



**FACULTY OF HUMANITIES
DEPARTMENT OF FRENCH, ITALIAN AND SPANISH**

**SPANISH FOR BUSINESS, SPAN 499.15 L01
Location: CHD 420 Days: MW 15:30**

INSTRUCTOR 'S NAME and E-MAIL: Carlos Soler Montes; csolermo@ucalgary.ca
OFFICE LOCATION and HOURS : CHD 307; TBA
TELEPHONE NUMBER : (403) 220-2830

DESCRIPTION

In recent years, the Spanish language has consolidated its position as the second most commonly used language in international commerce and trade after English. International corporations, institutions and individuals recognize this and realize that in order to be competitive in this global society, it is necessary to acquire appropriate Spanish language skills for professional purposes.

The Department of French, Italian and Spanish has responded to students' demands by offering a specific course to learn Spanish for Business.

This course focuses on developing key linguistic competence, communicative and cultural strategies, specific vocabulary, in the following areas related to the Spanish speaking business World:

- Latin American and the European Markets
- International Trade
- Finances
- Marketing and Advertising
- Communications
- Tourism

We will analyze authentic business materials emphasizing the students' core communication skills, namely:

- Written communication (emails, reports, newspapers, journals, business letters, etc.)
- Oral communication and interaction (face to face communications, meetings, interviews, presentations, etc.)
- Networking, socializing and negotiating skills
- Business etiquette and social culture in the Spanish speaking world

PREREQUISITE(S):

Span 303, 323 or consent of the Department

DISTRIBUTION OF GRADES

Active participation in class	10%
Workbook assignments.....	10%
3 written assignments (250 words each).....	15%
1 project group presentation (15 minutes).....	10%
1 midterm exam.....	15%
1 Oral final exam: personal interview (15 minutes).....	15%
1 Written final exam.....	25%

GRADING SCALE

A+ (100-99), A (98-94), A- (93-90), B+ (89-86), B (85-82), B- (81-78), C+ (77-74), C (73-70), C- (69-64), D+ (63-58), D (57-51), F (<50). The official grading system (A=4, B=3, C=2, D=1) will be applied for the calculation of the final mark.

REQUIRED TEXTS

1. Martínez, L. & Sabater, M.L. *Socios 2. Nueva Edición. Libro del alumno*. Barcelona: Difusión, 2008.
2. Martínez, L. & Sabater, M.L. *Socios 2. Nueva Edición. Cuaderno de ejercicios*. Barcelona: Difusión, 2008.

RECOMMENDED MATERIALS:

Aula Virtual de Español (AVE) <http://www.ave.cervantes.es> Available at Craigie Hall D307

COURSE NOTES

- Repeated absences will affect the final grade of the students. Assistance to the Midterm and Final Exams is mandatory.
- To calculate the percentage of the participation grade we will take into consideration active class participation, class preparation, homework and assistance.
- The textbook materials may not be covered completely in this course.
- Assignments will be penalized if they are handed in late.

STUDENTS WITH DISABILITIES

It is the student's responsibility to request academic accommodations. If you are a student with a documented disability who may require academic accommodation and have not registered with the Disability Resource Centre, please contact their office at 220-8237. Students who have not registered with the Disability Resource Centre are not eligible for formal academic accommodation. You are also required to discuss your needs with your instructor no later than fourteen (14) days after the start of this course.

PLAGIARISM

Plagiarism is a serious offence, the penalty for which is an F on the assignment and possibly also an F in the course, academic probation, or requirement to withdraw. The University Calendar states that "plagiarism exists when:

- a) the work submitted or presented was done, in whole or in part, by an individual other than the one submitting or presenting the work (this includes having another impersonate the student or otherwise substituting the work of another for one's own in an examination or test);
- b) parts of the work are taken from another source without reference to the original author;
- c) the whole work (e.g., an essay) is copied from another source, and/or
- d) a student submits or presents work in one course which has also been submitted in another course (although it may be completely original with that student) without the knowledge of or prior agreement of the instructor involved.

While it is recognized that scholarly work often involves reference to the ideas, data and conclusions of other scholars, intellectual honesty requires that such references be explicitly and clearly noted." Plagiarism occurs not only when direct quotations are taken from a source without specific acknowledgement but also when original ideas or data from the source are not acknowledged. A bibliography is insufficient to establish which portions of the student's work are taken from external sources; footnotes or other recognized forms of citation must be used for this purpose.