

Library Resource Form Required for New Non Gen-Ed

SUBMISSION DEADLINES: Fall October 15, 2009 - Spring February 18, 2010

A. TITLE Create New Course: "Accelerated Business Spanish Reading & Conversation: (SPAN 05220)

Sponsor(s) Dr. Anthony Robb robb@rowan.edu
e-mail:
e-mail:

DEPARTMENT Foreign Languages
College LAS

Check all relevant fields

B. If LAS-check: History/Humanities Social/Behavioral Sciences
 Math/Science


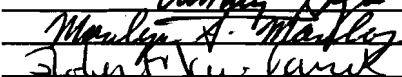

C. UNDERGRADUATE GRADUATE

D. New non gen-ed Major
 Short-Term non gen-ed
 Minor curricular changes (fewer than three) to:

E. Existing non gen-ed course
 Non gen-ed degree requirements
 Major
 Minor, specialization, concentration, track, certificate program

Signatures Required: representing approval before submission to Office of the Senate

ONLY COMPLETED FORMS WILL BE ACCEPTED

Department Chair:  Date: 10-7-09
Department CURRICULUM Chair:  Date: 10-8-09
Academic DEAN:  Date: 10/14/09

COLLEGE CURRICULUM COMMITTEE: Open Hearing Date: _____
Approved _____
Not Approved _____

Signature: College Curriculum Chair _____

Signature: SENATE CURRICULUM CHAIR _____
Date: _____

Comments: _____

Signature: Executive Vice President/Provost: _____
Date: _____

Approved: _____
Not Approved: _____

Signature: REGISTRAR _____
Date: _____ Course Description Received & Approved
Course # _____

Notification Forward:
 SCC CHAIR Academic Dean
 IR Department Chair
 CAP VP/Student Affairs
 Registrar Other-

New Course Proposal (Process A / Non Gen-Ed)

DETAILS:

- a. **Course Title:** Accelerated Business Spanish Reading & Conversation (SPAN05220)
- b. **Sponsors:** Dr. Anthony Robb, Foreign Languages and Literatures
- c. **Credit Hours:** 3
- d. **Course Level:** Undergraduate, 200 level non-General Education
- e. **Prerequisites:** Accelerated Business Spanish III (SPAN05202), Spanish III (SPAN 05201) or waiver
- f. **Suggested Time and Scale of Implementation:** One section to be offered Spring 2011 and one section every spring thereafter

Abstract:

This proposal complements six concurrent proposals being submitted in Fall 2009 which together make up the proposed **Minor in Business Spanish**. *Accelerated Business Spanish Reading & Conversation* (SPAN 05220) is very similar to a long-established and widely taught course, *Spanish Reading & Conversation* (SPAN 05211), and as such, shares many of the pedagogical objectives and Spanish language instructional methodology. What makes it different, and the reason for this new course proposal, is that its delivery will be accelerated (over eight weeks), its content will focus on vocabulary, functions and notions of the Spanish-speaking business world, and it will be one of the six fundamental courses that comprise the proposed new minor. Like *Accelerated Business Spanish I and II* (SPAN 05103/05104) which will be taught together over one semester, this course is proposed to also be taught over one semester in conjunction with *Accelerated Business Spanish III* (SPAN 05202).

Since this fourth sequential course which counts towards the **Minor in Business Spanish** will be taught in an eight-week session similar to the three preceding courses, *Accelerated Business Spanish I, II and III* (SPAN 05103,05104 and 05202) it will be designated a CPCE course as well. Though they are traditional on-site courses to be taught during a regular Rowan semester on campus, and not part of a formal CPCE program of studies, they will still bear a CPCE designation since their delivery mechanism will be twice as fast.

Curricular Effect:

This course will count towards the new **Minor in Business Spanish** as well as the current **Minor in Spanish**. It is designated a non-General Education course since its content is far more business-oriented than the preceding three courses of the basic Accelerated Business Spanish sequence. Though its current counterpart, *Spanish Reading and Conversation* (SPAN 05211) shares much of its pedagogical underpinnings with this course, and is still considered a General Education course, the Department feels, however, that given the fact that it is the fourth course of the newly proposed **Minor in Business Spanish** sequence, it is driven strongly by content of the

Hispanic business world and should be of a non-General Education designation. (For more information about the entire sequence and course descriptions, see concurrent new minor proposal.) Students who have already taken *Spanish III* (SPAN 05201) or *Accelerated Business Spanish III* (SPAN 05202), will be allowed to take this course and declare the new minor. Likewise, a student whose placement test results recommend this level, may also take this course through a pre-requisite waiver. The Department feels that the initial business content which is cursory at the beginner's level of *Accelerated Business Spanish I, II and III* (SPAN 05103/05104/05202) and might be missed in a non-business basic Spanish course prior to taking this course, would not be necessarily detrimental for the student who wishes to take this course or add the proposed Minor in Business Spanish.

Rationale for the creation of the course:

This course was created to complement the other courses of the new proposal for a **Minor in Business Spanish** and follows the first three basic Spanish sequence courses which primarily focus on the fundamental Spanish Language grammar sequence, functions of the Spanish language, and highlighted vocabulary and phrases from the Hispanic world of business. Whereas in the initial sequence courses, language learning focused on growth in the four language skill areas (listening, speaking, reading and writing), *Accelerated Business Spanish Reading & Conversation* (SPAN 05220) on the other hand, provides students with many additional opportunities to practice a variety of reading-specific skills as they are exposed to lengthier texts which involve more complicated Spanish grammar and syntax. Likewise, content vocabulary becomes more specialized. The reading activities which involve an array of business content text types will serve as a springboard for students to participate orally in pair and group discussion. This course has also been created to provide students who are interested in the **Minor in Business Spanish** the opportunity to finish the program in an accelerated mode.

a. Description of the course:

In addition to the cursory catalog description, this course follows the ACTFL national guidelines for instructions and curriculum benchmarks for foreign language teaching as published in *Standards for Foreign Language Learning in the 21st Century* (1999), also known as "The Five Cs." These standards describe the "what" (content) of world languages learning and form the core of standards-based instruction in the world languages classroom. These components are communications, comparisons, cultures, connections and communities. The methodology employed in this course will be communicative and semi-immersion in order to approximate as near an authentic learning experience and environment in Spanish as possible.

- b. Topical Outline of the Accelerated Course:
- Lección 1: Introduction, review of verb tenses; **Unidad Uno:** Job descriptions & the job search; using the telephone
 - Lección 2: Describing wants & needs in the subjunctive (Mexico); **Unidad Dos:** Company structure
 - Lección 3: Describing & narrating in the past; Thank-you & presentation notes (Spain)
 - Lección 4: **Unidad Tres:** Banking & emerging economies; progressive tense; banking correspondence; (Southern Cone Countries)
 - Lección 5: **Unidad Cuatro:** Marketing & Advertising; “Se passive” & imperative
 - Lección 6: Writing advertising & publicity documents (Caribbean countries); **Unidad Cinco:** Import & Export, International Trade
 - Lección 7: Conditional sentences & Imperfect subjunctive review; Commercial correspondence (Central America)
- c. Course Materials:
- Suggested Text: *Saldo a favor: Intermediate Spanish for the World of Business*, Galloway, V., Labarca, A. , and Rodriguez, E., John Wiley & Sons, 2007. Workbook / Lab Manual to accompany text. This text provides an ancillary video program of near-authentic situational role-plays that might occur in Spanish business culture as well as an audio or lab component.
- d. Evaluation of Students:
- Evaluation is done through traditional testing methods (quizzes, tests, dictations, translation exercises) in addition to instructor assessment of pair and group work. Unlike the current grading rubrics currently used for the basic Spanish sequence, students performance in this class will be measured differently: Midterm Exam, 20%; Final Exam, 25%; group assignments and oral reporting, 15%, Participation and Attendance 20%; and two multi-stepped Reading Activities: 20%.
- e. Course Evaluation:
- The evaluation of the course will be conducted according to the guidelines of the Department of Foreign Languages and Literatures, which will include both peer observations and student evaluations of the course. The Department will also assess the course as part of its regular curricular reviews.

RESULTS OF CONSULTATION

Dean Niranjan Pati, Rohrer College of Business, and Dr. Daniel McFarland, professor of the Rohrer College of Business, have endorsed the creation of the course (and Minor in Business

Spanish) and are providing a letter of support.

Dr. Hiram Aldarondo, Coordinator of Business Spanish at Temple University, is also providing a letter of support.

Dr. Horacio Sosa, Dean of the College of Professional and Continuing Education, has provided a letter of support.



October 1, 2009

During the Spring 2009 semester, the Dean of the College of Professional and Continuing Education, the Dean and three Department Chairs from the Rohrer College of Business, and the MBA Director reviewed, discussed and suggested revisions to a draft curriculum proposal for a Minor in Business Spanish with Dr. Anthony Robb. This group universally agreed to support this new program. Since the finalized curriculum proposal is consistent with the revised draft that was supported by the aforementioned group, We are pleased to provide this letter supporting the Minor in Business Spanish.

Well done on creating an exciting new program that will be supported by and administered by the College of Professional and Continuing Education and the Department of Foreign Languages & Literatures!

Sincerely,

A handwritten signature in black ink, appearing to read "Niranjana Pati".

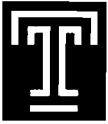
Niranjana Pati, Ph.D., Dean
Rohrer College of Business

A handwritten signature in black ink, appearing to read "Daniel J. McFarland".

Daniel J. McFarland, Ph.D., Professor
Rohrer College of Business

Office of the Dean
Rohrer College of Business
Bunce Hall
201 Mullica Hill Road
Glassboro, NJ 08028-1701

856-256-4025
856-256-4439 fax



TEMPLE UNIVERSITY
A Commonwealth University

College of Arts and Sciences

Philadelphia, Pennsylvania 19122

Department of
Spanish and Portuguese

September 26, 2009

Dear Colleagues,

I am writing this letter on behalf of the Department of Foreign Languages and Literatures at Rowan University in support of a minor in Business Spanish.

After reading the proposal, I agree that a minor in Business Spanish will give students the opportunity to specialize in an area of great demand. Many areas of higher education in the United States are changing dramatically. As a specific case in point, foreign language instruction (particularly Spanish) is increasingly focused on the needs of students specializing in business, health, law and other professions. It's imperative for them to learn to communicate in the languages of potential clients and customers and within the framework of foreign cultures, traditions and systems. These innovations -which have occurred at literally hundreds of colleges and universities over the past two decades- exemplify one of Rowan University's needs of "transformation". I believe that this minor will strengthen the Department of Foreign Languages and Literatures as well as its business school's majors and minors, and will serve the university's necessity for a language program dealing specifically with this national and global demand. Similar programs already exist at other peer institutions like U of Michigan, U of South Carolina, Ohio State U, among others. Here at Temple U, we offer a major and a minor in this field. We work very closely with the Fox School of Business and Management since many of our students come directly from their school. The majority of our students do a major in Business and a minor in Business Spanish.

The proposed minor is doable; students can complete it in only four semesters. The first four courses will be done in half the time, over two semesters, while the remaining two, those of denser business content, will be done one semester at a time. This minor is for the serious learner who realizes his/her potentially enhanced marketability upon graduation.

In closing, I offer this letter in support of the Department of Foreign Languages and Literatures at Rowan University, as it proposes to add a minor to better reflect current trends in teaching and academic programs.

Sincerely yours,

A handwritten signature in black ink, appearing to read 'Hiram Aldarondo'.

Hiram Aldarondo, Ph.D.
Associate Chair of Undergraduate Studies
Associate Professor of Spanish



11 September 2009

Dr. Anthony J. Robb, Department Chair
Associate Professor
Department of Foreign Languages and Literatures
Bunce Hall 311
Rowan University

Dear Dr. Robb:

I am very pleased to support your curriculum proposal for a Minor in Business Spanish. As you know the university in general, and CPCE in particular, are very interested in the implementation of courses and programs that have been identified to be potentially successful because of emerging labor needs or shifts in student interest. From this point of view, this new minor is a timely addition to Rowan's menu of offerings, and will place us more in tune with institutions that already incorporate such a choice like Georgia Southern University, Penn State, University of Michigan, Ohio State, Eastern Michigan, and University of South Carolina. The accelerated nature of two thirds of the courses makes the curriculum even more appealing at times when students are looking for expeditious and convenient ways of gaining further academic experience to be better positioned in their future job search yet without compromising quality. Our meetings with the Dean and chairs of the Rohrer's College of Business showed clearly their enthusiasm as student advocates and their recognition of the benefits that this program could offer to their students.

I take this opportunity to indicate CPCE's readiness to work with you and your faculty on the development and implementation of the courses you are planning to offer through our college.

Sincerely,

A handwritten signature in black ink, appearing to read "Horacio Sosa". The signature is written over a horizontal line.

Horacio Sosa, Dean
College of Professional and Continuing Education

This form **MUST BE COMPLETED FOR NEW COURSE or PROGRAM PROPOSALS, and EXTENSIVE CHANGES TO A COURSE or PROGRAM.**

The purpose of this form is to provide a channel of communication between the Campbell Librarians and faculty when submitting new course or program proposals, or making extensive changes to existing courses or programs. The information will be used to assess the resources available in the library, and to identify resources the library should acquire to support the new courses/programs, or extensive changes to same. The information will also provide the rationale for institutional support for library acquisitions. This form should be completed in a coordinated effort between the course sponsor(s) and the academic department liaison librarian.

Note: Sponsor(s) complete parts A & B
If assistance is required to complete, please notify the librarian liaison.
Forward this form to the librarian who will complete parts C, D & E

When form is completed, attach to the original curriculum proposal before submitting to the Senate office.

A. College: LAS

Department: Foreign Languages & Literatures

Proposed by: Dr. Anthony Robb

Date: 9/10/2009

COURSE TITLE: Create New Course: Accelerated Business Spanish Reading & Conversation (SPAN 05220)

Anticipated Date for Course/Program Offering: Spring 2011

B. List specific resources that should be acquired to support this course.

None.

C. Describe the resources available in the library to support this course/program, including reference, monographic, electronic databases, audio-visual materials, etc. A summary statement is sufficient.

The Library has sufficient printed and electronic resources to support this course.

D. List key periodicals available in the library to support this course/program.

The library has electronic journals in the electronic databases such as MLA Bibliography, Project Muse, Jstor, Academic Search Premier, etc.

E. Librarian comments & recommendations:

The library can order more materials for this course when it is necessary.

LIBRARIAN LIAISON:

Signature: 

DEAN OF LIBRARY SERVICES: Bruce A. Whitham

Signature: 

CATALOG DESCRIPTION:

Accelerated Business Spanish Reading and Conversation **SPAN 05220** **(3 s.h.)**

PREREQUISITE: SPAN 05202 or SPAN 05201 or waiver

This course focuses on the students' continued development of communicative competence in Spanish with practice in the four skill areas of listening comprehension, speaking, reading and writing. It places greater emphasis on reading skills centered on business-related texts and also on oral production concerning business-related situations. In addition, it is designed to increase students' understanding of the Spanish-speaking business culture through practical activities and business-related vocabulary and concepts. It complements the business student's curriculum through a practical, accelerated method of delivery.