as the initial steps in making your case.**
There will be no make-ups available for the oral exam.

Important dates:

Beginning of classes: Monday, January 13, 2014

End of first week – Computer Schedule Adjustment ends: Friday, January 17, 2014

Martin Luther King Jr. Day: Monday, January 20, 2014 – CLASSES ARE NOT IN SESSION!

Last Day to Withdraw with an automatic “W”: Wednesday, March 12, 2014

Spring Break: March 16 through March 23, 2014

Last day of classes: Friday, May 2, 2014

Plan del curso

Semana	Capítulo y tema	Tarea después de la clase	Información Adicional
Semana 1 01/13	<u>Capítulo 1</u> El comercio global y el contexto hispano	T: Hacer: 1.5, #1, 4-7 p.12-13 y Hacer: 1.8, # 1, 2, 4, 7 T: Leer “Tendencias culturales en los negocios” pp. 477-481 (los primeros 11 temas). Resumir cada tema en 1-2 oraciones completas. T: Leer “Protocolo telefónico” p. 457 C: Leer pp. 2-7 “Carta comercial”	Introducción al curso
01/15	Introducción a la carta comercial Introducción a la llamada telefónica	C: Hacer: 1-5, #1-2, pp. 13-14 T: Leer: 37-41 (España) *Preparar 1-2 preguntas para el/la invitado/a	
01/17	La actualidad económica de España	T: Leer: “Tendencias culturales en los negocios” pp.481-484 (temas #12-25) Resumir cada tema en 1-2 oraciones completas. T: Leer capítulo 2 “La empresa” 26-32 T: Hacer 2.5, #1, p. 35	
Semana 2 01/20	<i>Día feriado</i>	NO HAY CLASE	<i>Día feriado</i>
01/22	<u>Capítulo 2</u> La empresa	C: Hacer: 2-9, p. 32 ♪ C: Leer: 19-21 C: Leer: 29-30	Entregar Tarea #1 (semana #1)
01/24	La carta circular de apertura y la escritura de una sociedad mercantil	C: Portfolio #1 La carta circular de apertura T: Leer: 60-66	Información sobre las presentaciones culturales

		T: Hacer: 3-5, # 2, p. 68	
Semana 3 01/27	<u>Capítulo 3</u> La gerencia	C: Hacer: 3-9, p. 45 Portfolio #2 T: Leer: 70-78 (México) *Preparar 1-2 preguntas para el/la invitado/a	
01/29	La actualidad económica de México	C: Leer: 33-35 C: Hacer: 3-1, p.33 T: Leer : 175-178	
01/31	Cartas y comunicados de ascenso y de recomendación Lectura cultural: El hombre, la mujer y el empleo.	Portfolio #3 : Escribir una carta de recomendación T: Leer: 90-93 (Preguntas de orientación 1-8)	Entregar Portfolio #1
Semana 4 02/03	<u>Capítulo 4</u> La banca y la contabilidad	C: Leer: 48-49 C: Hacer: 4-1, #1-5, p. 47 T: Leer: 111-113	Información sobre los exámenes orales Entregar Portfolio #2
02/05	Lectura cultural: Banca,.. y acceso	C: Leer: 51 C: Hacer: 4-3, #1, p. 52	
02/07	Carta de solicitud de crédito Repaso para el examen	Portfolio # 4: Escribir una carta de solicitud de crédito. Estudiar para el examen I	
Semana 5 02/10	Examen 1	C: Leer: 95-96 C: Hacer: 7-1, #1-5, p. 95	Entregar Tarea #2 (semanas 2,3,4)
02/12	Las cartas relacionadas con el personal	Portfolio # 5 : currículum vitae Portfolio #6: carta de solicitud de empleo T: Leer: 188-189	Entregar Portfolio #3
02/14	<u>Capítulo 7</u> Los recursos humanos y las relaciones laborales	Portfolio # 7: Los recursos humanos T: Leer: 190-193 T: Hacer: 7-5, #1 (d-j), #2, p.195	Entregar Portfolio #4
Semana 6 02/17	La teoría del mercado y la teoría del nivel de vida	T: Leer: 472-476 T: Hacer: Minicaso práctico p. 207 T: Hacer: 7-2, # 2, p.193	

02/19	Simulación de entrevista de trabajo	C: Hacer: 7-11, p.110-111	Entregar Portfolio #5 and #6
02/21	Examen Oral (entrevista)		
Semana 7 02/24	Examen Oral		
02/26	Examen Oral	T: Leer: 356-361 (Argentina) *Preparar 1-2 preguntas para el/la invitado/a	Entregar Portfolio #7
02/28	La actualidad económica de Argentina	T: Leer: 252-257 T: Hacer: 9-5, #1 (a-e), #2 (e-j), p.260	
Semana 8 03/03	Marketing I: mercado y publicidad	C: Hacer: 9-1, p. 130 C: Hacer : 9-10, p. 141 C: Leer p.128 T: Leer pp. 271-274 T: Hacer: 9.7, #1(a, b, c, e) y #2 p. 374	Entregar Tarea #3 (semanas 5,6,7)
03/05	Cartas, documentos y comunicados publicitarios Lectura cultural: "Lengua, lenguaje y anuncios"	C. Hacer: 9-1, p. 127 Portfolio #8: Anuncio, tarjeta de presentación T: Leer: 332-333	
03/07	Lectura cultural: "dinero, riqueza y estatus social" Repaso para el examen	Estudiar para el examen II	
Semana 9 03/10	Examen II		
03/12	Anuncios publicitarios, marketing y el internet	Portfolio #9: El sitio web T: Leer: 282-288 T: Hacer 10-5, # 1, pp. 290-291	Last day to withdraw with an Automatic "W" Entregar Portfolio #8
03/14	<u>Capítulo 10</u> Marketing II: la compraventa y otras funciones del marketing	C: Hacer: 10-11, p.159 C: Leer: 162 C: Hacer: 11-1, p. 161	
Semana 10 03/17	<i>Día feriado</i> <i>Spring Break</i>		
03/19	<i>Día feriado</i>		

	<i>Spring Break</i>		
03/21	<i>Día feriado Spring Break</i>		
Semana 11 03/24	Los informes comerciales	Portfolio #10: Revisión del sitio web (Portfolio #9) T: Leer: 342-351 T: Hacer: 12-5, #4, p.355	Entregar Portfolio #9:
03/27	<u>Capítulo 12</u> La entrada en el mercado internacional	T: Leer 368-371 “El viaje de negocios al extranjero” C: Leer 176 C: Hacer 12.1, p.175	Entregar Tarea #4 (Semanas 8,9,10)
03/28	Lectura cultural: Cartas y documentos usados en los viajes al extranjero	C: Hacer 12-10, p.187 T: Leer 431-435 (PR) *Preparar 1-2 preguntas para el/la invitado/a	
Semana 12 03/31	La actualidad económica de Puerto Rico	T: Leer: 382-391 T: Hacer: 13-1, #1-4, p. 382	Entregar Portfolio #10
04/02	<u>Capítulo 13</u> La importación y la exportación	C: Hacer: 13-10, #1-2, p. 205 C: Leer: 190 C: Hacer: 13-1, p.189 Preparar una presentación en grupos para el proyecto de servicio a la comunidad	
04/04	Ofertas y pedidas de mercancía	T: Leer: 436-442 (EE.UU)	
Semana 13 04/07	La actualidad económica de los Estados Unidos	T: Leer: 420-427 T: Hacer: 14-5, #3, p.430	
04/09	<u>Capítulo 14</u> Las perspectivas para el futuro	T: Leer: 443-448 *Preparar 1-2 preguntas para el/la invitado/a	Entregar la presentación en grupos
04/11	Lectura cultural “La presencia hispana en los EE.UU”	Preparar los materiales para el proyecto de servicio a la comunidad	
Semana 14 04/14	Proyecto servicio a la comunidad (posible un ajuste	Trabajar en el proyecto final	Entregar Tarea #5 (Semanas 11,12,13)

	del horario)		
04/16	Proyecto servicio a la comunidad (posible un ajuste del horario)		
04/18	Proyecto servicio a la comunidad (posible un ajuste del horario)	Escribir una reseña breve	
Semana 15 04/21	Reflexión sobre la experiencia del servicio a la comunidad	Presentaciones de las reseñas	
04/23	Presentaciones Finales		
04/25	Presentaciones Finales		
Semana 16 04/28	Presentaciones Finales		
04/30	Presentaciones Finales		
05/02	Repaso para el examen final	Estudiar para el examen final	

Final exam: Friday, May 9 @ 8:00-10:00 am