

COURSE: SPAN 302S: LANGUAGE AND PRACTICE OF SPANISH BUSINESS

COURSE OBJECTIVES

This course is aimed at non-native speakers who wish to use Spanish in their future work setting.

The objective of this course is not only for the student to become familiar with the vocabulary of the business world, but to be able to use this vocabulary as a tool in common work situations. Course content and class activities require a B1 level that will allow students to handle everyday communication issues in business

This class provides students with the necessary linguistic and technical tools for communication within the business context. Student will also polish and strengthen their command of Spanish through grammatical and lexical exercises included in each unit.

The cultural component of this course includes readings and conversations aimed at familiarizing students with the Spanish-speaking business world.

COURSE STRUCTURE

The focus is fundamentally practical and communicative, with equal emphasis on comprehension and written expression as well as on oral comprehension and expression. Language activities revolve around professional life and are based on material pertinent to topics covered in class. Units include direct contact with organizations and groups belonging to the business world in order to provide a first-hand learning experience and apply knowledge acquired.

Students must actively participate in tasks oriented toward a communicative goal.

The instructor's role is to assess and guide students so that they may enhance their critical thinking and communication abilities.

The units of this course focus on different areas of the business world:

- Presentation of audio or written material that places the student in a work situation and contextualizes language content
- Assorted activities for the purpose of increasing and strengthening specific vocabulary.



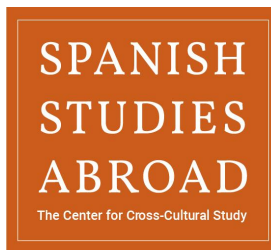
- Controlled oral activities performed in pairs or small groups, along with more open-ended activities (role play, debates, interviews, etc.)
- Activities utilizing reading material (press, announcements, telex, notes, etc.), which will serve as a springboard for debates.
- Activities requiring students to write various types of text (letters, memos, resúmenes, etc.).
- Review of basic grammatical usage.

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- Silveiro, M. y C. Baldwin. Cómo dominar la economía empresarial: Introducción general a la economía empresarial. Madrid: Editorial Playor, 1989.
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<http://www.avueltasconele.com/category/espanol-de-los-negociosbusiness-spanish/>

<http://www.mansioningles.com/vocabulario62.htm>



TEXTBOOK

CURSO DE ESPAÑOL PARA LOS NEGOCIOS. Materiales de clase. VERANO 2019

On the first day of class, information will be provided on how to acquire the textbook.

EVALUATION

Attendance is required. An unexcused absence will lower the participation grade 10 points. Punctuality is likewise crucial to the participation grade. The use of cellphones in class is expressly forbidden and will negatively affect the participation grade.

During the course, a **test** will be administered in order to evaluate knowledge of material covered up to that date (see specific plans).

The **final exam** will encompass all material studied in the course

In accordance with the *Writing Program*, students must write several **compositions** on topics assigned by the instructor. These assignments will be revised using symbols and returned to students so that they may voluntarily make the necessary modifications. Papers must be typed in Word with a 12-point Arial font, double-spaced in order to facilitate correction.

Participation	20%
Test	15%
Final exam	25%
Oral presentations	10%
Compositions	30%

0. OTHER REQUIREMENTS

During the course students must complete the following assignments:



1. several **compositions** on specific topics to be explained in class (business letter, introduction letter + resumé, report and advertisement)
2. **online research** on Spanish businesses for the class presentation.

There will be a series of **mandatory** activities and field trips:

- Visits to businesses in the Arenal quarter and the historical center (date to be announced during the course calendar)
- Visit to businesses in your neighborhood (Wednesday, June 3)
- Visit to a Sevillian business: Basilippo (Monday, June 17)

- Visit to the Cathedral of Seville
- Visit to the Alcázar
- Visit to the Roman ruins in Itálica

The dates of these last activities will be announced on the Center’s bulletin board.

0. TOPICS

Dates	Date/Activity Planned
Day 1-4	<p>UNIT 2: <u>Entering a business</u></p> <ul style="list-style-type: none"> • Learning to market oneself • Job openings • The job interview • Choosing a company • Film: <i>El Método</i> • Grammar: Ser/estar • Gathering information on MERCADONA, INDITEX and EL CORTE INGLÉS <p>COMPOSITION 1: The Business Letter</p>
Day 5-8	<p>UNIT 4: <u>Consumers and products.</u></p> <ul style="list-style-type: none"> • Types of consumers • Product characteristics • Loyalty marketing strategy • Grammar: Por/Para • CHOCOLATES VALOR
Day 9	Field trip to Basilippo. We will leave CC-CS.



Day 10-13	<p>COMPOSITION 3: Reports</p> <p>UNIT 6: <u>Money.</u></p> <ul style="list-style-type: none">• Banking• Payment methods• Grammar: Introduction to the subjunctive: form and uses• Cash or card?• The stock market and investment <p>UNIT 7: <u>Business strategies</u></p> <ul style="list-style-type: none">• Franchises• What would you do if...?• Famous strategies, INDITEX, NH. . .• Grammar: Uses of the conditional• How to be successful in international markets?• Review of subjunctive uses <p>Final review</p>
June 21	FINAL EXAM