Core Course Information

GOALS AND OBJECTIVES:

In this course, we will explore basic terminology, vocabulary and concepts related to engaging in intercultural commerce with Spain, Latin America and Spanish speaking countries. Students will have opportunities for intensive practice in commercial letter writing and resumes. The class provides an introduction in Spanish to management, human resources, finance, and marketing in Spanish-speaking markets.

At the end of the course, I expect you to have a basic understanding of each one of the areas we cover, including relevant terminology in Spanish, basic business concepts, global intercultural business practice and geography. In addition you will be familiar with SWOT analysis and data retrieval for evaluation.

EXPECTATIONS FOR STUDENTS IN COURSE:

Class attendance is required every week online, with communication between yourself, the professor and team members throughout the term. I expect you to read all of the assigned materials and to be prepared to discuss all of the readings or assignments in the discussions posted online. Your grade in this course will be determined by the quality of your participation in the course and your teamwork with the members of your country analysis team, as well as your performance on quizzes, assignments (oral and written), discussions and projects. (see below).

EXAMS/MAJOR ASSIGNMENT PRELIMINARY SCHEDULE:

Preliminary schedule for weekly assignments

Semana 1: Introduction/ Course Requirements/ Geography Requisitos/ organización/ primer capítulo/ geografía
Leer: Capítulo 1. Divisas, mapas (p. iii-vi) QUIZ "geografía"

Semana 2: LA OFICINA Leer: Cap. 6 QUIZ "computadora"

Semana 3: LA EMPRESA (cap. 2) Leer: *Capítulo 2 QUIZ "empresa"

Semana 4: PROTOCOLO TELEFONICO (p.537)
sign up: Lista de países and your group

Semana 5: CORRESPONDENCIA CARTA DE SOLICITUD (CV)

Semana 6: CONTRATACION: SOLICITAR Y ENTREVISTAR entregar carta y CV; entrevistas oral activity

Semana 7: Mundo global.
MODELO DESARROLLO ECONOMICO/ SWOT (FODA)-resumen lectura de país
Entregar GROUP DATOS
Leer páginas de su país en el texto y resumir entregar resumen

Semana 8: GROUP FODA entregar
“SWOT es FODA”

GROUP ABSTRACT de presentación
Comparar tratados FMI vs Banco Mundial y UE versus Mercosur
Semana 9: MERCADOTECNIA Leer: Capítulo 14 “Anuncio”

Semana 10: Preparaciones e investigaciones de GROUP PRESENTATION
Semana 11: Dar las gracias Leer: Capítulo 8
Semana 12: Entregar individual "comentario" de presentación

Semana 13: PRESENTATION
Semana 14: WWW en weebly*Examen final*

I reserve the right to change these assignments as we go through the course with reasonable notice to you; some topics may, for example, require change. For quiz work, once your quiz is graded, in some cases, you will be given an opportunity to revise and correct it in order to learn from your mistakes, to better your understanding of the material, and to improve your grade.

REQUIRED/RECOMMENDED COURSE MATERIALS:
Can be rented online from Cengage (https://www.cengagebrain.com/shop/isbn/9781285462790)