

This course develops the four language skills: listening, speaking, reading and writing, within a cultural context and while focusing on the business environment. Unlike typical beginning Spanish courses which are organized around grammatical topics, this course teaches need-to-know Spanish for the adult student through the business and marketing lens, and uses structured dialogs and scenarios to help the learner assimilate the language. It obliquely introduces basic grammar through the vocabulary-based themes, so that students understand the basic structure of the language. Additionally, the proposed course offers an overview of Hispanic culture, both in the United States and abroad, and covers specific cultural concepts and values when conducting business in the Hispanic world. This course is a 4 credits lower division course that will completely satisfy General Education Requirements in Foreign Language.

| Week | Theme/ Vocabulary Focus | Work- book | Online | Audio | Flashcards | Discussion/Cultural Component |
|------|---|-----------------|---|---|--|--|
| 1 | Intro to course format | | Set up Elluminate | Ensure microphone is working | | Introduction discussion board. Read Intro to Hispanic cultures/ etiquette module |
| 2 | saludos/ despedidas/ alfabeto, pronunciation | p. 1-2 (P-3) | BBC: "Mi Vida Loca", Cap. 1 "Essentials"; textbook site quizzes | Audio CD tracks 1-9 | Greetings/leave taking | <i>Hispanic Marketing</i> Chpt. 1 |
| 3 | personal pronouns | 2 (P-4) - 4 | BBC Cap. 4 y 15; textbook site quizzes | Audio CD tracks 10-12 | days of week, months of year | <i>Hispanic Marketing</i> Chpt. 2 |
| 4 | Looking for work/ c.v.,describing yourself | 5-10 | BBC Cap. 7 & 11; textbook site quizzes | Audio tracks 14-15 Complete quiz on "En la oficina de recursos" (p. 18), track 14; "La preparación...." (p. 24), track 15 | adjectives, resume, job appli-cation terms | <i>Hispanic Marketing</i> Chpt. 3 |

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|------|-------------------------------------|---------------|--|--|---|--|
| 5 | the job interview | 11-16 | fill out a job application (digitized version of activity 1-25 on p. 16 of WB) | Audio tracks 17-26 Complete quiz on "Bienvenida..." p. 37, track 17; Síntesis p. 47, track 27 | office equipment | <i>Hispanic Marketing</i> Chpt. 4 |
| 6 | insurance | 17-23 | BBC Cap. 10; textbook site quizzes | Audio tracks 28-29 | insurance terms, descriptive adjectives | <i>Hispanic Marketing</i> Chpt. 4 |
| 7 | homes and mortgages | 24-30 | BBC Cap. 19; textbook site quizzes | Audio tracks 21-35. Síntesis p. 77, track 40 | real estate | <i>Hispanic Marketing</i> Chpt. 6 |
| 8 | business travel, in the airport | 31-40 | BBC cap. 8; textbook site quizzes | Audio tracks 41-42 Midterm self-assessment: mock interview with instructor | airport vocab. | <i>Hispanic Marketing</i> Chpt. 6 |
| 9 | hotels and restaurants | 40-47 | BBC 9 /13; textbook site quizzes ; register for a hotel, read a menu and order | Audio tracks 43-52 Síntesis p. 106 audio track 53 | hotel/restaurant | Ventana Cultural p. 108 <i>Hispanic Marketing</i> Chpt. 7 |
| 10 | the world of sales, parts of a car, | 48-53 | BBC cap. 18; textbook site quizzes | Audio tracks 54-55 | car parts | <i>Hispanic Marketing</i> Chpt. 7 |
| 11 | clothing retail | 54-59 | BBC cap. 17; textbook site quizzes | Audio tracks 56-65; Síntesis p. 136, track 66 | clothing/retail vocab. | <i>Hispanic Marketing</i> Chpt. 8 |

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|------|---|-------------------|---|--|---------------------------|------------------------------------|
| 12 | sales, warehouse, technology | 60-63; 140-143 | BBC WorkTalk: http:// www.bbc.co.uk/ languages/ spanish/forwork/ doingit/sales/ ; textbook site quizzes | Audio tracks (CD2) 1-2 | technology | <i>Hispanic Marketing</i> Chpt. 8 |
| 13 | publicity and marketing | 64-68 | BBC Spanish for Work: http:// www.bbc.co.uk/ languages/ spanish/business/ marketing/ index.shtml textbook site quizzes | Audio tracks 3-18; Síntesis p. 166, audio tracks 19 | marketing terms | <i>Hispanic Marketing</i> Chpt. 10 |
| 14 | Accounting and finance | 81-83; 152-155 | http:// www.businessspa nish.com/ LECCION/ accounting.htm ; textbook site quizzes | Listen and practice pronunciation: http:// www.businessspanish. com/LECCION/ accounting.htm | accounting and finance | <i>Hispanic Marketing</i> Chpt. 10 |
| 15 | Final assessment: Present student- created publicity ad to class (both a print and an audio/video ad) | | | | | |

Introduction to Business Spanish course proposal. Developer: Maria A. Morrell, Ph.D.

Video component of course available online through:

BBC Spanish: “Mi vida loca” telenovela with video, script, translation to English and comprehension exercises.

BBC Spanish for Work: video, audio and transcript

The course includes weekly live oral sessions through Elluminate that will be based upon rehearsed dialogs and role plays (as viewed through online video and heard in textook audio CD).