

Glassboro State College Senate Curriculum Committee

4-2-93  
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# Approval Form

Proposal Title: Spanish for Business I 1105-115

Sponsor(s) Dr. S. Spencer Dept.: Foreign Languages  
Dr. E. Freiberger & Literatures Ext. 6021/22  
Dr. M. Ciavarelli

Check one:  Course  Specialization  Concentration  Minor  Achievement Certificate  
 Certification Program  Major Program  Minor Change  
(Please name deletion or credit/catalog change)

Undergraduate  Graduate 3 Credit Hours

|   |  |  |
|---|--|--|
| <p><b>Step 1 (Department)</b></p> <p><input type="checkbox"/> Approved _____<br/>Date</p> <p><input type="checkbox"/> Not Approved</p> <p>_____ Dept. CC Chairperson</p> <p><input type="checkbox"/> Reviewed _____<br/>Date</p> <p>_____ Dept. Chairperson</p> | <p><b>Step 2 (Receipt)</b></p> <p><input checked="" type="checkbox"/> SCC# <u>92-43</u> <u>18</u></p> <p>Proposal Received _____<br/>Date</p> <p><u>NOV 18 1992</u></p> <p><u>Mary J. Putman</u><br/>SCC Chairperson</p> | <p><b>Step 3 (School CC)</b></p> <p>Reviewed <u>10-29-92</u></p> <p><input checked="" type="checkbox"/> Approved<br/><input type="checkbox"/> Not Approved</p> <p><b>Comments:</b></p> <p><u>Jaldwell</u><br/>School Curr Comm Chairperson</p> |
|---|--|--|

**Step 4 (Academic Dean)**

Recommend  
 Not Recommend  
 Conditionally Recommend (see comments)

Reviewed \_\_\_\_\_ Date

NOV 5 1992

**Comments:**

RECEIVED

\_\_\_\_\_  
Signature, Dean of School

**Step 5 (SCC)**

Open Hearing 12/11/92  Approved by Senate Curriculum Committee 12/11/92  
Date Date

Returned to sponsor(s) for the following reasons:  
pending minor changes which were received!

**Step 6 (Senate)**

Presented to Senate 2/19/93  Approved  Not Approved  
Date

Notification to Executive Vice-President/Provost 2/26/93  
Date

Mary J. Putman  
Signature, SCC Chairperson

## COURSE PROPOSAL

### DETAILS

COURSE TITLE: Spanish for Business I

SPONSORS: Drs. Sonia Spencer, Erika Freiburger, Maria Ciavarelli  
and the Department of Foreign Languages and Literatures

CREDIT HOURS: 3 s.h.

COURSE LEVEL: Undergraduate (Freshman, Sophomore)

CURRICULAR EFFECT: Free Elective

PREREQUISITES: None

SUGGESTED TIME AND SCALE OF IMPLEMENTATION: A pilot course is to be introduced in the Fall of '92.

ADEQUACY OF PRESENT STAFF, RESOURCES, LIBRARY HOLDINGS, SPACE AND EQUIPMENT: There are at least two faculty members who can teach this course. Library holdings, the language laboratory and space are adequate.

### RATIONALE

This course represents the first semester of a first year Spanish language course for business. Such a course was suggested by the Foreign Language Program Review panel in 1989.

The course is tailored to students with a particular orientation to the business world. Its immediate goal is to make Spanish more accessible to these students. By extension, it might also target students who will have contact with Spanish-speaking clients in the legal, medical and social work settings nationally.

It will meet the needs of the Business School which has asked for a course that will contribute to internationalizing its curriculum. There has been demand for this type of course due to growth in international trade with Spanish-speaking countries. With the Free Trade Agreement, its necessity will become increasingly apparent. In addition, it will enhance communication with the large Spanish-speaking population currently resident in the United States. As further evidence, the Management Institute offered a mini-course entitled "Business Spanish: Learning Spanish for the Workplace!" geared to South Jersey business people and supervisors this past spring.

Spanish for Business has been introduced in many colleges and universities in recent years. It is successfully taught at Temple University, Drexel University, the University of Michigan and other institutions.

This course is intended to have a sequel, Spanish for Business II. It can be taken as an elective course by any student in the college and can be applied towards the existing International Studies Concentration. It could be used towards a specialization in Spanish business and culture.

Students who complete this course may continue with Elementary Spanish II, or further on, with Intermediate Spanish I, Spanish Reading and Conversation, and Spanish as well as Latin-American Culture and Civilization courses.

## ESSENCE OF THE COURSE

### a. Objectives

- 1) to set the foundation for cross-cultural training and comprehension.
- 2) to present vocabulary as well as the phonetic and grammatical structure of Elementary Spanish I in the context of the business culture of Spanish-speaking countries.
- 3) to develop elementary listening comprehension and intelligible oral communication.
- 4) to present linguistic survival skills geared to everyday situations that business personnel might encounter in dealing with Spanish-speaking clients and contacts.

### b. Topical Outline

The following outline summarizes the contents of the course.

- I. Introduction: Raising Cross-Cultural Awareness
  - A. Definitions of culture
  - B. Relationship of an individual to his/her culture
  - C. Differing cultural perceptions of reality
    1. Effects on communication between individuals
  - D. Non-verbal cues
  - E. Building self-awareness and growth in understanding into cross-cultural communication experiences
- II. Historical and Geographical Perspectives
  - A. Who are the Spanish speaking?
    1. Inadequacy of the terms: Hispanic, Latino, Spanish in describing Spanish-speaking populations.
    2. Overview of ethnic, racial, social, historical, political, economic differences in these populations.
- III. Cultural Concepts
  - A. Names: nicknames, surnames
  - B. Terms of address
    1. Levels of formality
    2. Use of titles and degrees

- C. Greetings and farewells
  - D. Concept of time
    - 1. Fatalism
  - E. Professional and private etiquette
  - F. Family structure
    - 1. Effects on the workplace
  - G. Male and female socialization
- IV. Non-verbal communication
- A. Greetings and farewells
  - B. Body language and hand gestures
  - C. Personal space and touching
  - D. Male-female behavioral patterns
  - E. Attitudes toward time
- V. Situational and functional vocabulary
- A. Personal information
  - B. Telephone calls
  - C. Interviews
  - D. Office formalities
  - E. Business letter formats
  - F. Directions, road signs, transportation
  - G. Travel formalities: airport, hotel, restaurant
  - H. Banking, bargaining
  - I. Emergencies
- VI. Phonology
- A. The alphabet
  - B. Vowel sounds
  - C. Diphthongs
  - D. Syllabication, word stress, use of the written accent
  - E. Linking
  - F. Rhythm
  - G. Intonation
- VII. Grammar
- A. Verbs
    - 1. Present tense regular --ar, --er, --ir verbs
    - 2. Stem-changing verbs
    - 3. Irregular verbs
    - 4. Reflexive constructions
    - 5. Use of the infinitive
    - 6. Near Future: ir a + the infinitive
    - 7. Commands
    - 8. Indirect constructions: gustar, parecer
    - 9. Present Progressive
    - 10. Idiomatic usages with time expressions: hacer, llevar
    - 11. Preterite

- B. Pronouns
  - 1. Subject
  - 2. Direct Object
  - 3. Indirect Object
  - 4. Reflexive
  - 5. Stressed
  - 6. Demonstrative
  
- C. Gender and Number of Noun Markers and Adjectives
  - 1. Definite Article
  - 2. Indefinite Article
  - 3. Demonstrative Adjectives
  - 4. Possessive Adjectives
  - 5. Placement, form, agreement
  - 6. Comparative and superlative comparisons
  
- D. Prepositions
  - 1. Contractions
  
- E. Interrogative and negative sentences

c. Evaluation and Grading Procedures

There will be tests after each unit, a mid-term, a final examination and an oral student presentation. Grading: 25% for unit tests, 25% for mid-term, 25% for final exam, 25% for class and oral participation.

d. Course Evaluation

Student and peer evaluations will be carried out.

RESULTS OF CONSULTATIONS

Consultations with members of the Business School are attached.

ADDITIONAL INFORMATION

Representative texts and programs which include audio cassettes follow:

Barnes, Anna M. Getting It Done in Spanish. Rochester, Michigan: Innovative Language Programs, 1980, 1981.

Kattán-Ibarra, Juan and Tim Connell. Spanish for Business: Beginning. St. Paul, Minnesota: EMC Publishing, 1985.

Lotito, Barbara A. Entre Nosotros: Communicating with the Hispanic Client. Newbury House Publishers: Harper and Row, Publishers, Inc., 1988.

CATALOG DESCRIPTION: SPANISH FOR BUSINESS I

This course provides the student with systematic practice in elementary listening comprehension, speaking, reading and writing in Spanish with a thematic orientation toward cross-cultural communication in the business world. The primary emphasis is on the development of listening comprehension and intelligible oral communication skills.

10/13/92

No Students

ROWAN COLLEGE OF NEW JERSEY

DEPARTMENT OF FOREIGN LANGUAGES AND LITERATURES

STUDENT EVALUATION FORM: SPANISH FOR BUSINESS I

Using the scales provided, please indicate to what extent the following statements apply to you.

1. This course is more difficult than other General Education courses.

|                                     |                          |                          |                          |                          |
|-------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Strongly Disagree                   | Disagree                 | Agree                    | Strongly Agree           | No Opinion               |

2. \* The course objectives and the topical outline as stated in the syllabus are being met.

|                                     |                                     |                          |                          |                          |
|-------------------------------------|-------------------------------------|--------------------------|--------------------------|--------------------------|
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Strongly Disagree                   | Disagree                            | Agree                    | Strongly Agree           | No Opinion               |

3. The course provides a perspective on Spanish-speaking countries and their cultures.

|                          |                          |                          |                          |                          |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Strongly Disagree        | Disagree                 | Agree                    | Strongly Agree           | No Opinion               |

4. Spanish for Business I increases understanding and skills in the following areas.

A. Listening Comprehension:

|                          |                          |                          |                          |                          |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Strongly Disagree        | Disagree                 | Agree                    | Strongly Agree           | No Opinion               |

B. The Spanish Sound System:

|                          |                          |                          |                          |                          |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Strongly Disagree        | Disagree                 | Agree                    | Strongly Agree           | No Opinion               |

C. Non-Verbal Communication:

|                          |                          |                          |                          |                          |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Strongly Disagree        | Disagree                 | Agree                    | Strongly Agree           | No Opinion               |



GLASSBORO STATE COLLEGE

School of Business Administration  
Department of Management and  
Management Information Systems

Glassboro, New Jersey 08028-1748  
(609) 863-6026

January 6, 1992

Erika Freiburger  
Foreign Languages and Literatures Department  
Glassboro State College

Dear Dr. Freiburger:

The purpose of this letter is to inform you of the support of the faculty of the School of Business for the proposed course in **Business Spanish**.

As chair of the school Curriculum Committee, I polled the entire faculty to determine their support of the proposed course. There were no dissenting voices. A number of the faculty noted that with the emphasis in the American Assembly of Collegiate Schools of Business on the need to internationalize the business curriculum, the course in business Spanish is timely and desirable.

We look forward to the opportunity to add this course to our advisement list.

Yours sincerely,

Thomas A. Michael



GLASSBORO STATE COLLEGE

School of Business Administration  
Marketing Department

Glassboro, New Jersey 08028-1748  
(609) 863-6029

Date: 3 Oct. 1991

To: Dr. Sonia Spencer

From: Dr. Steven V. LeShay, Chair, Marketing

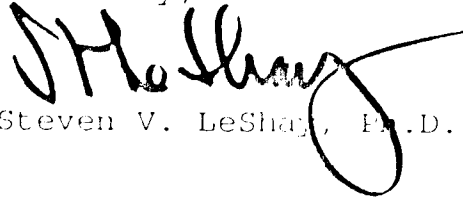
Subj: Spanish for Careers I (Proposal)

Having reviewed your reworked proposal, I find the "essence" of the course Spanish for Careers very thorough and inviting. I'm particularly grateful to see a strong emphasis on cultural concepts -- particularly non-verbal communication.

Although I would have preferred the course to remain named Spanish for Business, I understand and appreciate your desire to make the course appear to be broader in scope in an effort to be attractive to other disciplines.

Certainly, I will recommend your offering as a viable elective for marketing majors.

Cordially,



Steven V. LeShay, Ph.D.



GLASSBORO STATE COLLEGE

School of Business Administration  
Department of Management and  
Management Information Systems

Glassboro, New Jersey 08028-1748  
(609) 863-6026

DATE: April 16, 1991  
TO: Erika Freiburger  
FROM: diane hamilton *dhc*  
RE: Spanish for Business I - proposal

I like it! Although I have a seriously limited background in this area, it appears to be a very worthwhile course for business students as well as others, e.g. sociology.

I have one fear. If the course is called Spanish for "Business" it may be impossible to get it approved as a "history/humanities/language" elective. Without this status I'm afraid the demand for the course may be minimal. Would you consider changing the name and attempting to obtain approval within the general education model? It would then be easier for us to "encourage" our students to enroll in it. Unfortunately, today's students are not anxious to take a foreign language course.

Also, one editorial comment -- In the fourth paragraph of the rationale, you inadvertently call the next course in sequence "Business for Spanish II".



GLASSBORO STATE COLLEGE

Foreign Languages and Literatures Department  
Glassboro, New Jersey 08028-1770 (609) 863-6021

TO: Drs. Lucius, T. Michael, D. Hamilton, S. LeShay  
G. Romeo, C. Welsh, B. Hepte-Giorgis, R. Frankel

FROM: Erika Freiberger

RE: Spanish for Business I Course

DATE: April 11, 1991

As a follow up to an earlier meeting we had with some of you in the fall, we have developed a proposal for a Spanish for Business I course which we would like to pilot next year. Please take a look at it and let us know what you think. Your input, reaction and recommendation is important to us.

If you would like to meet with us to explain details and discuss any questions you might have, please let me know.

Thanks for your cooperation in this matter.

EF/ss

Enc.

cc: Dr. Spencer  
Dr. Ciavarelli

*Erika*  
*This proposal is very good and lays the basic foundation for the development of a course of in-depth knowledge of the language needed for business to and business production.*  
*I strongly support the proposal.*  
*ADMINISTRATION*  
*ASST 2/2/89*  
*GLASSBORO STATE COLLEGE*



GLASSBORO STATE COLLEGE

Foreign Languages and Literatures Department

Glassboro, New Jersey 08028-1770 (609) 863-6021

10/15/92

TO: Mary Putnam, Chair  
Faculty Senate

FROM: Erika Freiburger, Chair *ef*  
Foreign Languages & Literatures

DATE: October 15, 1992

RE: Spanish for Business I

Enclosed, please find a course proposal for Spanish for Business I. We are currently teaching this course as a short term course and would like to submit it for general education and permanent approval. Please note that this course is being taught by an adjunct professor. However, in the future, we plan to have the course taught by a full time professor. We are planning to do another evaluation including a peer evaluation, toward the end of the semester which we will send to you for further review.

I have spoken with the students who are taking this course and they seem to be anxious to continue with a sequel of the course and indicated that it was indeed very useful for them and I therefore, recommend that we have a internal departmental review again at the end of the semester for developing a second semester continuation of this course.

Should you have any questions, please feel free to contact me.

EF/ss

Enc.