

Utah State University
Languages, Philosophy and Communication Department
Portuguese 3510 - Business Portuguese
Spring 2017

Monday, Wednesday and Friday 11:30 am-12:20 pm Old Main 304

Instructor: Rubynara Carvalho Office: Main 311

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Office Hours: Monday and Wednesday from 2:30 pm to 3:30 pm or by appointment

Course Description

Business Portuguese is a course designed to help students develop knowledge and understanding in the Portuguese business language and culture. It emphasizes business vocabulary, concepts, conversation, reading, interviewing skills, and resume writing in the target language.

Prerequisite

PTGSE 3040 Advanced Portuguese Grammar and Composition

Learning Outcomes

Upon completing this course, you should be able to...

- Become proficient in the use of the core 500-word Portuguese business vocabulary
- Know basic facts about cultural context of doing business in a Portuguese-speaking environment.
- Be able to apply for a job, write a cover letter and a resume in Portuguese
- Develop a business plan in a team setting for incorporating a company in Brazil or another Lusophone country.

Required Textbook:

Navegar é Preciso (Business Portuguese)

Author: Débora Ferreira

ISBN: 9780840075482

Publisher: UVU

Requirements:

We will meet three times a week; active participation is expected, and it will be reflected in the final grade. Attendance is crucial since most of the course material is covered in class. There will be in-class activities, 2 writing assignments, a midterm exam, two oral presentations and a final exam. Due dates will be arranged in class. All assignments must be turned in on time. Make-ups will be given only in extraordinary circumstances (e.g. documented medical or family emergency). Attendance is not optional. You must attend class regularly, you must have completed the class assignments by each class, and you must participate. You are allowed three unexcused absence during the term. Each additional absence will result in one point taken off your final grade.

Assessment:

Midterm: 20%

Final Exam: 20%

2 Written Productions (Cover letter and Resume): 20%

2 In-class Presentations: 30%

In-class Work: 10%

Evaluation is based on the following scale:

A	93-100	B	83-86.99	C	73-76.99	D	63-66.99
A-	90-92.99	B-	80-82.99	C-	70-72.99	D-	60-62.99
B+	87-89.99	C+	77-79.99	D+	67-69.99	E	below 60

Cultural Activities: During the semester you can attend two cultural activities outside class for extra credit. The Brazilian club is a very nice way of experiencing Brazilian culture. Students can also, for example, go to festivals, attend music concerts, etc. For each activity you should write a one-page summary in Portuguese of what you did and what you learned from the experience.

CANVAS: We will be using CANVAS, and you should access it often. Any change on the course program and assignments will be posted online. Canvas also allows you to communicate with your instructor and classmates, to post comments, and to find information about the course, such as important dates and additional materials.

Important Info

Classes Begin	Monday	Jan 09
Martin Luther King, Jr. Day	Monday	Jan 16
Presidents' Day	Monday	Feb 20
Monday Class Schedule	Tuesday	Feb 21
Spring Break	Monday - Friday	Mar 06 - 10
Classes End	Friday	Apr 28
Final Examinations	Monday - Friday	May 01 - 05
Commencement (Logan Campus)	Friday - Saturday	May 05 - 06

Tentative Schedule:

This schedule is subject to changes and adjustments to accommodate the class needs.

Week 1 – January 09, 11 and 13

Syllabus, descrição do curso, apresentações, projetos

Formar grupos, escolher empresa de sucesso, discutir novo negócio

Leitura Navegar é Preciso

Week 2 – January 18 and 20

Escolher novo negócio

Reunião dos grupos para apresentação da empresa de sucesso

Leitura Navegar é Preciso

Week 3 – January 23, 25 and 27

Os grupos apresentarão a empresa de sucesso

Leitura Navegar é Preciso

Procurar vaga de trabalho no Brasil ou outro país lusófono

Week 4 – January 30, February 01 and 03

Entregar carta de apresentação para vaga de trabalho

Leis trabalhistas, encargos sociais

Leitura Navegar é Preciso

Week 5 – February 06, 08 and 10

Administração e Liderança

Leitura Navegar é Preciso

Week 6 – February 13, 15 and 17

Aspectos Financeiros e Legais

Leitura Navegar é Preciso

Week 7 – February 21, 22 and 24

Entregar currículo em português

Marketing e Publicidade I

Leitura Navegar é Preciso

Week 8 – February 27, March 01 and 03

Marketing e Publicidade II

Leitura Navegar é Preciso

Week 9 – March 06, 08 and 10

Spring Break

Week 10 – March 13, 15 and 17

Globalização

Leitura Navegar é Preciso

Week 11 – March 20, 22 and 24

Importar e Exportar
Leitura Navegar é Preciso

Week 12 – March 27, 29 and 31

As carreiras mais promissoras para os próximos dez anos

Week 13 – April 03, 05 and 07

Pequenas Empresas, Grandes Negócios

Week 14 – April 10, 12 and 14

Existe um jeitinho brasileiro de gerir?

Week 15 – April 17, 19 and 21

Apresentações dos grupos sobre os novos negócios

Week 16- April 24, 26 and 28

Revisão para exame final

The Final Exam will be on Friday, May 05, 2017 09:30 am – 11:20 am