

LSC Use Only
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CURRICULUM PROPOSAL COVER SHEET
University-Wide Undergraduate Curriculum Committee

I. Title/Author of Change

Course/Program Title: SP 354 Commercial Spanish
Suggested 20 Character Course Title: Commercial Spanish
Department: Spanish and Classical Languages
Contact Person: Dr. Sally Thornton

II. If a course, is it being Proposed for:

Course Revision/Approval Only
 Course Revision/Approval and Liberal Studies Approval
 Liberal Studies Approval Only (course previously has been approved by the University Senate)

III. Approvals

Sally Thornton Department Curriculum Committee [Signature] Department Chairperson
[Signature] College Curriculum Committee [Signature] College Dean *
[Signature] Director of Liberal Studies (where applicable) [Signature] Provost (where applicable)

*College Dean must consult with Provost before approving curriculum changes. Approval by College Dean indicates that the proposed change is consistent with long range planning documents, that all requests for resources made as part of the proposal can be met, and that the proposal has the support of the university administration.

IV. Timetable

Date Submitted to LSC: _____ Semester to be implemented: _____ Date to be published in Catalog: _____
to UWUCC: _____

Course Syllabus

SP 354: Commercial Spanish

I. Catalogue Description:

Designed especially for majors in Spanish for International Trade, this course has three focuses: it teaches students how to do business communications in Spanish; it teaches the vocabulary necessary for dealing with all aspects of trade and commerce; and it introduces students to the special concerns and practices of business in the Spanish-speaking world. Taught in Spanish.

II. Objectives:

By the end of the course students should have a good working vocabulary for dealing with commercial matters in Spanish, they should be able to write effective correspondence for carrying out a variety of commercial purposes, and they should be able to translate basic business forms and letters from Spanish to English. In addition, they should be able to demonstrate a knowledge of the economic structure and concerns of Spain and, to a lesser extent, the rest of the Spanish-speaking world.

III. Outline:

Week one: basic vocabulary and forms
 Week two: employment/unemployment
 Week three: office terminology and practice
 Week four: banking
 Week five: real estate
 Week six: insurance
 Week seven: wholesale & retail selling
 Week eight: the factory and the warehouse
 Week nine: the stock market
 Week ten: agriculture
 Week eleven: the consumer
 Week twelve: import/export
 Week thirteen: transport and communications
 Week fourteen: business travel

IV. Evaluation:

Participation	10%
Vocabulary quizzes	15%
Letters	20%
Translations	15%
Project	10%
Mid-Term Exam	15%
Final Exam	15%

V. Textbooks:

Salless, Nicholas F., and Julia Ortiz Griffin. Español práctico para negocios. New York: Macmillan, 1968.
Cambio 16. Current issue. (A weekly newsmagazine from Spain.)

VI. Special Resources: None.

VII. Bibliography:

- Alonso, Gustavo E. Inversiones y Negocios. Miami, FL: Lauryty.
- Añorga Larralde, Joaquin. Correspondencia comercial. New York: Minerva Books.
- Barreto de Colón, Herodina. Manual de español comercial. Universidad de Puerto Rico: Editorial Universitaria.
- González del Valle, Luis, et al. Correspondencia comercial: fondo y forma. Cincinnati, OH: South-Western Publishing.
- Lugo-Guernelli, Adelaida, et al. Manual de gramática comercial. Madrid: Partenon.
- Tkachuk, Alejandra. En el mundo de los negocios. New York: John Wiley & Sons.

COURSE ANALYSIS QUESTIONNAIRE: SP 354

Section A: Details of the Course

- A1 Required of all Spanish for International Trade Majors. May be used as a major or minor elective. Open to any student with the appropriate background in Spanish. This course is not proposed for inclusion in Liberal Studies.
- A2 Yes, see attached course descriptions and program requirement.
- A3 Yes.
- A4 Yes, as SP 254. This course is, however, to be taught at a more advanced level.
- A5 No.
- A6 No.
- A7 Yes. Kent State University. West Chester University. Millersville University. Youngstown State University. State University of New York at Cortland. Eastern Michigan University.
- A8 No.

Section B: Interdisciplinary Implications

- B1 Yes, the course will be taught by one instructor.
- B2 Yes, see attached course descriptions and program requirement.
- B3 No other department teaches this material in Spanish. In discussions with the French Department, they agreed that this change would not affect their program.
- B4 Yes.

Section C: Implementation

- C1 No new resources are needed.
- C2 No.
- C3 Once a year.
- C4 One.
- C5 25.
- C6 No.
- C7 This course is required for all Spanish for International Trade majors. Other majors and all minors may use the course as an elective. It will not affect the number of free electives available to majors. It will not affect the 124-hour requirement of students in the department.

SP 354 Commercial Spanish

Kent State University

28207 BUSINESS SPANISH I (3)
Terminology, organization, modes of communication prevalent in modern business world of Spain and Latin America. Presentation of materials followed by practical exercises organized in situational units. Prerequisite: SPAN 28202.

West Chester University

303 Commercial Spanish (3) A practical course in learning how to write business letters apply for jobs, fill orders, and other Spanish-language commercial transactions. PREREQ: SPA 202 or equivalent.

Millersville University

SPAN 301: 3 s.h.
Commercial Spanish
Introduction to commercial vocabulary and stylistics. Presentation of the parts of the business letter. A study of general types of business correspondence such as letters requesting and offering information, mail orders, sales letters, applications for employment, complaints, claims, collection, credit, etc. Prereq: SPAN 202 or 351.

Youngstown State University

645. Commercial Spanish. Principles of effective commercial letter and report writing and oral communication in business in the Spanish-speaking world. Prereq.: SPAN 602 or permission of instructor.
4 q.h.

State University of New York at Cortland

SPA 407: COMMERCIAL SPANISH
(G) Vocabulary and forms of Spanish commercial usage. Prerequisite: SPA 307. (3 sem. hr.)

Eastern Michigan University

SPN 446, 447 Business Spanish. Three sem hours each
Required of students majoring in business Spanish. Practice with Spanish commercial correspondence, translation of Spanish business documents and reading of foreign periodical publications on economics and international trade. An overview of international economic organizations and trade agreements related to Spanish-speaking countries and a review of existing bibliography on commercial Spanish.