

**University of Nevada - Las Vegas**  
**Department of World Languages and Cultures**  
**SPAN 365 – Español para los negocios**  
**Otoño 2019**

**Información del curso**

“Español para los negocios” (SPAN 365) es un curso diseñado para proveer a los estudiantes vocabulario, práctica de las cuatro habilidades lingüísticas en español (sobre todo en la parte oral), aspectos culturales fundamentales para funcionar en el mundo de los negocios. Se atenderán además aspectos gramaticales y pragmáticos. Este curso se ofrece completamente en español y se asume que los estudiantes tienen un dominio de los fundamentos de la gramática en español y un control del vocabulario activo que se necesita para la comunicación básica.

**Objetivos generales**

- Adquirir conocimientos generales y vocabulario específico sobre el mundo de los negocios en español;
- Mejorar las cuatro habilidades lingüísticas para comunicarse y desenvolverse eficazmente en diferentes contextos del mundo empresarial del ámbito hispano;
- Mejorar la capacidad expresiva en el lenguaje a través de la escritura y de la participación en clase;
- Estimular el pensamiento crítico y el espíritu creativo para desempeñarse en mercados internacionales;
- Apreciar y entender el papel de la cultura hispana en el contexto de los negocios internacionales;
- Apreciar y entender la influencia de la cultura hispana en el contexto nacional del mercado hispano estadounidense.

**Metodología**

- Reforzar el lenguaje a través de las actividades orales diarias del texto o de otros recursos pedagógicos.
- Expresar las ideas centrales de las lecturas y exponer sus puntos de vista con respecto a los diferentes temas a discutirse sobre el español en los negocios.
- Trabajar en grupos pequeños para compartir ideas y desarrollar el sentido de trabajo en equipo en la disciplina de los negocios.
- Hacer presentaciones orales individuales y grupales de manera que integre la terminología, demuestre su liderazgo en el área de los negocios y las destrezas de resolución de problemas críticos.

### **Prerrequisito**

El curso de “Español para los negocios” (SPAN 365) tiene como prerrequisito SPAN 302.

### **Texto requerido**

Doyle, Michael Scott, T. Bruce Fryer. *Éxito comercial: Prácticas administrativas y contextos culturales*. **6th ed.** Cengage Learning, 2015.

### **Componentes del curso**

Participación en clase	10%
Tareas	20%
Presentaciones y conversaciones	15%
Pruebas	10%
Examen parcial	20%
Examen final	25%

**\*NO HAY “EXTRA CREDIT”**

Las notas del curso siguen el siguiente formato:

A	93-100	B+	88-89	C+	78-79	D+	68-69	F	59 o menos
A-	90-92	B	84-87	C	74-77	D	64-67		
		B-	80-83	C-	70-73	D-	60-63		

## **Participación en clase y asistencia**

“Asistencia” no es sinónimo de “participación”, por lo que no solo basta con asistir: cada estudiante debe llegar completamente preparado a cada clase y sus preguntas o aportes deben ser de calidad. La noción de “participación en clase” será utilizada para valorar cada intervención en el salón. Este concepto considera los siguientes aspectos: a) su consistente empleo del español en clase; b) su asistencia y puntualidad y c) su preparación de las tareas asignadas para cada fecha.

Los estudiantes deben participar activamente en cada clase a través de todo el semestre académico:

- Se espera que en su participación los alumnos hagan una contribución significativa y original al tema del curso.
- Los alumnos necesitan expresarse en el idioma español y demostrar evidencia de que han leído las lecturas asignadas del texto.
- Es imprescindible que los estudiantes integren el nuevo vocabulario de los capítulos del texto cuando se expresen oralmente en clase.
- La participación es la manera de incorporarse activamente a la clase, además de ser la forma de demostrar la responsabilidad de la preparación de la clase con anterioridad.

**EL ESTUDIANTE DEBE LEER LAS PÁGINAS ASIGNADAS EN EL TEMARIO ANTES DE CLASE.** Por eso, la participación tiene un porcentaje relevante en los componentes del curso.

Está permitido faltar **tres veces** sin que esto afecte la nota o calificación final. Cualquier falta o ausencia, además de las tres permitidas, será penalizada con **una disminución de un 2%** de la nota final. No habrá reposiciones (makeups) de ningún componente del curso en caso de ausencia, si no hay una razón contundente que se pueda demostrar con documentación apropiada o justificante médico (doctor's note). El estudiante que esté ausente **ES RESPONSABLE** de obtener información sobre la tarea y el material discutido en clase. Si usted sabe que no asistirá a clase determinado día puede entregar la tarea por adelantado, ya que no se aceptará después de la fecha asignada. Si usted planea faltar a clase debido a motivos religiosos avise con antelación y en privado. Si usted tiene necesidades especiales, por favor hágamelo saber.

- ✦ Es su responsabilidad leer con frecuencia Webcampus para cualquier aviso relacionado con el curso.
- ✦ **Es muy importante tomar notas en clase** ya que muchos puntos importantes que se cubrirán no están en el libro.
- ✦ Por favor, apague el teléfono celular antes de que empiece la clase.

**EL PLAGIO ESTÁ SEVERAMENTE PENALIZADO Y SUS CONSECUENCIAS PUEDEN IMPLICAR DESDE LA OBTENCIÓN DE UNA F EN LA TAREA REALIZADA HASTA LA EXPULSIÓN DE UNLV.**

ACADEMIC HONESTY Academic dishonesty is any treatment or representation of another individual's work (entirely or in part) as if one were fully responsible for it, or work in which one has received unacknowledged assistance from others. I will enforce all rules pertaining to Academic dishonesty as outlined by the procedures and regulations of the University. In order to maintain the integrity of your written compositions, a statement acknowledging assistance must

be included on the last page of each composition you submit. Acknowledgement statements must contain the following elements: 1. Name of the person(s) consulted and/or title(s) of works consulted 2. Date(s) when consulted. 3. Contribution(s) made by the person(s) or work(s) consulted. 4. Local telephone number of the person(s) consulted.

## UNIVERSITY POLICIES

**Academic Misconduct** - Academic integrity is a legitimate concern for every member of the Campus community; we all share in upholding the fundamental values of honesty, trust, respect, fairness, responsibility, and professionalism. By choosing to join the UNLV community, students accept the expectations of the Student Academic Misconduct Policy, and are encouraged to always take the ethical path whenever faced with choices. Students enrolling at UNLV assume the obligation to conduct themselves in a manner compatible with UNLV's educational mission. An example of academic misconduct is plagiarism. Plagiarism is using the words or ideas of another person, from the Internet or any other source without proper citation of the sources. See the Student Conduct Code, <https://www.unlv.edu/studentconduct/student-conduct>.

**Auditing Classes** - Auditing a course allows a student to continue attending the lectures and/or laboratories and discussion sessions associated with the course, but the student will not earn a grade for any component of the course. Students who audit a course receive the same educational experience as students taking the course for a grade, but will be excused from exams, assessments, and other evaluative measures that serve the primary purpose of assigning a grade.

**Classroom Conduct** - Students have a responsibility to conduct themselves in class and in the libraries in ways that do not interfere with the rights of other students to learn or of instructors to teach. Use of electronic devices such as pagers, cellular phones, or recording devices, or potentially disruptive devices or activities, are only permitted with the prior explicit consent of the instructor. The instructor may rescind permission at any time during the class. If a student does not comply with established requirements or obstructs the functioning of the class, the instructor may initiate an administrative drop of the student from the course.

**Copyright** - The University requires all members of the University Community to familiarize themselves with, and to follow copyright and fair use requirements. You are individually and solely responsible for violations of copyright and fair use laws. The University will neither protect nor defend you, nor assume any responsibility for employee or student violations of fair use laws. Violations of copyright laws could subject you to federal and state civil penalties and criminal liability, as well as disciplinary action under University policies. Additional copyright policy information is available at <http://www.unlv.edu/provost/copyright>.

**Disability Resource Center (DRC)** - The UNLV Disability Resource Center (SSC-A, Room 143, <https://www.unlv.edu/drc>, 702-895-0866) provides resources for students with disabilities. Students who believe that they may need academic accommodations due to injury, disability, or due to pregnancy should contact the DRC as early as possible in the academic term. A Disabilities Specialist will discuss what options may be available to you. If you are registered with the UNLV Disability Resource Center, bring your Academic Accommodation Plan from the DRC to the instructor during office hours, so that

you may work together to develop strategies for implementing the accommodations to meet both your needs and the requirements of the course. Any information you provide is private and will be treated as such. To maintain the confidentiality of your request, please do not approach the instructor in front of others to discuss your accommodation needs.

**Final Examinations** - The University requires that final exams given at the end of a course occur on the date and at the time specified in the Final Exam schedule. The general schedule is typically available at the start of the semester, and the classroom locations are available approximately one month before the end of the semester. See the Final Exam Schedule, <https://www.unlv.edu/registrar/calendars>.

**Identity Verification in Online Courses** - All UNLV students must use their Campus-issued ACE ID and password to log in to WebCampus.

UNLV students enrolled in online or hybrid courses are expected to read and adhere to the Student Academic Misconduct Policy, <https://www.unlv.edu/studentconduct/misconduct/policy>, which defines, “acting or attempting to act as a substitute for another, or using or attempting to use a substitute, in any academic evaluation or assignment” as a form of academic misconduct. Intentionally sharing ACE login credentials with another person may be considered an attempt to use a substitute and could result in investigation and sanctions, as outlined in the Student Academic Misconduct Policy.

UNLV students enrolled in online courses are also expected to read and adhere to the Acceptable Use of Computing and Information Technology Resources Policy, <https://www.it.unlv.edu/policies/acceptable-use-computing-and-information-technology-resources-policy>, which prohibits sharing university accounts with other persons without authorization.

To the greatest extent possible, all graded assignments and assessments in UNLV online courses should be hosted in WebCampus or another UNLV-managed platform that requires ACE login credentials for access.

**Incomplete Grades** - The grade of “I” (Incomplete) may be granted when a student has satisfactorily completed three-fourths of course work for that semester/session, but cannot complete the last part of the course for reason(s) beyond the student’s control and acceptable to the instructor, and the instructor believes that the student can finish the course without repeating it. For undergraduate courses, the incomplete work must be made up before the end of the following regular semester. Graduate students receiving “I” grades in 500-, 600-, or 700-level courses have up to one calendar year to complete the work, at the discretion of the instructor. If course requirements are not completed within the period indicated, a grade of “F” will be recorded, and the student’s GPA will be adjusted accordingly. Students who are fulfilling an Incomplete grade do not register for the course, but make individual arrangements with the instructor who assigned the “I” grade.

**Library Resources** - Librarians are available to consult with students on research needs, including developing research topics, finding information, and evaluating sources. To make an appointment with a subject expert for this class, please visit the Libraries’ Research Consultation website: <http://guides.library.unlv.edu/appointments/librarian>. You can also ask the library staff questions via chat and text message at: <http://ask.library.unlv.edu/>.

Missed Classwork - Any student missing class, quizzes, examinations, or any other class or laboratory work because of observance of religious holidays will be given an opportunity during that semester to make up the missed work. The make-up opportunity will apply to the religious holiday absence only. It is the responsibility of the student to notify the instructor within the first 14 calendar days of the course for Fall and Spring courses (except for modular courses), or within the first 7 calendar days of the course for Summer and modular courses, of their intention to participate in religious holidays which do not fall on state holidays or periods of class recess. For additional information, please visit the Policy for Missed Work, under Registration Policies, on the Academic Policies webpage, <https://catalog.unlv.edu/content.php?catoid=6&navoid=531>.

In accordance with the policy approved by the Faculty Senate regarding missed class time and assignments, students who represent UNLV in any official extracurricular activity will also have the opportunity to make up assignments, provided that the student provides official written notification to the instructor no less than one week prior to the missed class(es).

The spirit and intent of the policy for missed classwork is to offer fair and equitable assessment opportunities to all students, including those representing the University in extracurricular activities. Instructors should consider, for example, that in courses which offer a “Drop one” option for the lowest assignment, quiz, or exam, assigning the student a grade of zero for an excused absence for extracurricular activity is both contrary to the intent of the Faculty Senate’s policy, and an infringement on the student’s right to complete all work for the course.

This policy will not apply in the event that completing the assignment or administering the examination at an alternate time would impose an undue hardship on the instructor or the University that could reasonably have been avoided. There should be a good faith effort by both the instructor and the student to agree to a reasonable resolution. When disagreements regarding this policy arise, decisions can be appealed to the Department Chair/Unit Director, College/School Dean, and/or the Faculty Senate Academic Standards Committee.

For purposes of definition, extracurricular activities may include, but are not limited to: fine arts activities, competitive intercollegiate athletics, science and engineering competitions, liberal arts competitions, academic recruitment activities, and any other event or activity sanctioned by a College/School Dean, and/or by the Executive Vice President and Provost.

Rebelmail - Rebelmail is UNLV’s official email system for students, and by University policy, instructors and staff should only send emails to students’ Rebelmail accounts. Rebelmail is one of the primary ways students receive official University communications, information about deadlines, major Campus events, and announcements. All UNLV students receive a Rebelmail account after they have been admitted to the University. Emailing within WebCampus is also acceptable.

Tutoring and Coaching - The Academic Success Center (ASC) provides tutoring, academic success coaching, and other academic assistance for all UNLV undergraduate students. For information regarding tutoring subjects, tutoring times, and other ASC programs and services, please visit the ASC website, <https://www.unlv.edu/asc>, or call 702-895-3177. The ASC building is located across from the Student Services Complex (SSC). Academic success coaching is located on the second floor of SSC A, Room

254. Drop-in tutoring is located on the second floor of the Lied Library, and on the second floor of the College of Engineering building (TBE A 207).

UNLV Writing Center - One-on-one or small group assistance with writing is available free of charge to UNLV students at the Writing Center, <https://writingcenter.unlv.edu/>, located in the Central Desert Complex, Building 3, Room 301 (CDC 3–301). Walk-in consultations are sometimes available, but students with appointments receive priority assistance. Students may make appointments in person or by calling the Center, 702-895-3908. Students are requested to bring to their appointments their Rebel ID Card, a copy of the instructions for their assignment, and two copies of any writing they have completed on their assignment.

## CALENDARIO

**Este calendario puede alterarse dependiendo de los objetivos académicos y la participación activa de los estudiantes en cada clase. Los estudiantes son responsables de mantenerse informados de todos los cambios.**

AGOSTO

26	CAPÍTULO 1- Introducción al curso. Estrategias de lectura y aprendizaje del vocabulario en contexto. Para pensar (pág. 4)
28	Págs. 3-11. Glosario (pág. 23). Actividades orales y escritas en clase.
SEPTIEMBRE	
2	<b>Receso (día del trabajo)</b>
4	Apéndice 1. Al teléfono (pág. 12). La geografía (págs. 12-16)
9	Otros países donde se habla español (págs. 17-19) Actividades orales y escritas en clase.
11	Video (págs. 20-21) CAPÍTULO 2- Introducción. <i>Para pensar</i> (pág. 32)
16	Págs. 25-34. Vocabulario (págs. 59-60) Actividades orales y escritas en clase.

	18	Apéndice 1. Al teléfono (págs. 34-35)
	23	Una vista panorámica de España y Guinea Ecuatorial (págs. 37-47) Actividades orales y escritas en clase.
	25	Lectura cultural (págs. 48-51) y tabla en págs. 57 y 58. Actividades orales y escritas en clase.
	30	Presentaciones orales (págs. 50-55)
	OCTUBRE	
	2	CAPÍTULO 3- Págs. 62-70 Vocabulario (pág. 94) <i>Para pensar</i> (págs. 65-66)
	7	Apéndice 1. Al teléfono (págs. 70-71) Actividades orales y escritas en clase.
	9	Una vista panorámica de México (págs. 73-83) Actividades orales y escritas en clase.
	14	Lectura cultural (págs. 83-86) y tabla en págs. 91-92 Actividades orales y escritas en clase.
	16	Presentaciones orales (págs. 86-90)
	21	<b>MIDTERM</b>
	23	CAPÍTULO 7- Págs. 213-221 Vocabulario (págs. 244-245) Actividades orales y escritas en clase.
	28	Apéndice 1 y apéndice 4. Al teléfono (págs. 221-222)
	30	Una vista panorámica de Costa Rica y Panamá (págs. 185-196) Lectura cultural (págs. 197-200) Tabla en págs. 240-244. Actividades orales y escritas en clase.
	NOVIEMBRE	
	4	CAPÍTULO 12- Págs. 403-416 Vocabulario (pág. 447) <i>Para pensar</i> (pág. 409) Actividades orales y escritas en clase.



6	Apéndice 1. Al teléfono (págs. 416-417) Ejercicios de vocabulario (418) Apéndice 5
11	<b>Receso (día de los veteranos)</b>
13	Una vista panorámica de Argentina y Brasil (419-431) Lectura cultural (págs. 431-437) Tabla en págs. 444-446 Actividades orales y escritas en clase.
18	Presentaciones orales (págs. 438-442) Entrevista – Apéndice 4
20	CAPÍTULO 13- Págs. 449-460 Vocabulario (pág. 489-490) <i>Para pensar</i> (458-459) Actividades orales y escritas en clase.
25	Al teléfono (págs. 461) Ejercicios de vocabulario (págs. 462-463)
27	Una vista panorámica de Colombia y Ecuador (págs. 261-273) Lectura cultural (págs. 273-278) Tabla en págs. 485-488
DICIEMBRE	
2	Presentaciones orales (págs. 480-483)
4	Repaso general
	<b>EXAMEN FINAL: *día* de diciembre (10:10am-12:10pm)</b>