Portuguese for Business and Commerce
21:812:315 (3 Credits)

SYLLABUS – SPRING 2021

Instructor Information
Luciane Nogueira Castilho
lucianec@rutgers.edu
Phone: 973-353-5498
Office: Conklin Hall – Room 414

Welcome to the course! Portuguese 315 is a high-intermediate course for students with prior knowledge of Portuguese.

Office Hours
Online office hours are available; please email the instructor to schedule a time for a WhatsApp, Zoom, Google or Skype meeting.

Course Delivery – Remote Instruction
All classes will be held asynchronously (meaning that you can “participate” in the class sessions on your own schedule, completing work by the stated deadlines). You should complete all required assignments as listed on the Course Syllabus by the due date.

Pre-requisite
Portuguese 132, Portuguese 203 or permission of instructor.

Important Dates
Quizzes, exams and final oral presentations will be given on the following dates:

<table>
<thead>
<tr>
<th>Quiz 1</th>
<th>Thursday 10:00-11:20am</th>
<th>February 11</th>
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</thead>
<tbody>
<tr>
<td>Quiz 2</td>
<td>Thursday 10:00-11:20am</td>
<td>March 04</td>
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<tr>
<td>Exam 1</td>
<td>Thursday 10:00-11:20am</td>
<td>March 25</td>
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<tr>
<td>Exam 2</td>
<td>Thursday 10:00-11:20am</td>
<td>April 15</td>
</tr>
<tr>
<td>Oral Presentation</td>
<td>Thursday 10:00-11:20am</td>
<td>April 29</td>
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</tbody>
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Course Description
Course Material and Assignments
All materials will be posted on Canvas once a week: https://canvas.rutgers.edu
Assignments posted at the beginning of the week (Tuesday) must be completed by midnight on Thursday. Homework assignments posted at midweek (Thursday) must be completed by midnight on Tuesday.

Attendance and Participation Policy
You earn your grade daily. You are expected to log in to the course at least three times per week to ensure you do not miss pertinent postings, messages, or announcements. If you do not submit an assignment, you will be marked “absent” and will not receive a grade for that assignment.

Technical Problems
In the remote instruction environment, there is always a possibility of technical issues (e.g., lost connection, hardware or software failure). Many of these can be resolved relatively quickly, but if you wait to the last minute before due dates, the chances of these glitches affecting your success are greatly increased. Please plan appropriately. If a problem occurs, it is essential you take immediate action to resolve the problem. Technical questions should be directed to the Student Help Desk at: https://it.rutgers.edu/help-support/

Course Site
This course can be accessed through Canvas: https://canvas.rutgers.edu

Evaluation
<table>
<thead>
<tr>
<th>Assignments/Participation</th>
<th>30%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quiz 1</td>
<td>10%</td>
</tr>
<tr>
<td>Quiz 2</td>
<td>10%</td>
</tr>
<tr>
<td>Exam 1</td>
<td>20%</td>
</tr>
<tr>
<td>Exam 2</td>
<td>20%</td>
</tr>
<tr>
<td>Oral Presentation</td>
<td>10%</td>
</tr>
</tbody>
</table>

Grading Response Time
Assignments should be graded within one week of the due date. Assignments that are lengthy may take longer to grade.

Grading Scale
The final average will determine the final grade, with letter grades corresponding to the levels of achievement established in the college-wide policy determined by the University's Faculty Senate, as follows:

A  90-100  achievement that is outstanding relative to the level necessary to meet course requirements.

B  80-87 (88-89 B+)  achievement that is significantly above the level
necessary to meet course requirements.

C  70-77 (78-79 C+)
achievement that meets the course requirements in every respect.

D  60-69
achievement that is worth of credit even though it fails to meet fully the course requirements

F/N  0-59
represents failure (or no credit) and signifies that the work was either:
(1) completed but at a level of achievement that is not worthy of credit; or
(2) was not completed and there was not agreement between the instructor and the student that the student would be awarded an I (incomplete).

Late Submission Policy
Unless otherwise noted, all assignments, are due at the time and date listed in the syllabus. If you experience an unavoidable personal situation that prevents you from completing work on time, please inform the instructor prior to the date the work is due. Late work will result in a lowering of the assignment grade.

Communication Policy
• Course announcements. Announcements will be posted on Canvas and e-mailed to students. You are responsible for reading all announcements posted by the instructor. You should log into our course and your e-mail at least three times per week to check for new announcements and/or messages.
• Course-related questions - Personal and/or confidential matters. For personal and/or confidential matters, or for course-related questions, please e-mail the instructor at lucianec@rutgers.edu. Except for weekends and holidays, the instructor typically will respond to email messages within 24 business hours.

Dropping the Course
In order to withdraw from a course, it is not sufficient to stop posting assignments. In accord with university policy, students wishing to withdraw from a course must do so formally through the Registrar’s office. It is the student’s responsibility to complete all forms. If this is not done, the instructor must assign a grade of F at the end of the semester.

Required Technological Skills
• Ability to utilize Canvas

Required Equipment / Materials
• Computer, Internet access, voice recorder
• Software that can save a file in the format of Microsoft Word or PDF

Academic Integrity
Students at Rutgers University are expected to maintain the highest ethical standards. The consequences of academic dishonesty, including cheating and plagiarism, are very serious.
Rutgers’ academic integrity policy is at [academicintegrity.rutgers.edu](http://academicintegrity.rutgers.edu). When you submit an exam or assignment, you need to abide by the honor pledge of “On my honor, I have neither received nor given any unauthorized assistance on this examination (assignment).” Multimedia presentations about academic integrity may be found at [http://www.scc.rutgers.edu/douglass/sal/plagiarism/intro.html](http://www.scc.rutgers.edu/douglass/sal/plagiarism/intro.html) and [http://wps.prenhall.com/hss_understand_plagiarism_1/0,6622,427064,-00.html](http://wps.prenhall.com/hss_understand_plagiarism_1/0,6622,427064,-00.html)

### Course Schedule

**Spring 2021**  
(January 19, 2021 – April 29, 2021)

<table>
<thead>
<tr>
<th>WEEK 1</th>
<th>January 19 – 21 = Introduction to the course and Lesson 1</th>
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<tbody>
<tr>
<td>WEEK 2</td>
<td>January 26 – 28 = Lesson 2</td>
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<tr>
<td>WEEK 3</td>
<td>February 02 – 04 = Lesson 3</td>
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<tr>
<td>WEEK 4</td>
<td>February 09 – 11 = <strong>Quiz 1</strong></td>
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<tr>
<td>WEEK 5</td>
<td>February 16 – 18 = Lesson 4</td>
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<tr>
<td>WEEK 6</td>
<td>February 23 – 25 = Lesson 5</td>
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<tr>
<td>WEEK 7</td>
<td>March 02 – 04 = <strong>Quiz 2</strong></td>
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<tr>
<td>WEEK 8</td>
<td>March 09 – 11 = Lesson 6</td>
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<tr>
<td>WEEK 9</td>
<td>March 16 – 18 = <strong>Spring Break / No class</strong></td>
</tr>
<tr>
<td>WEEK 10</td>
<td>March 23 – 25 = <strong>Exam 1</strong></td>
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<tr>
<td>WEEK 11</td>
<td>March 30 – April 1 = Lesson 7</td>
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<tr>
<td>WEEK 12</td>
<td>April 06 – 08 = Lesson 8</td>
</tr>
<tr>
<td>WEEK 13</td>
<td>April 13 – 15 = <strong>Exam 2</strong></td>
</tr>
<tr>
<td>WEEK 14</td>
<td>April 20 – 22 = Lesson 9</td>
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<tr>
<td>WEEK 15</td>
<td>April 27 – 29 = <strong>Oral presentation</strong></td>
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</tbody>
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Course Contents and Learning Objectives

Lesson 1 – Introduction to the course / Idiomatic expressions
Lesson 2 – The Imperative / Interview for a job / Write a resume
Lesson 4 – Case study / Investment and banking vocabulary
Lesson 5 – The future tense / Case study / Commerce related vocabulary
Lesson 6 – Film
Lesson 7 - Phrasal verbs / Case study / Tourism related vocabulary
Lesson 8 – Subject-verb agreement / Case study / Academic purpose vocabulary
Lesson 9 – Reported speech / Formal business writing

Course Description: This course is designed to help students build upon their fundamental Portuguese language communication skills by using professional and formal business tools such as letters, reports and oral presentations in structured business environments. Through case studies and with emphasis on practical terminology used in banking, business affairs and commerce, students will be exposed to real life situations and become familiarized with modern-day global economic institutions. The grammatical part of the course will allow the students to have a systematic review of Portuguese grammar, focusing on aspects of the language that were not thoroughly studied before in their first years learning the language, which will facilitate and help develop their writing and speaking skills for both business and academic purposes. By the end of this course, you should be able to:

- Know some Brazilian rules of etiquette
- Use proper courtesy expressions on the phone and when conducting business
- Write a resume and cover letter
- Participate in a job interview
- Plan a business meeting
- Initiate a meeting with a Portuguese-speaking businessperson
- Describe skills
- Talk about investments and banking
- Learn and use business related vocabulary and idiomatic expressions
- Conduct a sales meeting or personal interview
- Negotiate a win-win solution
- Set a mood appropriate to the goals of both parties in a one-on-one sales meeting or interview
- Use knowledge of Brazilian culture to facilitate the meeting
- Discuss consumer goods and markets
• Articulate important job performance criteria in the United States and their relative importance in Brazil
• Understand how Brazilian creativity influences professionals in several industries
• Talk about cultural and traditional festivities
• Develop writing skills for business documents and business correspondence.

Resources for Students
Rutgers University Newark (RU-N) is committed to the creation of an inclusive and safe learning environment for all students. RU-N has identified the following resources to further the mission of access and support:

• Students with Disabilities. Rutgers University welcomes students with disabilities into all of the University’s educational programs. The Office of Disability Services (ODS) is responsible for the determination of appropriate accommodations for students who encounter barriers due to disability. In order to receive consideration for reasonable accommodations, a student with a disability must contact ODS, register, have an initial appointment, and provide documentation. Once a student has completed the ODS process (registration, initial appointment, and documentation submitted) and reasonable accommodations are determined to be necessary and appropriate, a Letter of Accommodation (LOA) will be provided to the student. The student must give the LOA to each course instructor, followed by a discussion with the instructor. This should be completed as early in the semester as possible as accommodations are not retroactive. More information can be found at ods.rutgers.edu. Contact ODS: (973) 353-5375 or ods@newark.rutgers.edu.

• Religious Holiday Policy and Accommodations. Students are advised to provide timely notification to instructors about necessary absences for religious observances and are responsible for making up the work or exams according to an agreed-upon schedule. The Division of Student Affairs is available to verify absences for religious observance, as needed: (973) 353-5063 or DeanofStudents@newark.rutgers.edu.

• Counseling Services. Counseling Center Room 101, Blumenthal Hall, (973) 353-5805 or http://counseling.newark.rutgers.edu/.

• Students with Temporary Conditions/Injuries. Students experiencing a temporary condition or injury that is adversely affecting their ability to fully participate in their courses should submit a request for assistance at: https://temporaryconditions.rutgers.edu.

• Students who Are Pregnant. The Office of Title IX and ADA Compliance is available to assist students with any concerns or potential accommodations related to pregnancy: (973) 353-1906 or TitleIX@newark.rutgers.edu.
• **Gender or Sex-Based Discrimination or Harassment**: Students experiencing any form of gender or sex-based discrimination or harassment, including sexual assault, sexual harassment, relationship violence, or stalking, should know that help and support are available. To report an incident, contact the Office of Title IX and ADA Compliance: (973) 353-1906 or TitleIX@newark.rutgers.edu. To submit an incident report: tinyurl.com/RUNReportingForm. To speak with a staff member who is confidential and does NOT have a reporting responsibility, contact the Office for Violence Prevention and Victim Assistance: (973) 353-1918 or run.vpva@rutgers.edu.

Additional resources available to students include the following:

• **Rutgers Learning Center** (tutoring services)
  Room 140, Bradley Hall
  (973) 353-5608
  https://sasn.rutgers.edu/student-support/tutoring-academic-support/learning-center

• **Writing Center** (tutoring and writing workshops)
  Room 126, Conklin Hall
  (973) 353-5847
  nwc@rutgers.edu
  https://sasn.rutgers.edu/student-support/tutoring-academic-support/writing-center
  Introduction: http://www.youtube.com/embed/DaAYHC5aUHs?rel=0

• **Rutgers University Libraries**
  Many library resources are available online. Assistance is available through phone, email and chat. Information about the library can be found here:
  http://libguides.rutgers.edu/intro
  Please review this 2-minute video about the library online resources:
  http://www.youtube.com/watch?v=ijvFqjzBDg