Professor Information

Instructor:  
Dr. Maida Watson  
Phone:  
(305) 348-2851  
Office Hours:  
By appointment

Spanish for Business in Latin America  
SPN 3993

Course Description

This fully online course is designed to provide students with a background in Spanish at the advanced level, a foundation in the vocabulary used in the business world, and experience writing essays in Spanish on business and economics topics. Students will gain knowledge and vocabulary in Spanish related to cross cultural situations such as interactions between Hispanics and non-Hispanics in the business world. They will learn also about dialect differences in the Spanish used in various parts of Latin America through listening to and viewing videos of businessmen and economists from different parts of Latin America and by reading essays written by and about Latin Americans. By comparing the seven topics covered in the course with similar events or phenomena in Asia, Europe and North America they will acquire globalized knowledge that they can adapt to other situations.

Course Objectives

- Gain knowledge of the specialized vocabulary related to the world of business.  
- Develop skills in writing about economics and business in the Spanish speaking world.  
- Through readings and discussions and viewing videos about cross-cultural relations in the world of business, students learn skills needed for intercultural communication when doing business in the Hispanic world.

Become familiar with the use of research tools related to the world of business such as texts, readings and Web sites associated with Spanish for business.

Global Learning Course Outcomes

Global Awareness: Students will be able to analyze the interconnections between historical events, political regimes, and linguistic changes that led to the development of a particular business culture in Latin America.

Global Perspective: Students will be able to analyze a complicated multicultural situation that is taking place in Latin America and relate it to events taking place in other parts of the world.

Global Engagement: Students will be able to demonstrate openness (and an ability to convince others to be open) to cultural differences found between aspects of contemporary Latin American business culture and similar aspects of business culture in other parts of the world.
IMPORTANT INFORMATION

Policies
Please review the policies page as it contains essential information regarding guidelines relevant to all courses at FIU and additional information on the standards for acceptable netiquette important for online courses.

Technical Skills
Please be sure that you have a dependable internet connection and are using an approved internet browser. If you should have any issues, please contact the FIU Online Help Desk by clicking on the link or calling (305) 348-3630

Course Prerequisites
For information about prerequisites, click here.

Textbook
The textbook for this course is Taller de escritores: Grammar and Composition for Advanced Spanish, Vista Higher Learning, 2012 which we will use for grammar review and general concepts. All additional specialized material is online and can be found in the Escibir correctamente. An English - Spanish dictionary is recommended.

Expectations of this Course
This is an online course, meaning that most of the course work will be conducted online. Expectations for performance in an online course are the same as for a traditional course; in fact, online courses require a degree of self-motivation, self-discipline, and technology skills that can make them more demanding for some students.

Course Overview
Students will cover 7 lessons during the course of the semester and will have two weeks to do each lesson. A lesson will be comprised of the following items:
- Lectura (Reading Lesson)
- Tarea (Homework related to videos)
- Discussion Topics related to lecturas and videos
- Prueba (Quiz)
- Students are required to create their homepage in Blackboard during the first week of class, it is very important that it be written in Spanish.
- Compositions - students will write 7 short compositions during the course based on specific guidelines included in the description of each composition. These must be submitted in Word 2007 not the latest version of word. Since students have two weeks to write each essay, no late submissions will be accepted

COURSE DETAIL
Course Communication
Communication in this course will take place via messages.

The message feature is a private, internal Blackboard only communication system. Users must log on to the blackboard system to send/receive/read messages. There are no notifications in Blackboard to inform users when a new message has been received; therefore, it is recommended that students check their messages routinely to ensure up-to-date communication.
Team Project and Discussion Topics
10% OF THE COURSE GRADE WILL BE BASED ON THE DISCUSSION TOPICS Students should post comments about the topics assigned. You will find these topics in the lecciones and use the Dropbox to upload from your files using word. 10% of the Course grade will be based on the Team Projects that students will do in groups of three. All research will be done in Spanish and project reports written in Spanish. Students will research certain events on the web and will also interview and make You Tube quality videos of these interviews.

Quizzes
20% of the course grade will be based on the lesson quizzes.
Students must take a quiz for each lesson. The quiz will be accessible by clicking on the Quiz icon in the lesson folder. Quizzes must be taken no later than the due date because the access to each lesson's quiz will be closed on the corresponding deadline at 23:55 (EST) (NO exceptions). Students will have 60 minutes to do each quiz and have only one (1) attempt per quiz.

In order to mitigate any issues with your computer and online assessments, it is very important that you take the "Online Learning Practice Quiz" from each computer that you will be using to take your graded quizzes and exams. It is your responsibility to make sure your computer is compatible with Blackboard Learn9 and that it meets the minimum hardware requirements.

Compositions
30% of the course grade will be based on compositions.
You will be required to write a total of 7 compositions for the semester. All entries are to be AT LEAST 600 WORDS LONG and written IN SPANISH. Students will write the compositions and upload them to the Assignment Dropbox no later than the due date. You will also find the topics for the compositions in the same drop box.

Compositions must be submitted as a Word document written in Word 2007 and typed double-spaced. If your instructor cannot open your file, you will receive a zero for that composition. Also, the instructor will deduct points if the students do not put accent marks or tilde whenever it is needed. If students need to review some grammar and spelling aspects, they should click on the icons Repaso gramatical which can be found on the course content “Escribir correctamente.”

Please note that if your instructor suspects that you have used the assistance of a translator or of another person to write your composition, you will receive a zero. The same is true for compositions that are not original documents and are cut and pasted from textbooks, materials on the web, newspaper articles or articles in economics journals.

Note about the Compositions**
Students should plan their workload accordingly, since I will not allow extensions for the compositions.
5% of the course grade will be based on the student

Student Homepage Instructions:

Students are required to post a picture of themselves and write a three-paragraph description about themselves and their goals for this course.

THE STUDENT HOMEPAGE MUST BE WRITTEN COMPLETELY IN SPANISH. ANY HOMEPAGE IN ENGLISH WILL RECEIVE ZERO (0) POINTS.

Use the following ideas to help write your homepage:
- Where are you from?
- Where do you work?
- What is your background in Spanish American history or culture?
- What are your goals and objectives for taking this course?
- Who is a part of your family?
- Have you done anything exciting recently?
- Do you have any hobbies?

TO CREATE A STUDENT HOMEPAGE go to the discussions link from the course tools menu and click on student homepage topic.

Tareas

10% of the course grade will be based on the tareas which answer questions related to the videos in each lesson. Each tarea is located inside of its corresponding lesson, you must first watch the video and then answer the questions. The video is located inside each Video icon. The purpose of these tareas is to acquaint you with spoken business Spanish from a variety of parts of the Spanish-speaking world.

POLICIES AND PROCEDURES

As a college, we care about and enforce the Policies and Procedures as they are important to the quality of the education we are providing to you.

Click here for details on our On-campus Orientation/Online Tutorial, Server Maintenance Requirements, FIU Library support and FIU Policies.

Every student should create his/her own student homepage using the course’s Discussion Forum, which can be found on course’s left navigation menu. For help on how to use the HTML Creator to develop a Student Homepage, click here.
<table>
<thead>
<tr>
<th>Módulo</th>
<th>Lección</th>
<th>Tareas / Composiciones</th>
</tr>
</thead>
<tbody>
<tr>
<td>Módulo 1</td>
<td>Lección 1:</td>
<td>Do the readings and the prueba (quiz). Watch the video and answer the questions (tarea) after seeing the video. Answer the discussion group questions and hand in the first composition</td>
</tr>
<tr>
<td></td>
<td>Lo que hay que saber cuando se hacen negocios en Latinoamérica</td>
<td>Student homepage – due</td>
</tr>
<tr>
<td></td>
<td>What you need to know to do business in Latin America</td>
<td>Composición 1 - Due</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Team project for Lesson One: Groups of three students will interview executives in local multinational companies and ask them a set of five questions based on the cultural differences between Latin Americans and other cultures</td>
</tr>
<tr>
<td>Módulo 2</td>
<td>Lección 2:</td>
<td>Do the readings and the prueba (quiz). Watch the video and answer the questions (tarea) after seeing the video. Answer the discussion group questions and hand in the second composition. all by</td>
</tr>
<tr>
<td></td>
<td>El lenguaje de e-marketing</td>
<td>Composición 2 - Due</td>
</tr>
<tr>
<td></td>
<td>The languages of e-marketing</td>
<td></td>
</tr>
<tr>
<td>Módulo 3</td>
<td>Lección 3:</td>
<td>Do the readings and the prueba (quiz). Watch the video and answer the questions after seeing the video. Answer the discussion group questions and hand in the third composition</td>
</tr>
<tr>
<td></td>
<td>Comercio entre China y Latinoamérica</td>
<td>Composition 3- Due</td>
</tr>
<tr>
<td></td>
<td>Business between China and LatinAmerica</td>
<td></td>
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<td></td>
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<td>Team Project for Lesson 3- Groups of three students will interview companies based in Miami that do business with China and ask them a set of five questions based on information gathered from essays and articles found on the topic in the web. They will ask the representatives of these companies how do being business in Latin America differs from doing business for Chinese nationals in other parts of the world and prepare a report on their interviews.</td>
</tr>
<tr>
<td>Módulo 4</td>
<td>Lección 4</td>
<td>Do the readings and the prueba (quiz). Watch the video and answer the questions (tarea) after seeing the video. Answer the discussion group questions and hand in the composition</td>
</tr>
<tr>
<td></td>
<td>La mujer en los negocios en Latino América</td>
<td>Composición 4</td>
</tr>
<tr>
<td></td>
<td>Women Business Executives in Latin</td>
<td></td>
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<td></td>
<td></td>
<td>Team project for Lesson 4- Groups of three students will interview prominent women executives of Hispanic descent in Miami and</td>
</tr>
<tr>
<td>Module 5</td>
<td>Lección 5</td>
<td>El turismo ecológico en Latino América</td>
</tr>
<tr>
<td>Module 6</td>
<td>Lección 5</td>
<td>Ecological Tourism in Latin America</td>
</tr>
<tr>
<td>Module 6</td>
<td>Lección 6</td>
<td>Argentina versus Spain what happens when a country expropriates a foreign company</td>
</tr>
<tr>
<td>Module 6</td>
<td>Lección 6</td>
<td></td>
</tr>
<tr>
<td>Module 7</td>
<td>Lección 6</td>
<td></td>
</tr>
<tr>
<td>Module 7</td>
<td>Lección 7</td>
<td>Responsabilidad Social Empresarial/Corporativa Corporate Social Responsibility</td>
</tr>
</tbody>
</table>
UNIT 1

READINGS

-El coste de los malos modales. Saber estar y negociar. by Rosaly, McCloskey & Huyke

-10 Cosas que hay que saber para hacer negocios en Latinoamérica. blog FDEZG

-El idioma en los negocios en América Latina. Doc. by Watson
  
  -Guía de etiqueta para hacer negocios en México. by América Economía
  -Mezclando negocios y placer. Doc. by Watson
  -Cómo entenderse y comunicarse. By UT CIBER and translated.

VIDEOS

- cultural interviews. Orlando R. Kelm, University of Texas at Austin, UT CIBER
  Interview with Joanna Borrel, Carlos José Bueno Más, Carlos Romero Ucanga, Ysabella Castro Bilancieri.
  -Todas las reglas de comunicación en los negocios. YOUTUBE Interview David Serrano (Mexico)
  - ¿Por qué cuesta tanto comunicarnos? Por Bernardo Stamateas. You Tube

BIBLIOGRAPHY


UNIT 2

READINGS

- Los intermediarios e internet
- Internet: el nuevo canal. Autor: Competir
- Lenguaje. Doc. by Watson
- Internet pone en peligro la supervivencia de los intermediarios. por Expansión
- Comercio electrónico. por Enrique Dans
- Lecturas marketing de la economía de la información
  Encuestas e internet
  Los intercambios privados
  Tarjetas inteligentes

VIDEOS

- Comercio electrónico- internet marketing. YouTube
- El lenguaje en Internet YouTube

BIBLIOGRAPHY


UNIT 3

READINGS

- China-América Latina: una relación diferenciada
- Cómo hacer negocios con los chinos.
- El comercio estrecha vínculos entre China y América Latina.
- Expansión China (perspectiva Global)
- Relaciones con China: Hay oro en esas colinas
- China, un desarrollo de más de 30 años: régimen, planificación y confusiónismo
- La evolución de las relaciones Chino-Latinoamericanas.
- Los préstamos chinos en América Latina.

VIDEOS

- Relaciones comerciales China-Latinoamérica Youtube by TelesurTV
- Haciendo negocios con China Youtube by Banco Interamericano de desarrollo (BID)
- Influencia cultural de China en los negocios (entrevista al embajador de China en Colombia) by PortafolioTV

BIBLIOGRAPHY


UNIT 4

READINGS

-Condición de la Mujer Ejecutiva en Latinoamérica, un Panorama General. Por Ana Paola Sánchez Arrioja

-La particularidad de la ejecutiva colombiana. María Consuelo Cárdenas de Santamaria y Verónica Durana Ángel

-Ejecutivas sub 35. Por Georgina Dritsos

-El hogar es un ámbito de poder que muchas no quieren ceder. Por Lidia Heller

-MUJERES EN EL LÍMITE .PODER CORPORATIVO EN AMÉRICA LATINA. por Sylvia Maxfield

-Mujer: empresaria, líder y protagonista. Tomado de ideasparapymes.com

-Mujeres en la mesa... de dinero. Por Mariana Osorio y Daniela Arce

VIDEOS

-Mujeres ejecutivas. YouTube

-Mujeres Ejecutivas: ¿Cómo lograr serlo? YouTube

-Mujeres que trabajan fuera de casa. YouTube

-Cultural interviews. Orlando R. Kelm, University of Texas at Austin,UT CIBER. Joanna Borrel, Alfredo Cavazos, Geraldina Villareal de la Fuente, Claudia Vila.

BIBLIOGRAPHY


**UNIT 5**

**READINGS**

- Definiendo Ecoturismo. por Allan R. Rhodes Espinoza. referencias: web y wikipedia

- Qué es el turismo ecológico o ecoturismo?

- Ecoturismo y América Latina: Una aproximación al tema. por Lieve Choppin

- Greenwashing y otras prácticas no sustentables de proselitismo ecológico. por: Rodolfo Lacy

**VIDEOS**

- Comisión de Turismo Sostenible, en el Noticiero "A las 8:45" de Canal Antigua. YouTube

- Impactos del Turismo - Introducción del Turismo, Instituto ISIV. YouTube

- Desarrollo Sostenible - 01 El Valor de un Proyecto de Sostenibilidad

- Entrevista con Dr. Navarro sobre turismo ecológico y turismo rural. En proceso.

**BIBLIOGRAPHY**
UNIT 6

READINGS

- Expropiación Argentina vs España. por blogsalmon.com

- Expropiación de YPF: 10 preguntas para entender el problema. por Por Rodolfo Terragno

- LA EXPANSION DE LA PETROLERA REPSOL YPF por Marc Gavalda

- El regalo envenenado de Kirchner a la familia Eskenazi. Nazaret Castro para El Mundo (diario Español)

- Veto a la importación de Biodiesel. Diario El Mundo.

- Aumentan las nacionalizaciones en Latinoamérica. por BBC Mundo en Latinhub.com.au

- Evo Morales expropia cuatro filiales de Iberdrola en Bolivia. diariodesevilla.es

VIDEOS

- Pino: Expropiación YPF y su argumentación. (completo) 14-4-12 YouTube

- ¿Qué hay detrás de la nacionalización de YPF en Argentina? YouTube

BIBIOGRAPHY


**UNIT 7**

**READINGS**

- ¿Qué es la responsabilidad social corporativa? por Randall Vega.
- Las empresas integran la RSC a su actividad diaria. por Universia-Knowledge@Wharton
- RSC en América Latina: Cuestión moral y empresarial. Entrevista a Lourdes Casanova
- Marketing social vs Responsabilidad social empresarial

**VIDEOS**

- ¿Sabe usted qué es Responsabilidad Social Empresarial? YouTube
- Dr. Bernardo Kliksberg: Responsabilidad Social Empresarial.avi. YouTube

**BIBIOGRAPHY**


**SUMMARY OF DEADLINES**

Student Homepage: (It is due by 23:55 EST on the date indicated).

Quizzes, Tareas, Essays and Oral presentations, and Discussion forums (all quizzes and DFs are due by 23:55 EST on the date indicated).

Lección 1:
Lección 2
Lección 3:
Lección 4:
Lección 5:
Lección 6:
Lección 7:

**IMPORTANT DATES**

Last day to drop courses or withdraw without incurring a financial liability.

Deadline to drop a course with a DR grade.