

SENATE

PROPOSAL SCC #99/00-

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CURRICULUM PROPOSAL FORM 1999-2000

OCT 21 99

GENERAL EDUCATION PROCESS B

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DEADLINES Deadline dates for 1999/2000 submissions: Regular proposals: October 22, 1999 to be implemented in Fall 2000; Short-Term proposals: December 10, 1999 to be implemented in Fall, 2000; Regular proposals February 18, 2000 to be implemented in Spring, 2001; March 24, 2000 for short-term courses to be implemented in Spring 2001.

1105-312

PROPOSAL TITLE: Spanish for Business

SPONSOR(S): Laurie Kaplis-Hohwald, Ph.D., Sonia B. Spencer, Ph.D., Department of Foreign Languages and Literatures

DEPARTMENT: Department of Foreign Languages and Literatures

COLLEGE: College of Liberal Arts and Sciences

IF LAS CHECK ONE: History/Humanities Math/Science Social/Behavioral Sciences

The attached **GENERAL EDUCATION** proposal is best described by the item(s) checked:

New or existing course to be placed in a General Education Bank

Short-term gen-ed course

Minor changes to existing gen-ed course

Changes to General Education requirements of a degree or program

Request that a new or existing course receive the following designation(s):

Writing Intensive Literature Multicultural/Global

DEPARTMENT

(Signature indicates approval)

Laurie Kaplis-Hohwald Laurie Kaplis-Hohwald, Ph.D. 10/20/99
Dept. Curriculum Chair / Date

Sonia B. Spencer Sonia B. Spencer, Chair, 10/20/99
Dept. Chairperson / Date

ACADEMIC DEAN

proved Not Approved Comments:

Dean's Signature/Date Joy King 11/2/99

UNIVERSITY CURRICULUM COMMITTEE

Date of Open Hearing 12-20-99 Approved 1 Not Approved _____

Comments: Minor changes requested See Senate Sponsor's letter

Curriculum Chair Signature/Date [Signature] Date Announced at Senate 3/21/00

EXECUTIVE VICE PRESIDENT/PROVOST

Approved Not Approved _____ If no, reasons are as follows:

Student Credit Hours _____ Faculty Load Hours _____ Equalized Credit Hours _____

Official Copy & Approval Sheet Filed (Date): _____ Executive VP/Provost Signature/Date [Signature] 4/11/00

REGISTRAR

Date Approved Course Description Received _____ Hegis Taxonomy & Course Number Assigned 11051312

Registrar Signature/Date Robert A. Kubat 4/17/00

NOTIFICATION FORWARD

____ Senate Curriculum Committee Chairperson _____ Academic Dean(s)
____ Department Chairpersons _____ Registrar _____ Sponsor(s)

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Minor Curriculum Change Proposal
Department of Foreign Languages and Literatures

I. Details

- A. We are requesting that Spanish for Business I, currently listed as 1105.115, be changed to Spanish for Business, and offered at a more advanced, 300 level. *1105.312*
- B. Sponsors: Laurie Kaplis-Hohwald, Sonia Spencer, Department of Foreign Languages and Literatures

II. Rationale

The course, as currently designed, does not allow for the development of practical, applied oral and written language skills for the business world, since many students are coming to the course with little or no formal training in the verb system and other features of Spanish grammar. Students at the intermediate level (three or more years of high school Spanish or the equivalent), have registered for the course in 1998 and 1999 and been disappointed that they did not get any real exposure to accounting and finance terminology and business correspondence until the final weeks. Both absolute beginners and more advanced students have become frustrated, the former because the class may move too quickly for them to digest language structures & vocabulary, and the latter because they must review very basic material. Raising the level of the course will allow the Department to offer a “real” Spanish for Business course at the 300 level. Students would then acquire solid verbal and written proficiency that would be attractive to potential employers. Beginners could start with our General Education Elementary I and II and Intermediate I and II courses, and then proceed to Spanish for Business (they could also enroll by permission of the instructor, after individual assessment of their background). Spanish minors would receive credit for the course, and majors could take it as an elective within the major or as an additional free elective. It should be noted that courses in foreign languages for business applications in most universities are offered at the intermediate to advanced level, and most textbook programs reflect this fact (there is only one beginners’ course, and the instructor has had to supplement it with a great deal of ancillary material, creating a strain on the Department’s photocopying budget.)

Spanish for Business

- A. Credit Hours: three (3)
- B. Course level: Junior (300) level
- C. Prerequisite: Intermediate Spanish II (1105.211), three years of high school Spanish or waiver.

- D. Implementation: Fall 2000.
- E. Curricular Effect: Course will give foreign language students greater mastery of the professional applications of the Spanish language, and allow them to write reports, letters, and memos in Spanish (see above Rationale).
- F. Resources: No extra resources are needed to implement course; instructor has experience teaching course.
- G. No Library resources needed.
- H. Short-term evaluations - see attached evaluation by Larissa Kyj, Ph.D., Department of Accounting and Finance.

Essence of the Course

A 300 level course designed for Spanish majors & minors. It will develop functional verbal and written skills in Spanish with an orientation to the world of business. Students will advance in the four skills (listening, speaking, reading, and writing), while acquiring conceptual and procedural knowledge about many areas of Hispanic and international business, such as management of personnel, banking and finance, marketing & advertising, international trade, import-export agreements and tariffs.

Assessment of students' performance will consist of unit quizzes (33 1/3% of final grade), final (33 1/3%), and a variety of written assignments (sample memos, letters, and reports) given as homework assignments (33 1/3%). Written work must be kept in a portfolio, with post-grade analyses of problems and progress.

Course evaluations will be conducted via student evaluations, peer observations of class, and review of student portfolios. Please see attached sample syllabus for more detail.

Catalog Description

1105.312

Prerequisite: Intermediate Spanish II(1105.211)

(three yrs of high school Spanish or waiver)

This course provides the student with continued practice in listening comprehension, speaking, reading and writing Spanish in a variety of business applications. The primary emphasis is on the acquisition of practical vocabulary for cross-cultural communication in Hispanic and international business.

Fall 2000 Spanish for Business Dept. of Foreign Languages & Literatures


Instructor: TBA Room: TBA Time: TBA

Text: Saldo a favor: Intermediate Spanish for the World of Business Galloway, V., Labarca, A., and Rodríguez, E., John Wiley & Sons, 1998. Workbook/ Lab Manual to accompany text.

- Week 1 Introduction, Review of Verb Tenses
 - Week 2 **Unidad Uno:** Job descriptions & the job search; using the telephone
 - Week 3 Describing wants & needs in the subjunctive (México)
 - Week 4 **Unidad Dos:** Company structure
 - Week 5 Describing & narrating in the past
 - Week 6 Thank-you & presentation notes (España)
 - Week 7 **Unidad Tres:** Banking & emerging economies
 - Week 8 Progressive tense; banking correspondence; (los países del Cono Sur)
 - Week 9 **Unidad Cuatro:** Marketing & Advertising
 - Week 10 Se passive & imperative
 - Week 11 Writing advertising & publicity documents; (El Caribe)
 - Week 12 **Unidad Cinco:** Import & Export, International Trade
 - Week 13 Conditional sentences & imperfect subjunctive
 - Week 14 Commercial correspondence, (La América Central)
- Final Exam: TBA

Objectives: This course is designed to help you interact with Hispanic communities on a business level, by improving your verbal & written skills, and exposing you to authentic print and visual media from the world of banking, advertising, and commerce. It stresses the development of functional language skills for real-life purposes, within an accurate cultural context that reflects the variety of the Hispanic world.

TO: Dr. Laurie Kaplis-Hohwald
Dr. Sonia Spencer

FROM: Larissa Kyj 
Accounting and Finance Department

SUBJECT: Minor Curriculum Change - Dept. of Foreign Languages and Literatures
Spanish for Business

DATE: October 10, 1999

I have shared your proposal with faculty members in our department. Here is a summary of the responses along with my comments.

We agree and wholeheartedly support the proposal. It coincides very nicely with the needs of our new B.S. in Accounting program. With the new B.S. in Accounting and M.S. in Accounting we have tried to follow the recommendations of the AICPA for a strong liberal arts undergraduate education. The number of business courses has been decreased and non-business requirements have been instituted. Among them are a choice between a foreign language requirement of two courses at or above the intermediate level or a Computer Science requirement at the 200 level. Spanish for Business at the 300 level would be an excellent choice for the students selecting the language choice.

We are trying to provide our graduates with a good working knowledge of a foreign language. Spanish for Business at the 300 level as described in your proposal would provide an advantage to our students in today's business world.