

Business Persian (IRAN-325) - Section 41543R
Class meets on: Tue & Thu, 2:00-3:50 PM via Zoom
Class location: Online
Course web: <http://dornsife.usc.edu/mdes>

Instructor: Peyman Nojournian
Office: THH 256N [when office is opened]
Office hours: Tue & Th, 1:00-1:50 PM / by appointment
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Course Description: Business Persian (IRAN-325) is an intermediate level course designed to develop communicative skills, written expression, and reading comprehension on intermediate business contents. This course is open to students who have basic oral and written proficiency in Persian and would like to quickly expand it on a specialized content such as business and economy. Please check Language Center <https://dornsife.usc.edu/languages/> for placement test, d-clearance, and information on available language resources.

Learning Objectives: At the end of this course, students who actively participate and complete all assigned works will be able to:

- Communicate and converse in Persian on a variety of specific topics, including shopping, business transactions, banking (accounts, loans, investment), imports, exports, real estate, and current business affairs using simple sentences and paragraphs.
- Read texts on specialized topics in business (real estate, banking, mortgage, loan, imports, exports, etc.) and identify important information from the text, and make inferences using the extracted information.
- Write simple and accurate sentences and simple paragraphs on the special topics in Persian.
- Listen to intermediate level oral monologues or dialogues and find out the main topic and important information.
- Demonstrate cultural awareness of Persian business culture through class discussions.
- Perform the following language functions and tasks: define basic business terminology in Persian (bank accounts, loans, tax, investment, mortgage, real estate, debt, interest, inflation, GDP, recession, sanction, corruption, money laundry, etc.) Compare basic cultural concepts in business culture, such as bargaining, shopping, banking, real estate, taxing, etc. Handle conversational situations with a complication, ask and answer open-ended questions on specialized topics.

Technology Proficiency and Hardware/Software Required: This course requires use of Blackboard, Zoom, Microsoft Word and Adobe PDF Reader. Having access to a printer/scanner or a scanner app on your cellphone will be handy and useful but not required (please see below for USC technology support). You can use an Apple Pencil on your iPad if you have one because you can easily write in Persian on any file, including a PDF file. You are encouraged to learn typing in Persian. Use Notes app on your iPhone to scan your assignments and tests into a small size PDF.

USC Technology Rental Program

We realize that attending classes online and completing coursework remotely requires access to technology that not all students possess. If you need resources to successfully participate in your classes, such as a laptop or internet hotspot, you may be eligible for the university's equipment rental program. To apply, please [submit an application](#). The Student Basic Needs team will contact all applicants in early August and distribute equipment to eligible applicants prior to the start of the fall semester.

USC Technology Support Links

[Zoom information for students](#)

[Blackboard help for students](#)

[Software available to USC Campus](#)

Required Textbook

The course pack will include the following (during the pandemic, part of the course pack will be uploaded to the Blackboard):

- Unit 1 to Unit 5: Peyman Nojournian (forthcoming in Fall 2021) *Business Persian, An Introductory Course*. California: UCI Jordan Center for Persian Studies.
- Unit 25: Peyman Nojournian (2017). *Persian Learner, Part Three: Intermediate Persian for College Students*. California: UCI Jordan Center for Persian Studies.
- Unit 39: Peyman Nojournian (2018). *Persian Learner, Part Four: Advanced Persian for College Students*. California: UCI Jordan Center for Persian Studies.
- Basic Persian, A Grammar and Workbook by Saeed Yusef (2012). Routledge (optional and can be used as a reference).
- Audio and video instructional materials will be available through the Blackboard.

Supplementary Materials

Each textbook module contains a lexicon at the end of the unit. However, students can install a web App at the following link to access a free online Elementary Learner's Dictionary: <https://m.persianlearner.com/>

Evaluation:

The final grade will be calculated according to the following grading breakdown:

Item	Grade	Notes
Active Participation + 3-minute oral report on Tuesdays	15%	This grade is an average of 5 items: attendance, bonus credit, assessment of speaking, listening and reading, each with a 100 point. Your speaking will be assessed through your Tuesday oral reports.
		Absences may only be excused by Dean or Health Center. Unexcused absences will reduce the attendance grade by -5 points. Please contact the instructor if you live in another time zone.
		In-person classes: Using any kind of electronics or smartphones in class, causing distraction, is considered a class rule violation and will reduce attendance grade by -5 points.
		Online: please refrain from using any other electronic devices except your laptop while on Zoom. Please see the netiquette rules for other specific on-line class rules. Your oral skills are assessed when you are doing speaking activities in Zoom's Breakout Rooms.
		You should answer two questions orally in class every Tuesdays for 3 minutes: 1. What did you do during the last weekend? 2. What do you plan to do for the next weekend?
Textbook Assignments + News Portfolio	15%	Assignment pages are available on the Blackboard. Students need to do daily homework for at least 2 hours. Assignments are collected at the end of each textbook unit (see Course Schedule).
		Late assignment will be penalized by a 10% deduction in the assignment grade every 24 hours late unless due to an emergency situation excused by the instructor. Email the instructor as soon as possible to discuss alternate arrangements due to an emergency.
		In-person classes: print/type/write your assignments and turn them in at the end of each textbook unit.
		Online: You should type/write and scan your assignment into a PDF file and upload them to the Blackboard.
		News Portfolio: You must read a short news article, relevant to the Iranian business or economy, in Persian and summarize it in a paragraph of at least 150 words. Upload the summary to the Blackboard when due. You will do a total of 5 summaries during the semester.
Presentation	30%	Choose a topic related to the Iranian business culture & prepare minimum 10 slides in Persian.
Final Exam	40%	Thursday May 6, 2021 at 2:00-2:50 PM. If online, type/write then scan and upload it to the Blackboard. Final exam covers all the taught units.
Total	100%	

Attendance Policy

Regular and prompt attendance (in-class or online) is mandatory and will be reflected in students' participation grade. More than 10 minutes late is considered an absence. Language learning classes are highly interactive with a lot of class activities, assignments, etc. This means that regular attendance and active participation in the class discussions are needed to get the most out of the course. Absent students are responsible for obtaining missing information from instructor or other students. Students are expected to behave respectfully, professionally and do not disturb lectures by making noises or talking or chatting with others. Disturbing lectures is considered a class rule violation and will reduce participation grade.

Policy on Usage of Electronic Devices & Food in Class

All electronic devices, including cellphones, smartphones, laptops, etc. should be turned off in class. You will be asked to leave class if found working on your electronic devices and get -5 points out of your attendance grade for each class rules violations. You should also avoid using any distracting devices on Zoom meetings. Please refrain from eating food and drinking soda in observation of others. Water is fine.

Grading: Business Persian (IRAN 325) will be graded based on the following scales:

Point	Percent	Letter Grade	Point	Percent	Letter Grade
4.0	93-100 %	A	2.0	73-77.99 %	C
3.7	90-92.99 %	A-	1.7	70-72.99 %	C-
3.3	87-89.99 %	B+	1.3	67-69.99 %	D+
3.0	83-86.99 %	B	1.0	63-66.99 %	D
2.7	80-82.99 %	B-	0.7	60-62.99 %	D-
2.3	77-79.99 %	C+	0.0	Below 60%	F

Zoom Classroom Etiquettes

- Please make sure that you have installed Zoom on your device before the start of online classes.
- Always access the secure Zoom class link through your USC Blackboard account.
- Zoom classes are recorded by default so you can access previous recorded sessions if needed.
- Check your audio and video settings before the meetings. Find the setting icon on upper right corner of your Zoom App.
- Please choose a quiet place with sufficient light.
- Please choose a proper place like your study room (not lying on a bed) and sit alone (no family or friend).
- Keep your phone or laptop charger ready to be hooked up if necessary.

- Please turn on your webcam because synchronous/face-to-face communication is an important part of language education.
- Mute your microphone if you are not speaking (Alt + A).
- Click on "raise your hand" button if you want to ask or answer a question (Alt + Y).
- Keep your microphone mute until your instructor unmutes you.
- Explore the possibility of typing in Persian on your device, especially on the chat section.
- Click on the chat icon to ask your questions or when you want to send a document to your instructor.
- Please avoid eating food while on-line. Water is fine. Please adhere to the same standards of behavior on-line that you follow in real life.
- Please do not leave the session before the meeting ends.
- Do not share or post anything unless instructed to do so by your instructor.
- Do not share any copyrighted materials unless you have permission to do so.
- Refrain from chatting or speaking with other participants unless instructed to do so by your instructor.
- The instructor may put you in Breakout Rooms to do role-play activities. Participate actively in these interactions.
- Please speak loud enough so that your voice is detected by Zoom.
- Please take turn in speaking because sometimes there is a delay when transferring audio.
- Please be courteous and respect your classmates and maintain confidentiality of your classmates' statements and information at all the times.

The Path to the Minor in Iranian Studies:

Business Persian (IRAN 325) is considered an upper division course and can be taken as an elective course to fulfill the minor in Iranian Studies or other relevant majors and minors. The minor in Iranian Studies requires five courses including Persian-IV (IRAN 250), Advanced Persian-I (IRAN 320) and Advanced Persian-II (IRAN 350). Elementary Persian courses (Persian-I, Persian-II and Persian-III) are all pre-requisite for Persian-IV and Advanced Persian courses. For those with prior study of Persian, a placement test is offered by the [Language Center](#) to determine language level. If student proficiency surpasses the third-semester college level, the language faculty should be consulted about a higher-level proficiency exam. Please contact the Department of Middle East Studies to inquire about minor and majors and their requirements.

Presentation (oral and presentational assessment): Choose a topic related to business or economy of Iran or the Persian community in the US and get it approved by the instructor. Present it in at least 6-10 PowerPoint slides. Students have 20 minutes to present.

Presentation Grading Rubric	Points
Choose an original, interesting and relevant topic to the course contents.	20%
Present two or more different resources from media, web sites, articles or books.	20%
Describe economic or business concepts using simple sentences. Compare any existing similarities or differences between the American and Iranian business culture in your presentation.	20%
Use slides, audio/video/photos as relevant cues	20%
Ask and answer open-ended questions on the topic of the presentation. All the students should actively participate in presentations and ask questions from the presenters.	20%
Total	100%

Final exam (reading & writing assessment): Read a short text/article on a business-related topic. Write your reflections on the text by answering few questions about the text.

Final Exam Grading Rubric	Points
The main idea and important information have been identified.	20%
Full answers to the questions have been provided and clearly explained.	20%
Accurate grammatical structures have been used and the writing is cohesive, and ideas are supported in logical arguments.	20%
Correct and accurate spelling have been used and the writing is legible.	20%
Proper vocabulary and appropriate writing style have been used.	20%
Total	100%

Statement on Academic Conduct and Support Systems

Academic Conduct: Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in SCampus in Part B, Section 11, “Behavior Violating University Standards” policy.usc.edu/scampus-part-b. Other forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on scientific misconduct, policy.usc.edu/scientific-misconduct.

Support Systems:

Counseling and Mental Health - (213) 740-9355 – 24/7 on call

studenthealth.usc.edu/counseling

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

National Suicide Prevention Lifeline - 1 (800) 273-8255 – 24/7 on call

suicidepreventionlifeline.org

Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.

Relationship and Sexual Violence Prevention Services (RSVP) - (213) 740-9355(WELL), press “0” after hours – 24/7 on call

studenthealth.usc.edu/sexual-assault

Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

Office of Equity and Diversity (OED) - (213) 740-5086 | Title IX – (213) 821-8298

equity.usc.edu, titleix.usc.edu

Information about how to get help or help someone affected by harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants.

Reporting Incidents of Bias or Harassment - (213) 740-5086 or (213) 821-8298

usc-advocate.symplicity.com/care_report

Avenue to report incidents of bias, hate crimes, and microaggressions to the Office of Equity and Diversity |Title IX for appropriate investigation, supportive measures, and response.

The Office of Disability Services and Programs - (213) 740-0776

dsp.usc.edu

Support and accommodations for students with disabilities. Services include assistance in providing readers/notetakers/interpreters, special accommodations for test taking needs, assistance with architectural barriers, assistive technology, and support for individual needs.

USC Campus Support and Intervention - (213) 821-4710

campussupport.usc.edu

Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

Diversity at USC - (213) 740-2101

diversity.usc.edu

Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call

dps.usc.edu, emergency.usc.edu

Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-120 – 24/7 on call

dps.usc.edu

Non-emergency assistance or information.

Office of the Ombuds - (213) 821-9556 (UPC) / (323-442-0382 (HSC)

ombuds.usc.edu

A safe and confidential place to share your USC-related issues with the University Ombuds who will work with you to explore options or paths to manage your concern.

Sharing of course materials outside of the learning environment

Please note that USC has a policy that prohibits sharing of any synchronous and asynchronous course content outside of the learning environment.

SCampus Section 11.12(B)

Distribution or use of notes or recordings based on university classes or lectures without the express permission of the instructor for purposes other than individual or group study is a violation of the USC Student Conduct Code. This includes, but is not limited to, providing materials for distribution by services publishing class notes. This restriction on unauthorized use also applies to all information, which had been distributed to students or in any way had been displayed for use in relationship to the class, whether obtained in class, via email, on the Internet or via any other media. (See Section C.1 Class Notes Policy).

End of Semester Course Evaluations

USC will post a link to your Blackboard account for end of semester course evaluations, about 10 days before the final exams. The last day of class is usually assigned to complete course evaluations. It is expected that all students actively participate in the course evaluations and write constructive comments for the improvement of the course.

Business Persian (IRAN 325) - Tentative Course Schedule – Tue Jan 19 th , 2021 – April 29 th , 2021						
Week	Unit	Language Functions & Tasks	Themes	Forms	Cultural Components	Assignments
1-3	1, 2, 3	Task: Read/listen to media and find specific information, for example main topic, times, places, people, etc. Pedagogical Tasks: Read an article and answer questions, match picture clues with specific information, listen to a conversation and fill out a scaffolded chart of information.	Basic Banking & Shopping, Iranian Economy, Daily Transactions (post office, bank, buying/renting homes)	Currency, Banking Terminology, Q&A	Banking & shopping culture, bargaining, Iranian Economy	Unit 1: 6, 11 Unit 2: 5, 8, 11 Unit 3: 6, 8, 9
4-7	4, 5	Task: Read/listen/watch to media and find specific information, for example main topic, times, places, people, etc. Express opinions and support them. PTs: Describe events, categorize information, listen and find differences between the two media, read charts and answer questions, listen to economic definitions	Introduction to Iranian Economy, current Issues, Sanctions	Economic Terminology, Subjunctive	Iranian financial and economic affairs	Unit 4, 5 and 6 assignment pages
8-11	25	Tasks: Listen/read to news excerpts and analyze for important information, report an accident and apply for insurance PTs: Describe current events and news. Describe an accident in detail. Narrate an event. Report an event. Analyze an infographic	Current Events, Media, Insurance	Subjunctive, Past Narration	Handling unfamiliar situations with a complication.	Unit 25: 87, 92, 96, 100
12-15	39	Tasks: Read/listen to media about the Iranian political and economic structure and analyze the information PTs: Analyze economic structure, find out issues such as sanctions, self-sufficiency, international relations, tensions. Hypothesize, debate and expressing your opinions.	Iranian Political and Economic Structure	Case Analysis, Discourse Strategies	Iranian political and economic systems.	Unit 39: 181, 184 Project page 183
16	Present	Review of the materials and class presentations, watch a documentary and analyze the important information, discuss and describe the information in detail.	Presentations	Presentational Skills. Asking & Answering Questions	Iranian Business Culture	Presentations