

THE CENTER FOR CROSS-CULTURAL STUDY

Calle Harinas, 18; Seville, Spain

SPAN 316 SPANISH FOR BUSINESS
Profesor: Ernesto Sarrias Rodríguez

SPRING

COURSE OBJECTIVES

This course is designed for non-native speakers who will have to use Spanish in their work setting. The objective of this course is for the student to become familiar with the vocabulary of the business world and to develop fluency in the language in order to be able to use it as a tool in all aspects of professional life. The course content and the class activities require an advanced level of language ability that will permit handling everyday communication issues in business; it also contains specialized material so that the student can acquire knowledge relevant to his/her future career.

Assuming that the student is familiar with work topics and also the environment in which these occur we seek to provide the student with the necessary linguistic tools for communication within the business context. Thus the student will perfect and strengthen his command of Spanish through grammatical and lexical exercises included in each unit. Although this is not a course for office skills, the study of such skills may incidentally occur.

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 real life material that is relevant to the themes that are covered in class. Active participation on the part of the student in the completion of assignments designed to attain a communicative objective is required. The role of the instructor is to assess and guide the student, providing maximum opportunity to develop a capacity for reflection and independent expression.

Each thematic unit consists of six modules. The type of activity varies in each unit, but all contain:

*Presentation of audio or written material that places the student in a work situation and gives context to the required language.

*Assorted activities for the purpose of broadening and strengthening vocabulary specific to the theme.

*Controlled oral activities performed in pairs or small groups and also more open activities (role-playing, debates, interviews etc.)

*Activities utilizing reading material (press, announcements, telex, notes, etc.), that can be used as a basis for discussion.

*Activities involving the editing of diverse forms of text (letters, memos, resúmenes, etc.).

*Review of basic grammatical usage.

In addition to the themes listed in the following topic guide, students will work with specialized journal articles and newspaper items on business. Over the duration of the class the student will write reports on assigned topics for presentation in class.

CLASS TEXT

Noriega Fernández, A. y Prost, G. Al día. Curso superior de español para los negocios. SGEL. Madrid, 2003.

Photocopied packets from the professor, drawn from the following:

A. Centellas Rodrigo. Proyecto en... Español comercial. Madrid; Editorial Edinumen, 1997.

V. del Valle y J.L. Gómez de Agüero. Economía y organización de empresas. Madrid; McGraw-Hill, 1994.

M.L. Sabáter, E. Martín Peris y M. Bosch. Hablemos de negocios. Madrid; Ed. Alhambra Longman, 1992.

Texts and documents from the press, internet, leaflets, posters, official documents...

BIBLIOGRAPHY

- A. Centellas Rodrigo. *Proyecto en... Español comercial*. Madrid; Editorial Edinumen, 1997.
M. de Prada y M. Bovet. *Hablando de negocios*. Madrid; Ed. Edelsa – Edi, 1992.
R. Muñiz González. *Marketing hoy (Marketing, Gestión comercial, Atención al cliente)*. Madrid; Centro de Estudios Financieros, 1996 (2ª Edición).
M. Silveiro y C. Baldwin. *Cómo dominar la economía empresarial: Introducción general a la economía empresarial*. Madrid; Editorial Playor, 1989.
V. del Valle y J.L. Gómez de Agüero. *Economía y organización de empresas*. Madrid; McGraw-Hill, 1994.

DICTIONARIES

- Andersen, A. *Diccionario Espasa: Economía y Negocios*. Espasa. Madrid, 1998.
Business Spanish Dictionary. Peter Collin Publishing. Finlandia, 1999.
Lozano Irueste, J.Ma. *Diccionario Bilingüe de Economía y Empresas*. Edic. Pirámide. Madrid, 1989.
Tamames, R. Y Gallego S. *Diccionario de Economía y Finanzas*. Alianza Editorial. Madrid, 1996.

EVALUATION

Attendance is required. An unexcused absence will result in a participation grade of 0 for the day. Promptness and general demeanor in class contribute to the participation grade.

The final examination will be cumulative in nature.

- 1) Participation and Articles.....25 %
- 2) Written Tests.....25 %
- 3) Compositions25 %
- 4) Final Exam.....25 %

This course focuses on oral as well as written communication; therefore attendance and participation in the different activities are required.

In accordance with the guidelines of the Writing Program, five compositions on topics assigned by the instructor will be required. These compositions will be corrected and returned to the student for rewriting. The student will then turn in a final version of the composition. Compositions should be type-written in WORD, in font Arial 12, and double-spaced.

Throughout the course there will be written tests on the material covered to date. The final exam will be cumulative.

A grade of Incomplete will be granted by the Resident Director with the consent of the instructor only under extreme circumstances.

PROGRAM SCHEDULE

Introduction and explanation of the course. Introduction to the text and the class dynamic.

UNIT 1: The New Business.

Composition 1: The business letter.

1st Article.

UNIT 2: Joining a New Company.

Composition 2: Letter of application and the curriculum vitae/ The memorandum, the circular and the certificate.

UNIT 3: Human Resources.

1st Written Test

UNIT 4: Consumers and Products.

UNIT 5: Communication (marketing and publicity).

Composition 3: Survey + Poll and Report on the findings.

Composition 4: Advertising text and summary on methods of reaching the public.

2nd Article.

2nd Written Test.

UNIT 6: Finance.

UNIT 7: Strategies.

UNIT 8: International Business.

Composition 5: the Report.

3rd Written Test.

UNIT 9: Resolution of Conflicts.

UNIT 10: Threats to and Successes of the Company.

Final Exams.

NOTE: The instructor has the right to make changes at his discretion.