FACULTY CURRICULUM COMMITTEE MINOR FORM

Contact Name: Mark P. Del Mastro
Email: delmastrom@cofc.edu
Phone: 3-6748

Department or Program Name: HISP
Name and Acronym of Minor: BLSP

Date (Semester/Year) new minor first available to students or change will take effect: spring 2012

I. CATEGORY OF REVIEW (Check all that apply)

☐ New (attach details) Total # of hours: 18

☐ Terminate Minor (if checked, skip sections III, IV, and VIII below)

☐ Change Request (attach details; if checked, skip sections below that do not apply)
  ☐ Add existing course or courses to requirements or electives
  ☐ Add new course(s) to requirements or electives (complete and attach COURSE FORM for each)
  ☐ Delete courses from requirements or electives

☐ Interdisciplinary (attach evidence of compliance with guidelines and acknowledgement from relevant departments. Guidelines can be found: http://curriculum.cofc.edu/guidelines-interdisc/index.php)

II. DESCRIPTION OF MINOR: If change of minor, please list the specific changes here.

The Business Language Minor in Spanish (BLSP) is designed for students who are interested in developing:

1) their linguistic skills in Spanish well beyond the College of Charleston basic language requirement, focusing on communicative functions needed to handle successfully common and progressively-more complex business situations;

2) cultural and cross-cultural competencies essential to conduct effectively business in and with the Spanish-speaking world.

III. RATIONALE or JUSTIFICATION: For changes or termination, please provide a detailed justification.
For a new minor, briefly address the goals/objectives for the new minor, provide evidence of student interest (i.e., has the program offered special topics courses in this area? has the program interviewed student focus groups as part of an internal assessment? etc.), and explain how the minor supports the liberal arts tradition and the mission of the institution.

The BLSP is primarily intended to serve better the numerous students majoring in the School of Business who pursue a minor in the Department of Hispanic Studies through a carefully articulated sequence of courses more closely tailored to those students' needs. Currently about a third of the students who have declared minor in Spanish are Business majors.

The BLSP will be especially beneficial for students planning to work in the United States serving Spanish-speaking customers, or in international companies and industries that conduct business in or with Latin America or Spain.

Objectives:

1) To develop in the French and Spanish languages a practical knowledge of vocabulary and discourse related to functional business areas.

2) To enhance listening comprehension and speaking skills through practice carrying out typical business transactions in French and Spanish with greater levels of linguistic accuracy and the necessary cultural sensitivity. The situations
presented to students will progressively increase in complexity, thereby developing students' proficiency.

3) To enhance reading comprehension and writing skills through regular exposure and task-based interaction with commercial documents and articles on business and trade in the French and Spanish-language press.

4) To become informed about current business-related issues covered in the media in the French speaking world (French track) and in Spain and select Latin American countries (Spanish track).

5) To become familiar with the economic and social environment as well as with business practices in the French and Spanish-speaking worlds.

6) To examine critically and discuss cultural similarities and differences among countries of the French-speaking world (French track) and between the US, Latin America and Spain (Spanish track), particularly those that may have an impact on the success of interactions with customers or business partners originating from these regions (for example, communication styles, social etiquette, workplace culture, societal responsibility and issues related to gender, class, ethnicity and nationalism).

7) To make the transition from thinking as individual students to thinking as professionals, as expectations about punctuality, meeting deadlines, and collaborative work are constantly reinforced.

The BLSP supports the liberal arts tradition of the College as expressed in the mission statement of the School of Languages, Cultures, and World Affairs "to develop students into enlightened, responsible, engaged world citizens through a multidisciplinary curriculum."

IV. CURRICULUM

A. Provide the COMPLETE curriculum for the proposed minor, distinguishing between required and elective courses, and listed EXACTLY as it should appear in the catalog, including the catalog description to be included in the new minor. Note pre-requisite courses where appropriate. Note any sequencing of courses or requirements in the program. Attach the completed COURSE FORM and a sample syllabus for each NEW course.

**Business Language Minor in Spanish**

Minor Hours: 18 (above 202 or 250)

**Minor Requirements:**

**Requirements:**

Span 275 Spanish Skills Review  
Span 317 Spanish for Business  
Span 318 Spanish for International Business  
Span 418 Advanced Spanish for Business Communication

**One course selected from:**

SPAN 313: Spanish Composition  
SPAN 328: Spanish Language Study Abroad

**One course selected from:**

SPAN 323 Civilization and Culture of Spain II  
SPAN 327 Latin-American Civilization and Culture II
Pre-requisite for 275: Spanish 202
Pre-requisite for 317: SPAN 313 or 328 or 350, or permission of the instructor.
Pre-requisites for 318: SPAN 313, 314 or 312 or 328 or 317 (SPAN 317 is required for the Spanish for Business Minor only), or SPAN 350, or permission of the instructor.
Pre-requisites for SPAN 323 and 327: SPAN 313, 314 or 312 or 328 or 317 (SPAN 317 is required for the Spanish for Business Minor), or SPAN 350, or permission of the instructor.
Pre-requisites for SPAN 418: SPAN 317, SPAN 318.

V. STUDENT LEARNING OUTCOMES and ASSESSMENT

<table>
<thead>
<tr>
<th>Program-Level Student Learning Outcomes</th>
<th>Assessment Method and Performance Expected</th>
</tr>
</thead>
<tbody>
<tr>
<td>What will students know and be able to do when they complete the minor? Attach Curriculum Map.</td>
<td>How will each outcome be measured? Who will be assessed, when, and how often? How well should students be able to do on the assessment?</td>
</tr>
<tr>
<td>1. Acquire and use correctly business vocabulary in Spanish.</td>
<td>Students completing SPAN 418 will be assessed via a specific final exam exercise. Minimum target outcome: 70% accuracy for exercise.</td>
</tr>
<tr>
<td>2. Write coherent and cohesive business correspondence, forms and documents in Spanish.</td>
<td>Select letters and forms administered to students of SPAN 418 during 2nd half of the semester. Minimum target outcome: 70% accuracy for exercise.</td>
</tr>
<tr>
<td>3. Communicate effectively in Spanish in everyday business situations using standard oral and written means of communication and showing awareness of communication purpose and intended audience.</td>
<td>Oral/aural evaluation via student role-plays and various translation and interpreting exercises for students of SPAN 418 during 2nd half of the semester. Minimum target outcome: 70% accuracy for exercise.</td>
</tr>
<tr>
<td>4. Obtain information related to business Spanish using traditional and electronic sources. Synthesize the information into a written or oral business report.</td>
<td>Written report for students of SPAN 418 during 2nd half of the semester. Minimum target outcome: 70% accuracy for exercise.</td>
</tr>
</tbody>
</table>

Additional Outcomes or Comments:

VI. IMPACT ON EXISTING PROGRAMS and COURSES: Please briefly document the impact of this new/changed/deleted minor on other programs and courses; if deleting a minor—list all programs that will be impacted (and how); if adding or changing a minor—explain any overlap with existing programs in the same or different departments.

Students who in the past chose the regular Spanish minor may decide to select the BLS Minor, particularly business majors, because of its more immediate relevance to their major field of study.

Of the 18 credits required for this minor, nine are common to the two minors that the Department of Hispanic Studies would offer.

A few business majors who had not planned on pursuing a minor and develop their language and cultural proficiency beyond the basic College requirements, might now consider doing so.
VII. COSTS ASSOCIATED WITH THE ACTION REQUESTED: List all of the new costs or cost savings, (including new faculty/staff requests, library or equipment, etc.) associated with the action requested.

No additional faculty or adjunct lines required, and the existing library allocation would suffice for the limited resources needs (books and journal subscriptions).

VIII. APPROVAL and SIGNATURES

1. Signature of Department Chair or Program Director:

   [Signature]

   Date: 9/18/2011

2. Signature of Academic Dean:

   [Signature]

   Date: 9/15/2011

3. Signature of Provost:

   [Signature]

   Date: 9/20/11

4. Signature of Curriculum Committee Chair:

   [Signature]

   Date: 

5. Signature of Budget Committee Chair:

   [Signature]

   Date: 

6. Signature of Academic Planning Committee Chair:

   [Signature]

   Date: 

7. Signature of Faculty Senate Secretary:

   [Signature]

   Date: 

Date Approved by Faculty Senate: 

Following Senate approval, the Faculty Senate Secretary will forward the entire packet to the Registrar.
FACULTY CURRICULUM COMMITTEE COURSE FORM

Contact Name: Mark P. Del Mastro Email: delmastromp@cofc.edu Phone: 3-6748

Department or Program Name: HISP School name: LCWA

Course Prefix, Number, and Title: SPAN 323, Civilization and Culture of Spain II

I. CATEGORY OF REVIEW (Check all that apply)
(Note: For changes to course, if you check more than two separate changes, you must create a new course.)

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</tr>
<tr>
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<td></td>
</tr>
<tr>
<td></td>
<td>□ Edit Description</td>
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□ Approve for Cross-listing (attach rationale and written permission from relevant department)

□ Intended to fulfill a General Education requirement (new courses only). If this box is checked, the course must also be submitted for review by the General Education Committee using this form.

Date (Semester/Year) the course will first be offered: n/a

What are the prerequisites AND OTHER RESTRICTIONS (e.g., class level, major, co-requisite, credit for a mutually exclusive course)?

This is a slight prerequisite change/addition to accommodate our newly proposed Business for Language Minor in Spanish(BLSP) proposal already submitted to the FCC. The addition to the existing pre-requisites for SPAN 323 is indicated in italics:

SPAN 313, 314 or 312 or 328 or 317 (SPAN 317 is required for the Spanish for Business Minor), or SPAN 350, or permission of the instructor.

Will this course be added to the Degree Requirements of a Major, Minor, Concentration or List of Approved Electives?

a) □ Yes □ No

b) If yes, complete and attach the CHANGE DEGREE REQUIREMENT form(s) for each affected program. List the name(s) of each program affected below:

II. NUMBER OF CREDITS and CONTACT HOURS per week

A. Contact Hours

<table>
<thead>
<tr>
<th>Lecture</th>
<th>Lab</th>
<th>Seminar</th>
<th>Ind. Study</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
B. Credit Hours 3

Is this course repeatable? ☐ yes ☒ no If so, how many credit hours may the student earn in this course?

III. CATALOG DESCRIPTION Limit to 50 words EXACTLY as you want it to appear in the catalog; include prerequisites, co-requisites, and other restrictions.

n/a. Already existing course currently in the catalog.

IV. RATIONALE or JUSTIFICATION: If course change or deletion—please provide reasons for change(s) to or deletion of a course. If a new course—briefly address the goals/objectives for the course, how the course supports a major or minor program, etc. For non-major courses address how the course supports the liberal arts tradition and the mission of the institution.

See above.

V. STUDENT LEARNING OUTCOMES and ASSESSMENT

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How does this course align with the student learning outcomes articulated for the major, program, or general education? What program-level outcome or outcomes does it support? Is the content or skill introduced, reinforced, or demonstrated in this course?
VII. IMPACT ON EXISTING PROGRAMS and COURSES: Please briefly document the impact of this new/changed/deleted course on other programs and courses; if deleting a course—list all programs that include the course; if adding/changing a course—explain any overlap with existing courses in the same or different departments.

n/a

VIII. COSTS ASSOCIATED WITH THE ACTION REQUESTED: List all of the new costs or cost savings, (including new faculty/staff requests, library or equipment, etc.) associated with the action requested.

n/a

IX. APPROVAL AND SIGNATURES

1. Signature of Department Chair or Program Director:

[Signature]

Date: 9/18/2011

2. Signature of Academic Dean:

[Signature]

Date: 9/19/2011

3. Signature of Provost:

[Signature]

Date: 9/20/11

4. Signature of Curriculum Committee Chair:

[Signature]

Date: 

5. Signature of Faculty Senate Secretary:

[Signature]

Date: 

Date Approved by Faculty Senate: 

Following Senate approval, the Faculty Senate Secretary will forward the entire packet to the Registrar.
FACULTY CURRICULUM COMMITTEE COURSE FORM

Contact Name: Mark P. Del Mastro Email: delmastromp@cofc.edu Phone: 3-6748

Department or Program Name: HISP School name: LCWA

Course Prefix, Number, and Title: SPAN 317, Spanish for Business

I. CATEGORY OF REVIEW (Check all that apply)
(Note: For changes to course, if you check more than two separate changes, you must create a new course.)

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Date (Semester/Year) the course will first be offered: n/a

What are the prerequisites AND OTHER RESTRICTIONS (e.g., class level, major, co-requisite, credit for a mutually exclusive course)?

This is a slight prerequisite change/addition to accommodate our newly proposed Business for Language Minor in Spanish(BLSP) proposal already submitted to the FCC. Current pre-requisites listed in the catalog for SPAN 317:

SPAN 313, 314 or 312 or 328, or 350 or permission of the instructor.

Requested change:
SPAN 313 or 328 or 350, or permission of the instructor.

Will this course be added to the Degree Requirements of a Major, Minor, Concentration or List of Approved Electives?

a) □ Yes □ No

b) If yes, complete and attach the CHANGE DEGREE REQUIREMENT form(s) for each affected program. List the name(s) of each program affected below:

II. NUMBER OF CREDITS and CONTACT HOURS per week

Lecture Lab Seminar Ind. Study
A. Contact Hours  3

B. Credit Hours  3

Is this course repeatable? □ yes ☑ no  If so, how many credit hours may the student earn in this course?

III. CATALOG DESCRIPTION Limit to 50 words EXACTLY as you want it to appear in the catalog; include prerequisites, co-requisites, and other restrictions.

n/a. Already existing course currently in the catalog.

IV. RATIONALE or JUSTIFICATION: If course change or deletion—please provide reasons for change(s) to or deletion of a course. If a new course—briefly address the goals/objectives for the course, how the course supports a major or minor program, etc. For non-major courses address how the course supports the liberal arts tradition and the mission of the institution.

See above.

V. STUDENT LEARNING OUTCOMES and ASSESSMENT

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How does this course align with the student learning outcomes articulated for the major, program, or general education? What program-level outcome or outcomes does it support? Is the content or skill introduced, reinforced, or demonstrated in this course?
VII. IMPACT ON EXISTING PROGRAMS and COURSES: Please briefly document the impact of this new/changed/deleted course on other programs and courses; if deleting a course—list all programs that include the course; if adding/changing a course—explain any overlap with existing courses in the same or different departments.

n/a

VIII. COSTS ASSOCIATED WITH THE ACTION REQUESTED: List all of the new costs or cost savings, (including new faculty/staff requests, library or equipment, etc.) associated with the action requested.

n/a

IX. APPROVAL AND SIGNATURES

1. Signature of Department Chair or Program Director:

   [Signature]

   Date: 9/18/2011

2. Signature of Academic Dean:

   [Signature]

   Date: 9/19/2011

3. Signature of Provost:

   [Signature]

   Date: 9/23/11

4. Signature of Curriculum Committee Chair:

   [Signature]

   Date: 

5. Signature of Faculty Senate Secretary:

   [Signature]

   Date: 

Date Approved by Faculty Senate: 

Following Senate approval, the Faculty Senate Secretary will forward the entire packet to the Registrar.
FACULTY CURRICULUM COMMITTEE COURSE FORM

Contact Name: Mark P. Del Mastro  Email: delmastromp@cofc.edu  Phone: 3-6748

Department or Program Name: HISP  School name: LCWA

Course Prefix, Number, and Title:  SPAN 318, Spanish for International Business

I. CATEGORY OF REVIEW (Check all that apply)
(Note: For changes to course, if you check more than two separate changes, you must create a new course.)

NEW COURSE

☐ New Course (attach syllabus)

CHANGE COURSE

☐ Change Number  ☐ Re-activate Course
☐ Change Title
☐ Change Credits/Contact hours
☒ Prerequisite Change
☐ Edit Description

DELETE COURSE

☐ Approve for Cross-listing (attach rationale and written permission from relevant department)

☐ Intended to fulfill a General Education requirement (new courses only). If this box is checked, the course must also be submitted for review by the General Education Committee using this form.

Date (Semester/Year) the course will first be offered: n/a

What are the prerequisites AND OTHER RESTRICTIONS (e.g., class level, major, co-requisite, credit for a mutually exclusive course)?

This is a slight prerequisite change/addition to accommodate our newly proposed Business for Language Minor in Spanish (BLSP) proposal already submitted to the FCC. Current pre-requisites listed in the catalog for SPAN 318:

SPAN 313, 314 or 312 or 328, or 350 or permission of the instructor.

Requested change:
SPAN 313, 314 or 312 or 328 or 317 (SPAN 317 is required for the Spanish for Business Minor only), or SPAN 350, or permission of the instructor.

Will this course be added to the Degree Requirements of a Major, Minor, Concentration or List of Approved Electives?

a) ☐ Yes  ☒ No

b) If yes, complete and attach the CHANGE DEGREE REQUIREMENT form(s) for each affected program. List the name(s) of each program affected below:

II. NUMBER OF CREDITS and CONTACT HOURS per week

Lecture  Lab  Seminar  Ind. Study
A. Contact Hours 3

B. Credit Hours 3

Is this course repeatable? □ yes □ no  If so, how many credit hours may the student earn in this course?

III. CATALOG DESCRIPTION Limit to 50 words EXACTLY as you want it to appear in the catalog; include prerequisites, co-requisites, and other restrictions.

n/a. Already existing course currently in the catalog.

IV. RATIONALE or JUSTIFICATION: If course change or deletion—please provide reasons for change(s) to or deletion of a course. If a new course—briefly address the goals/objectives for the course, how the course supports a major or minor program, etc. For non-major courses address how the course supports the liberal arts tradition and the mission of the institution.

See above.

V. STUDENT LEARNING OUTCOMES and ASSESSMENT

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VII. IMPACT ON EXISTING PROGRAMS and COURSES: Please briefly document the impact of this new/changed/deleted course on other programs and courses; if deleting a course—list all programs that include the course; if adding/changing a course—explain any overlap with existing courses in the same or different departments.

n/a

VIII. COSTS ASSOCIATED WITH THE ACTION REQUESTED: List all of the new costs or cost savings, (including new faculty/staff requests, library or equipment, etc.) associated with the action requested.

n/a

IX. APPROVAL AND SIGNATURES

1. Signature of Department Chair or Program Director:

[Signature]

Date: 9/18/2011

2. Signature of Academic Dean:

[Signature]

Date: 9/14/2011

3. Signature of Provost:

[Signature]

Date: 9/20/11

4. Signature of Curriculum Committee Chair:

[Signature]

Date:

5. Signature of Faculty Senate Secretary:

[Signature]

Date:

Date Approved by Faculty Senate:

Following Senate approval, the Faculty Senate Secretary will forward the entire packet to the Registrar.
FACULTY CURRICULUM COMMITTEE COURSE FORM

Contact Name: Mark P. Del Mastro  
Email: delmastrmp@cofc.edu  
Phone: 3-6748

Department or Program Name: HISP  
School name: LCWA

Course Prefix, Number, and Title: SPAN 327, Latin American Civilization and Culture II

I. CATEGORY OF REVIEW (Check all that apply)
(Note: For changes to course, if you check more than two separate changes, you must create a new course.)

NEW COURSE

☐ New Course (attach syllabus)

CHANGE COURSE

☐ Change Number  
☐ Change Title  
☐ Change Credits/Contact hours  
☐ Prerequisite Change

DELETE COURSE

☐ Re-activate Course  
☐ Delete Course  
☐ Edit Description

☐ Approve for Cross-listing (attach rationale and written permission from relevant department)

☐ Intended to fulfill a General Education requirement (new courses only). If this box is checked, the course must also be submitted for review by the General Education Committee using this form.

Date (Semester/Year) the course will first be offered: n/a

What are the prerequisites AND OTHER RESTRICTIONS (e.g., class level, major, co-requisite, credit for a mutually exclusive course)?

This is a slight prerequisite change/addition to accommodate our newly proposed Business for Language Minor in Spanish (BLSP) proposal already submitted to the FCC. The addition to the existing pre-requisites for SPAN 327 is indicated in italics:

SPAN 313, 314 or 312 or 328 or 317 (SPAN 317 is required for the Spanish for Business Minor), or SPAN 350, or permission of the instructor.

Will this course be added to the Degree Requirements of a Major, Minor, Concentration or List of Approved Electives?

a) ☐ Yes  ☑ No

b) If yes, complete and attach the CHANGE DEGREE REQUIREMENT form(s) for each affected program. List the name(s) of each program affected below:

II. NUMBER OF CREDITS and CONTACT HOURS per week

A. Contact Hours

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<th>Lab</th>
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<tr>
<td>3</td>
<td></td>
<td></td>
<td></td>
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B. Credit Hours

Is this course repeatable? □ yes ☑ no If so, how many credit hours may the student earn in this course?

III. CATALOG DESCRIPTION  Limit to 50 words EXACTLY as you want it to appear in the catalog; include prerequisites, co-requisites, and other restrictions.

n/a. Already existing course currently in the catalog.

IV. RATIONALE orJUSTIFICATION: If course change or deletion—please provide reasons for change(s) to or deletion of a course. If a new course—briefly address the goals/objectives for the course, how the course supports a major or minor program, etc. For non-major courses address how the course supports the liberal arts tradition and the mission of the institution.

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<tr>
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n/a

VIII. COSTS ASSOCIATED WITH THE ACTION REQUESTED: List all of the new costs or cost savings, (including new faculty/staff requests, library or equipment, etc.) associated with the action requested.

n/a

IX. APPROVAL AND SIGNATURES

1. Signature of Department Chair or Program Director:

[Signature]

Date: 9/18/2011

2. Signature of Academic Dean:

[Signature]

Date: 9/18/2011

3. Signature of Provost:

[Signature]

Date: 9/18/2011

4. Signature of Curriculum Committee Chair:

[Signature]

Date: 

5. Signature of Faculty Senate Secretary:

[Signature]

Date: 

Date Approved by Faculty Senate: ____________________________

Following Senate approval, the Faculty Senate Secretary will forward the entire packet to the Registrar.
Proposal for a New Course

NOTE: (1) All gray text boxes must be completed (even if you just put N/A into them), otherwise the committee must consider the form incomplete.

NOTE: (2) If the new course is to be accepted as fulfilling General Education requirements, a separate approval must be done through the General Education Committee.

Contact person Mark P. Del Mastro  Email address delmastromp@cofc.edu Phone 3-6748

1. Department: HISP

2. Course number and title: Spanish 418, Advanced Spanish for Business Communication
   Number of Credits: 3    Total hrs/week: 3
   Lecture: ☒  Lab: ☐  Recitation: ☐  Seminar: ☐

   For Independent study courses:
   Research: ☐  Field experience: ☐
   Clinical Practice: ☐  Internship: ☐
   Practicum: ☐  Independent Course Work: ☐

3. Semester and year when course will first be offered:
   Fall 2012

4. Catalog Description (please limit to 50 words):
   This course prepares students for complex cross-cultural communication in the Hispanic business world, emphasizing real-life use of oral and written Spanish needed by future managers and leaders making informed decisions. Cultural awareness and business terminology will be further developed. Strategies for negotiating meaning, and responding to new information will be reinforced through challenging role-plays, news analysis, letter writing. Accurate understanding will be stressed with some practice with written and sight translations, and short consecutive interpreting.

5. CIP Code: 16 (This code must be determined for new courses. The codes can be found at http://nces.ed.gov/ipeds/cipcode/. If you are not sure what code to use, please consult with the Institutional Research).

6. Check if appropriate: ☐
   This course will be cross listed with:
   Rationale for cross listing:
   Please attach letters of support from the chairs of each department indicating that the department has discussed the proposal and supports it.

7. a) Could another department or program also be a logical originator of this course (i.e. History of American Education could originate in both the Teacher Education and the History departments)? If yes, what department/program? Please contact the department

This form was approved by FCC on 8/17/2010 and replaces all others.
Proposal for a New Course

chair/program director and request a note or email that they are aware of the proposed new course and include that note with the proposal.

No.

b) Please explain overlap with any existing courses.

No overlap. This course builds on the prior knowledge and skills developed in the prerequisites listed below (in #8), but it is more advanced. Students are presented with situations involving complications they need to resolve through the use of more advanced linguistic functions (negotiating, arguing, etc). Likewise any written texts or documents they will deal with will be more complex.

8. Prerequisites (or other restrictions):
   Spanish 317 & 318

9. Rationale/justification for course (consider the following issues):

   a) What are the goals and objectives of the course?
   To allow students to acquire advanced proficiency in spoken and written Spanish as it is used in business settings, while further developing cross-cultural awareness.

   b) How does the course support the mission statement of the department and the organizing principles of the major?
   This course is a component of the Spanish track of the proposed Business Language Minor (see accompanying Proposal for a New Minor).

   It supports the mission statement of the department in that it aims at further developing both language competence and a more global perspective, not solely for its majors, but also for students who are not Spanish majors but will be interacting with Spanish-speakers in their field of study.

10. a) For courses in the major, how does the course enhance the beginning, middle, or end of the major?
   n/a

   b) For courses used by non-majors, how does the course support the liberal arts tradition including linkages with other disciplines:
   The College of Charleston recognizes the study of language as an important component of the liberal arts experience.

   By offering to students interested in business an opportunity to develop their proficiency at a more advanced level while also stressing the importance of cross-cultural awareness, the course contributes to changing students into "enlightened, responsible, engaged world citizens", one of the goals of the School of Languages, Cultures and World Affairs.

This form was approved by FCC on 8/17/2010 and replaces all others.  p. 2
Proposal for a New Course

11. Method of teaching:
   Practice with complex role-plays, news analysis, letter writing, written and sight translation and short consecutive interpreting. Class discussion of cross-cultural differences and similarities and their impact in the business context.

12. a) Address potential enrollment pattern shifts in the department or college-wide related to the offering of this course:
   Students who in the past took an elective Spanish course at the 300 or 400 level as part of the regular Spanish minor may decide to select this course, particularly business majors, because it would be part of a new minor that has more immediate relevance to their major field of study.

   Hispanic Studies experienced a 33% increase in the number of Spanish minors during the 2010-11 academic year compared with the prior year. As Spanish programs across the country make adjustments to address not only the surge in majors and minors, but also accompanying demands to offer Spanish programs with profession-specific tracks.

   b) Address potential shifts in staffing of the department as it relates to the offering of this course:
   Any staffing shifts will be virtually unnoticed since we would integrate this course into the normal rotation of upper-level HISP course offerings each semester; and because the 418 class would count toward both the Spanish major and minor, in addition to the Spanish Track of the Business Language Minor, there would be no impact whatsoever on existing resources.

   A faculty member will have to be assigned to teach this new course. However, the Department of Hispanic Studies is the largest in the School of Languages, Cultures and World Affairs, which gives it some flexibility to reassign staff to respond to programmatic needs.

   c) Frequency of offering:
      each fall: ☐   each spring: ☒
      every two years: ☐   every three years: ☐
      other ☐ (Explain):

13. Requirements for additional resources made necessary by this course:

   a) Staff:
      More than one person in the department is qualified to teach this new course

   b) Budget:
      None. The department has the resources needed to support this course. The development of the course has been supported by a grant from the School of...
Proposal for a New Course
Languages, Cultures and World Affairs.

c) Library:
A small budget to build up the library's capacity in terms of cross-cultural business resources specific to the Spanish-speaking world, and to subscribe to a couple of journals, would be desirable, and has been requested as part of the proposal for the new Minor in Spanish for Business. Interlibrary loans can provide an alternative, if needed.

14. Is this course to be added to the Degree Requirements of a Major, Minor, Concentration or List of Approved Electives?
   a) ☒ yes    ☐ no

   b) If yes, complete the Change Degree Requirements form(s) and list the name(s) of the major, minor, concentration and/or list of approved electives here:
      As noted above, the 418 course would be considered part of the 400-level electives already part of the Spanish major and minor requirements as well as the newly proposed Spanish Track of the LCWA Language Minor.

15. Paste syllabus, reading lists, or any additional documentation that can help the committee evaluate this proposal (a syllabus is mandatory).
See attached.
Proposal for a New Course

16. Signature of Department Chair or Program Director:

Date: 9/1/2011

17. Signature of Dean of School:

Date: 9/1/11

18. Signature of Provost:

Date: 9/1/11

19. Signature of Curriculum Committee Chair

Date: ______________________

20. Signature of Faculty Senate Secretary:

Date Approved by Senate: ______________________

Completed form should be sent by the Faculty Senate Secretary to the Registrar. After implementation, information concerning the passed course and program changes will be provided by the Registrar to all faculty and staff on campus.
FACULTY CURRICULUM COMMITTEE ADDENDUM to FCC OLD FORMS

Contact Name: Mark P. Del Mastro Email: delmstromp@cofc.edu Phone: 3-6748

Department or Program Name: HISP School name: LCWA

- New or Changed COURSE -- Prefix, Number, and Title: SPAN 418
- New or Changed MINOR -- Name and Acronym of Minor: BLMN

STUDENT LEARNING OUTCOMES and ASSESSMENT

<table>
<thead>
<tr>
<th>Student Learning Outcomes</th>
<th>Assessment Method and Performance Expected</th>
</tr>
</thead>
<tbody>
<tr>
<td>What will students know and be able to do when they complete the course/minor/program?</td>
<td>How will each outcome be measured? Who will be assessed, when, and how often? How well should students be able to do on the assessment?</td>
</tr>
<tr>
<td>1. Acquire and use correctly business vocabulary in Spanish.</td>
<td>All students completing Spanish 418 during their senior year will be assessed with: 1) short sight translations 2) consecutive interpreting</td>
</tr>
<tr>
<td>2. Students will discuss complex ideas and concepts in Spanish for Business.</td>
<td>All students completing Spanish 418 during their senior year will be assessed with: 1) short sight translations 2) consecutive interpreting</td>
</tr>
<tr>
<td>3. Students will write coherent and cohesive business correspondence, forms and documents in Spanish</td>
<td>All students completing Spanish 418 during their senior year will be assessed with a written translation near the conclusion of the course.</td>
</tr>
<tr>
<td>4. Students will acquire solid understanding of social, economic and political events that impact business in contemporary Latin America and Spain; Learn awareness of cultural and cross-cultural considerations that relate to business practice in Spanish-speaking countries.</td>
<td>All students completing Spanish 418 during their senior year will be assessed via target essay questions on the final exam.</td>
</tr>
</tbody>
</table>

If a course/minor, how does it align with the student learning outcomes articulated for the major, program, or general education? What program-level outcome or outcomes does it support? Is the content or skill introduced, reinforced, or demonstrated in this course? Aligned to SLOs for “Language Proficiency” and “Cultural Awareness” as outlined on pages 4 & 5 of the “Department of Hispanic Studies, Proposed Learning Outcomes” attached here.
SAMPLE SYLLABUS
College of Charleston

SPAN 418 - ADVANCED SPANISH FOR BUSINESS COMMUNICATION

Class Meeting: XXX

Professor: Dr. Félix S. Vásquez

Office hours: XXX
or by appointment. Please make all contacts regarding the appointment via your EDISTO e-mail account. If you need to cancel the appointment, have the courtesy to do so, again via e-mail, no later than 12 hours prior to the scheduled meeting.

Place: XXX
Office: J.C. Long 117
Telephone: 843.953-7606
E-Mail: vasquezfi@cofc.edu

Course Description: This advanced Spanish language course will prepare business and Spanish majors and minors for more complex communication in the Hispanic business world by building on their prior knowledge while emphasizing practical, real-life use of oral and written Spanish in business settings. The focus will be on cross-cultural communication skills used frequently in the world of business and of special importance for managers and leaders who must make informed decisions. This course will have students role play situations common in business contexts and involving some complications, thereby reinforcing strategies for negotiating meaning, and responding to new information. Business terminology and the importance of cultural awareness when doing business in Hispanic countries or with Hispanics in the United States will also be further developed, and the course will include some written and sight translations and short consecutive interpreting activities.

Method: Class time is mainly for oral practice. Students are expected to prepare thoroughly outside of class.

Prerequisites: SPAN 317 and SPAN 318.

Required Material:

1. Reading packet from SAS-E Ink.
2. Additional documents placed on WebCT.
3. College-level Spanish-Spanish and Spanish-English Dictionaries.
Attendance

You are allowed three (3) absences from class (on a MWF schedule) during the semester. This is the equivalent of a full week of class work! There are no excused or unexcused absences: if you are not in class, you are absent. With the fourth absence, your final course grade will be lowered by five percentage points. Any student missing more than four classes will be considered as having dropped from the course. Please note that "WA" (dropped for excessive absences), which is equivalent to an "F", might not be reflected immediately on MyCharleston, as the option to record a "WA" only becomes available several weeks after the beginning of the semester.

In other words, do not miss more than three classes during the semester! Should extenuating circumstances require you to miss a class beyond the limit of three, you are expected to provide me well in advance with a compelling justification.

I take roll at the beginning of each class. As in the real world of business, you are expected to be punctual: a ten-o’clock flight will not wait for you at the gate if you arrive at 10:15!

Tardiness to class and departure before dismissal should be avoided at all costs. Typically any combination of two of these will be counted as one absence. However, a tardiness or departure before dismissal that exceeds 15 minutes will count as one absence. If you must leave class or arrive late, do so inconspicuously.

Also, as in the real world of business where payments are due on the due date, no late work will be accepted in this course, and there will be no make-up exams, role-plays, and no make-up work for extra credit.

PLEASE, no eating, drinking, use of cellular phones, or other distractions in class—you would not do so in a formal professional meeting or during a job interview. All electronic devices must be turned off during the class.

You are responsible for all content and assignments for each class. Absence from class, on any day, for any reason, does NOT exempt you from such responsibilities. Should you be absent, you are expected to contact classmates to check what was covered, and whether there was any change regarding assignments, as well as any important announcement. Be ready to return the favor! Note also that some of the activities and material presented will not be in the packet or on WebCT. As I supplement with worksheets, transparencies, PowerPoint presentations, videos, etc.

Class Participation: Class participation is an essential part of this course and will be reflected in the final grade accordingly. You should be prepared to play an active role in class—no credit for simply showing up and warming a seat!

Homework and Noticiero: There will be regular homework. It may involve among other activities, close readings of articles assigned, familiarizing oneself with new vocabulary, and some planning of role-plays with a partner. In addition, during the course of the semester, students will each prepare 2 or 3 typed summaries in Spanish of articles from
credible Spanish-language news sources (including those available on-line). News programs or articles should focus on cultural/political current events affecting the economy or general business transactions in a Spanish-speaking country. Summaries should describe the nature of this impact.

**Written Assignments and Written Translations:** There will be several activities to reinforce writing skills and develop an awareness of basic translation skills in the context of business.

**Role-plays, Sight Translations and Short Consecutive Interpreting:** There will be several activities of this nature. Remember that there will be no make-up opportunities. Professional demeanor is expected at all times during these activities.

**Exams:** One mid-term exam and a final cumulative exam will be administered in this course. They will test comprehension of the concepts covered in class, the reading material and any additional material discussed in class.

**Academic Honesty:** Please refer to the Student Handbook section entitled “The Honor System of the College of Charleston”

**Learning Disabilities.** Students with documented disabilities who require accommodations in this class must consult with me during the first week of class and formally access services as soon as possible through the Center for Disability Service. The telephone number is 953-1431 or TDD 953-8284.

**GRADING CRITERIA:**

- Class Participation 10 %
- Homework and Noticiero 15 %
- Written Assignments and Written Translations 10 %
- Role plays, Sight Translations and Short Consecutive Interpreting 30 %
- Mid-term Exam 15 %
- Final Exam 20 %

**GRADING SCALE:** Grades will be assigned according to the following scale:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>93-100</td>
</tr>
<tr>
<td>A-</td>
<td>90-92</td>
</tr>
<tr>
<td>B+</td>
<td>87-89</td>
</tr>
<tr>
<td>B</td>
<td>83-86</td>
</tr>
<tr>
<td>B-</td>
<td>80-82</td>
</tr>
<tr>
<td>C</td>
<td>73-76</td>
</tr>
<tr>
<td>C-</td>
<td>70-72</td>
</tr>
<tr>
<td>C+</td>
<td>77-79</td>
</tr>
<tr>
<td>D+</td>
<td>69</td>
</tr>
<tr>
<td>D</td>
<td>66-68</td>
</tr>
<tr>
<td>D-</td>
<td>65</td>
</tr>
<tr>
<td>F</td>
<td>below 65</td>
</tr>
</tbody>
</table>
Tentative Course Schedule

Week 1: Introduction to the course: Overview of the syllabus. Global business contexts, global economy, trade and numbers, geography and population; language and culture in business. Practicing formal personal introductions.

Week 2: Professional opportunities: Review fundamental concepts and associated vocabulary. The economy in Hispanic countries and the economic force of Latinos in the USA. First business contacts, social etiquette and business travel. Role-play: Planning a business trip by phone.

Week 3: Companies. Classification and constitution of companies. Role play: Asking for information about a company by phone.


Week 8: Real Estate. Searching for a business establishment. Negotiating the rent. The real estate contract. Getting the basic services set up at that location. Terminology associated with real estate. Documents produced by a real estate agency.


Week 10: Macro- and micro-economics. Economic systems and how they work. Economic activities and trade.
**Week 11:** Marketing. Distribution channels. Advertising. Comparing the legal aspects of advertising in different Spanish-speaking countries. Documents associated with sales and advertisement.
Role-Play: Complaining about a defective, malfunctioning or broken product.

**Week 12:** Purchases and Sales. Introducing and selling a new product. Comparing similar products from different brands.
Role-play: Resolving professionally customers’ complaints.

Consecutive interpretation: Describing an accident to an insurance company and submit a claim.

**Week 14:** Legal aspects of business. Dealing with lawyers. Notarized documents.
General review for the final exam.