



NORTHERN ARIZONA UNIVERSITY

UCC/UGC/YCC Proposal for New Course

1. Effective **BEGINNING** of what term and year?: Fall 2013
See effective dates calendar.
2. College: Extended Campuses
3. Academic Unit: Business and Administration
4. Course subject and number: BBA 309
5. Units: 3
6. Long course title: Beginning Spanish for Business II
(max 100 characters including spaces)
7. Short course title: Beg. Spanish for Business II
(max. 30 characters including spaces)
8. Catalog course description *(max. 60 words, excluding requisites)*:
A continuation of the introduction to basic language skills, terminology, forms and procedures used in Spanish in business, commerce, economics, and business organizations. Letter grade only. (3)
9. Grading option: Letter grade Pass/Fail Both
10. Co-convened with: _____ 10a. UGC approval date*: _____
(For example: ESE 450 and ESE 550)
*Must be approved by UGC before UCC submission, and both course syllabi must be presented
11. Cross-listed with: _____
(For example: ES 450 and DIS 450)
Please submit a single cross-listed syllabus that will be used for all cross-listed courses.
12. May course be repeated for additional units? Yes No
12a. If yes, maximum units allowed? _____
12b. If yes, may course be repeated for additional units in the same term? Yes No

13. Prerequisites: BBA 307 or SPA 101

14. Co requisites: _____

15. Is this course in any plan (major, minor or certificate) or sub plan (emphasis or concentration)?
Yes No

If yes, describe the impact and attach written responses from the affected academic units prior to college curricular submission.

16. Is there a related plan or sub plan proposal being submitted? Yes No
If no, explain.

This course is part of a sequence of BBA Spanish classes that are course options, but not required, for students in the BBA program.

17. Does this course include combined lecture and lab components? Yes No
If yes, note the units specific to each component in the course description above.

18. Does this course duplicate content of existing courses? Yes No
If yes, list the courses with duplicate material. If the duplication is greater than 20%, explain why NAU should establish this course.

19. Names of the current faculty qualified to teach this course: Amalia Garzon, Gerry Schmaedick

20. Justification for new course.

BBA 308 will better meet the needs of students in preparing them to take subsequent BBA Spanish classes.

Answer 21-22 for UCC/YCC only:

21. Is this course being proposed for Liberal Studies designation? Yes No
If yes, forward this form along with the appropriate supporting documentation to the Liberal Studies Committee.

22. Is this course being proposed for Diversity designation? Yes No

If yes, forward this form along with the appropriate supporting documentation to the Diversity Committee

Reviewed by Curriculum Process Associate

Date

Approvals:

Res Steele 9/18/12
Department Chair/ Unit Head (if appropriate) Date

Charles R. Balch 9/18/12
Chair of college curriculum committee Date

[Signature] 9/19/12
Dean of college Date

For Committee use only:

Charles R. Balch Charles R. Balch 10-11-12
UCG/UGC/YCC Approval Ecce Date

Approved as submitted: Yes No

Approved as modified: Yes No

Please attach proposed Syllabus in approved university format.

**MASTER SYLLABUS
BACHELOR OF BUSINESS (BBA)
NORTHERN ARIZONA UNIVERSITY DISTANCE LEARNING**

BBA 309: Spanish for Business II

CREDIT HOURS: 3

INSTRUCTOR:

TBA

- I. Catalog Description:** A continuation of BBA 307, an introduction to basic language skills, terminology, forms and procedures used in Spanish in business, commerce, economics, and business organizations. Letter grade only. Course fee required. **This course is not a Modern Language course and thus does not fulfill the Modern Language requirements of other NAU degree programs.**
- II. Alignment with NAU Distance Learning Program and BBA degree objectives:**
Content of this and all courses in the BBA will focus on the following:
 - A. Utilization of instructional tools with local & regional content to emphasize practical applicability of course to students' future job-related knowledge and skills.
 - B. Integration with real-world business practice by close collaboration with businesses in a variety of industries, especially those represented in the local and regional economy.
 - C. Developing students' professional oral and written communication skills.
 - D. Developing students' appreciation of the globalization of business practices and the interaction between the U.S. and international economies.
- III. Prerequisites:** BBA 307 - Spanish for Business I or SPA 101.
- IV. Course Learning Outcomes:** Upon completion of this course, students should be able to:
 - A. Manage successfully a number of **somewhat complicated** communicative tasks in straight forward social and business situations while using **basic terminology** in order to express meaning with sufficient accuracy in pronunciation and grammar so as to be understood by persons **accustomed** to interacting with learners of Spanish.
 - B. Read written material (e.g., articles, ads, forms, etc.) on topics related to forms and procedures used in the Spanish language and the Hispanic culture with an understanding of the main idea and the supporting details.

- C. Meet practical business writing needs (messages, letters, requests for information) with sufficient accuracy in grammar, spelling, punctuation, and vocabulary so as to be understood by persons **accustomed** to the writing of non-natives.
- D. Understand significant cultural traits of the Spanish-speaking world (customs, lifestyles, attitudes, geography, famous people, etc.) so as to be able to function appropriately in business **customary** situations.

V. Course Materials:

An Introductory Spanish for business textbook subject to approval by department. Reading packets or access to the Internet may also be required. A reliable Internet Connection and a microphone for your computer for oral practices and homework will be needed for online courses.

VI. Teaching Methods:

This course may involve lectures and application oral and written exercises, group discussions, group activities, videos, newspaper articles presentations, among other activities that will be outlined via learning modules/lessons. The delivery method will be asynchronous online within Blackboard or in person.

VII. Evaluation Tools: Typically two or more exams (including a final exam), several quizzes, weekly discussions and online grammar and vocabulary exercises. In addition, students will be required to prepare two presentations. Other graded assignments may also be utilized as part of the BBA program's student outcomes assessment program.

VIII. Course Content:

A. Course Topics:

1. Business letters and other basic forms of communication
2. Accounting procedures
3. Income tax preparation
4. Determining a client's advertising needs; working in sales at a store department
5. Bank accounts
6. Loan application process
7. Home purchasing
8. Leasing commercial spaces
9. Insurance transactions
10. Latin American free trade agreements
11. Important business documents

B. Perspectives for Business Decisions:

	Minimum Number of 50 Minute Periods Devoted to Topic	Required Graded Work Other Than Exams?
International/Global	2	*
Ethical Issues	1	*
Political Issues	1	*
Social Issues	1	*
Legal/Regulatory Issues	1	*
Environmental Issues	1	*
Technology Issues	1	*
Demographic Diversity	1	*

C. Interdisciplinary Skills:

	Required Graded Work Other Than Exams?
Oral Communication	No
Written Communication	Yes
Critical Thinking	Yes
Working in Teams	Yes

Note: The instructor's chosen teaching methods and evaluation tools will influence the amount of time devoted to each of these skills

*Required graded work other than exams will be at the discretion of the instructor.