

CURRICULUM PROPOSAL

APPROVAL PAGE

Proposal Title: Creation of SPAN 3358 "Spanish for Business"

College: Liberal Arts

Department: Chicano Studies, Languages, and Linguistics

DEPARTMENT CHAIR- Dr. Annie C. Tremblay

I have read the enclosed proposal and approve this proposal on behalf of the department.



1/13/2025

Signature

Date

COLLEGE CURRICULUM COMMITTEE CHAIR - Dr. Selfa A. Chew-Melendez

I have read the enclosed documents and approve the proposal on behalf of the college curriculum committee.

Signature

Date

COLLEGE DEAN - Dr. Anadeli Bencomo

I have read the enclosed documents and approve the proposal on behalf of the college. I certify that the necessary funds will be allocated by the college in support of this proposal.

Signature

Date

CURRICULUM CHANGE MEMO

Date: 1/9/2025

From: Dr. Brenda Cervera-Saenz, Assistant Professor of Instruction, Dept. of Chicano Studies, Languages, and Linguistics *B.A. Saenz*

Through: Dr. Annie C. Tremblay, Chair, Dept. of Chicano Studies, Languages, and Linguistics *Annie C. Tremblay*

Through: Dr. Anadeli Bencomo, Dean, College of Liberal Arts

To: Dr. Selfa A. Chew-Melendez, Chair, Liberal Arts Curriculum Committee

Proposal Title: Creation of SPAN 3358 "Spanish for Business"

Select the proposal content (select as many as apply) and provide the rationale.

Content

- New program or Program Change
- Bachelor's
 - Master's
 - Doctoral/Professional
 - Certificate
 - Fast Track
 - Minor
 - Concentration/Track
- New Course
- Closure (program, certificate, minor, concentration)
- Change
- CIP Code
 - Program/certificate SCH
 - Course Title
 - Course Description
 - Graduate Program Admission Requirements

Rationale

We are proposing to create SPAN 3358 "Spanish for Business", a course that could serve as part of the 6 hours language component of the International Business major offered by the College of Business. The interest in creating such a course stemmed from the College of Business, and we see this as an opportunity to enhance our enrollment and teach Spanish to students outside the College of Liberal Arts. We anticipate that this course will also generate interest from our Translation and Interpreting students.

COURSE ADD

All fields below are required

Add additional Course Add forms as needed

College : Liberal Arts

Department : Dept. of Chicano Studies, Languages, and Linguistics

Effective Term : Fall 2025

Rationale for adding the course:

We are proposing to create SPAN 3358 "Spanish for Business", a course that could serve as part of the 6 hours language component of the International Business major offered by the College of Business. The interest in creating such a course stemmed from the College of Business, and we see this as an opportunity to enhance our enrollment and teach Spanish to students outside the College of Liberal Arts. We anticipate that this course will also generate interest from our Translation and Interpreting students.

All fields below are required

Subject Prefix and # SPAN 3358

Title (29 characters or fewer): Spanish for Business

Dept. Administrative Code : 0616

[CIP Code](#) 16.0905.00

Departmental Approval Required Yes No

Course Level UG GR DR SP

Course will be taught: Face-to-Face Online Hybrid

Course minimum grade: if N leave blank, if Y provide grade

- How many times may course be repeated to satisfy minimum grade requirement? 1

How many times may the course be taken for credit? (Please indicate 1-9 times): 1

Should the course be exempt from the "Three Repeat Rule?" Yes No

Grading Mode: Standard Pass/Fail Audit

Description and 2-3 keywords (600 characters maximum):

(Keywords are for Facilitation of course searches and should be words not already included in course title or description)

This course introduces students to the technology and industry roles and know-how that are vital for practicing translation and/or interpreting.

Keywords: translation and interpreting, technology, industry

Contact Hours (per week): 3 Lecture Hours Lab Hours Other

Types of Instruction (Schedule Type): Select all that apply

- | | | | |
|---------------------------------------|-------------------|----------------------------|-------------------------------------|
| <input checked="" type="checkbox"/> A | Lecture | <input type="checkbox"/> H | Thesis |
| <input type="checkbox"/> B | Laboratory | <input type="checkbox"/> I | Dissertation |
| <input type="checkbox"/> C | Practicum | <input type="checkbox"/> K | Lecture/Lab Combined |
| <input type="checkbox"/> D | Seminar | <input type="checkbox"/> O | Discussion or Review (Study Skills) |
| <input type="checkbox"/> E | Independent Study | <input type="checkbox"/> P | Specialized Instruction |
| <input type="checkbox"/> F | Private Lesson | <input type="checkbox"/> Q | Student Teaching |

Fields below if applicable

If course is taught during a part of term in addition to a full 16-week term please indicate the length of the course (ex., 8 weeks):

TCCN (Use for lower division courses) :

Prerequisite(s):		
Course Number/ Placement Test	Minimum Grade Required/ Test Scores	Concurrent Enrollment Permitted? (Y/N)
SPAN 2302 or SPAN 2304	D	N

Corequisite Course(s):

Equivalent Course(s):

Restrictions:	
Classification	
Major	

The curriculum office recommends consulting with other programs to determine whether there is significant overlap between the proposed course and any existing courses, especially when the course is part of an interdisciplinary program. Evidence of this consultation will facilitate the work of the curriculum committees.

Course Syllabus

SPAN 3358 CRN XXXXX SPANISH FOR BUSINESS

Instructor: TBD
Contact the instructor: TBD
Office hours: TBD

Prerequisites: SPAN 2302 or SPAN 2304

Course Description

This course is designed to develop Spanish language skills tailored to the business environment. Students will gain proficiency in professional communication, cultural nuances of Spanish-speaking markets, and business-specific terminology. Topics include business correspondence, presentations, negotiations, accounting, finance, human resources, marketing, and customer service.

Course Objectives

By the end of this course, students will:

1. Communicate effectively in Spanish in professional business settings.
2. Understand cultural differences in business practices across Spanish-speaking countries.
3. Develop a working knowledge of Spanish business terminology.
4. Prepare professional documents (emails, reports, CVs) in Spanish.
5. Conduct simulated business negotiations and presentations.

Course Materials

English-Spanish Dictionary, business newspapers

Grading Policy

Class Participation & Attendance:	20%	A = 90% and higher
Homework Assignments:	20%	B = 80% and higher
Midterm Exam:	20%	C = 70% and higher
Business Plan (Written & Presentation):	20%	D = 60% and higher
Final Exam:	20%	F = Less than 60%

Business Plan

Students will work in groups to create a comprehensive business plan or market entry strategy tailored to a Spanish-speaking market. This includes:

1. Market research and cultural analysis.
2. Financial projections.
3. Marketing strategy.
4. Final presentation (15 minutes).

Exams delivered via Blackboard require Respondus Lockdown Browser

Students will take the exam in class, using a laptop. Each student is responsible for bringing a device with Respondus Lockdown installed. Students need to download a program on their computer to access the exams.

Instructions and assistance can be found at:

https://www.utep.edu/technologysupport/ServiceCatalog/BB_Students.html

Tech support Respondus: Contact UTEP’s IT Helpdesk <https://www.utep.edu/technologysupport/> or call 915-747-4357

Blackboard. Blackboard works best with Google Chrome or Mozilla Firefox. In BB, students can access course content, assignments, and exams.

Blackboard App. I recommend you to download the BB App in your mobile phone. In the App, you will get access to the course and receive push notifications with course announcements. For instructions, please refer to https://www.utep.edu/technologysupport/ServiceCatalog/BB_Students.html

Tech Support for Blackboard

https://www.utep.edu/technologysupport/ServiceCatalog/BB_Students.html

You can get Blackboard assistance at: 915-747-4357, IT Helpdesk.

Special Accommodations for students

If you need classroom accommodations, please contact The Center for Accommodations and Support Services (CASS) at 747-5148, or by email to cass@utep.edu, or visit their office located in UTEP Union East, Room 106. For additional information, visit www.sa.utep.edu/cass.

Class drop

The last day to drop the class with a “W” is **March 28, 2024**. The student MUST contact an advisor to complete a course drop. I cannot do it, and it will not happen automatically. If a student does not drop the class and stops coming to class, the student will receive an “F”. COBA Advising:

<https://www.utep.edu/business/UndergraduatePrograms/advisingresources/AdvisingAppointment.html>

Academic Dishonesty

Academic dishonesty is not condoned nor tolerated at UTEP. Such dishonesty, when evidenced, will be reported to the Student Judicial Affairs Office at UTEP. Read UTEP’s website for more information about sanctions. Academic dishonesty is behavior in which a deliberately fraudulent misrepresentation is employed in an attempt to gain undeserved intellectual credit, either for oneself or for another. It includes, but is not necessarily limited to, the following types of cases:

Plagiarism - The representation of someone else's ideas as if they are one's own. Unauthorized Collaboration on

Out-of-Class Projects - The representation of work as solely one's own when in fact it is the result of a joint effort; Cheating on Exams - The covert gathering of information from other students, the use of unauthorized

notes, unauthorized aids, etc.; and Knowing Cooperation with Another Person in an Academically Dishonest

Undertaking - Failure by a student to prevent misuse of his/her work by others.

Learning requires you to do your own work. Just do it.

The Faculty Senate, recommended the following list of student services:

Student Counseling Center: <http://sa.utep.edu/counsel/>; (915) 747-5302

202 Union West; walk-ins encouraged

Student Health Center: <http://chs.utep.edu/health/>; (915) 747-5624

Many services free to students paid for through student health fee

Student Engagement and Leadership Center: <http://sa.utep.edu/selc>

106 Union West; (915) 747-5670

Includes study space with workstations; family friendly room with lactation space

Career Center: <http://sa.utep.edu/careers/>; 103 Union West; (915) 747-5640

Minetracker: <https://minetracker.utep.edu/> Events, news and organizations

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Course Schedule

Week 1: Introduction

- Course overview and expectations
- Diagnostic assessment
- Basics of business communication in Spanish

Week 2: Business Vocabulary & Professional Correspondence

- Key business terms (accounting, marketing, finance)
- Writing formal emails and letters
- Case study: Professional correspondence

Week 3: Cultural Context in Spanish-speaking Markets

- Business etiquette and cultural norms
- Comparison of business practices in Spain and Latin America
- Roleplay: Meeting greetings

Week 4: Marketing & Advertising

- Vocabulary: Branding, campaigns, and market segmentation
- Analyzing Spanish-language advertisements
- Homework: Create an ad campaign

Week 5: Finance & Banking

- Vocabulary: Banking, loans, and investments
- Reading and interpreting financial reports in Spanish
- Case study: Financial trends in Latin America

Week 6: Logistics & International Trade

- Terminology: Export/import processes
- Drafting a business contract in Spanish
- Midterm preparation

Week 7: Midterm Exam

Written Exam: Vocabulary and business scenarios

Oral Exam: Simulated meeting or presentation

Week 8: Business Negotiations

- Strategies for negotiation in Spanish-speaking cultures
- Vocabulary for persuasion and conflict resolution
- Practice: Roleplay negotiation

Week 9: Human Resources & CV Writing

- Vocabulary: Recruitment, job descriptions, and interviews
- Writing a CV and cover letter in Spanish
- Practice: Mock job interviews

Week 10: Accounting

- Vocabulary: Accounting terms and reports
- Presenting financial reports

Week 11: Presentations & Public Speaking

- Vocabulary: Presentation structure and persuasive language
- Delivering a business presentation in Spanish
- Homework: Prepare slides and script

Week 12: Case Studies in Spanish-speaking Economies

- Economic overview of select Spanish-speaking countries
- Analysis of a company's strategy in a Latin American market
- Group discussion

Week 13: Business Plan Preparation

- Group work: Develop a business plan or market entry strategy
- Peer review of drafts

Week 14: Final Presentations

- Formal presentation of business project
- Q&A with classmates

Week 15: Course Review and Feedback

- Review of key concepts
- Final discussion on cultural competence in business