

## SPANISH LANGUAGE COURSES

### COURSE INFORMATION

**COURSE:** SPANISH FOR BUSINESS– MODULE 1    **CREDITS: 2 ECTS CREDITS**

**TOTAL CONTACT HOURS:** 20

**CONTACT HOURS WEEKLY:** 5

**OFFICE HOURS:** 2 hours a week

**PROFESSORS:**

Link web <https://www.csidiomas.ua.es/es/cursos/espanol/intensivos/complementarios>

### REQUIRED TEXTBOOKS & COURSE MATERIALS

**REQUIRED TEXTBOOKS:** Al día. Curso intermedio de español de los negocios. Libro del alumno y libro de ejercicios, editorial SGEL, Madrid. 2010

**SUPPLEMENTARY MATERIAL:** Material created and provided by the teaching staff of the Centro Superior de Idiomas available on the Moodle CSI platform  
Moodle platform: <https://moodle.csidiomas.ua.es/login/index.php>

### COMPLEMENTARY BIBLIOGRAPHY:

- Beccaria, C. (Coord.) (2006): *Diccionario de negocios*. Deusto – Espasa Calpe. Navarra.
- Corpas, J.; L. Martínez y M.LI. Sabater (2008), *Socios 2*, Difusión, Barcelona
- Felices, A. et alii (2010): *Cultura y negocios*, Edinumen, Madrid.
- Gómez de Enterría (1999): *Correspondencia comercial en español*. SGEL, Madrid.
- Pareja, M<sup>a</sup>.J. (2005): *Temas de emoresa*, Edinumen, Madrid.
- Prost, G y A. Noriega: *Al día,. Curso superior de español para los negocios*. SGEL, Madrid, 2014
- Tamames, R. y A. Rueda (2022): *Estructura económica de España*, JDEJ Editores, Madrid.

### COURSE DESCRIPTION

Within the *Centro Superior de Idiomas'* curricular plan, in parallel to the program of language courses structured in twelve levels, a series of complementary courses of conversation and socio-cultural content are offered (Spanish for business, Spanish for tourism, Spanish through art, Spanish through cinema, Spanish through literature and Spanish culture), which allow students to specialize and deepen their knowledge of Spanish within their field of interest. Each of the content courses is structured in two modules of 20 hours each. In the case of the Spanish for Business course, students must be at least level A2 according to the Common European Framework of Reference for Languages.

Spanish for business		Spanish for tourism		Spanish through cinema	
Module 1	Module 2	Module 1	Module 2	Module 1	Module 2
Spanish through literature		Spanish through art		Spanish culture	
Module 1	Module 2	Module 1	Module 2	Module 1	Module 2

The main objective of the Spanish for business course is to enable students to acquire an effective command of the language of business, economics and business in both oral expression/comprehension and written expression/comprehension. To this end, throughout the course, activities are carried out strictly related to the specific language of the world of business, business and marketing, as well as others related to the socio-economic and cultural reality and current affairs of Spain, which are essential for successful communicative interactions. In other words, linguistic and cultural contents are deeply intertwined.

In terms of methodology, the aim is to enable students to develop their communicative competence according to their particular learning style, so the methodological approach that best leads to this objective is the development of a communicative and task-based approach, but oriented at all times to the economic world.

Coherently, the typology of activities consists of a wide range from propaedeutic exercises of language use (for the acquisition of specialized lexis and linguistic resources required for communicative interactions) to the realization of projects and tasks in which communication, negotiation and mediation are of particular importance.

## REQUIREMENTS

In order to take the *Spanish for Business* course, it is necessary to meet one of the following requirements:

- To have passed, at least, level A1+ at the *Centro Superior de Idiomas*.
- To have reached, at least, level A2 in the *Centro Superior de Idiomas Classification Test* (only new students).
- To be in possession of an A2 level diploma issued by the Instituto Cervantes, Official Language Schools or by a university center.

## STUDENT LEARNING OUTCOMES

At the end of this level the student will be able to:

- Develop communicative competence through the comprehension and production of oral and written texts related to the field of study (Business).
- Identify and understand procedures and documents related to the world of economics, know how to complete them and produce similar texts.
- Make use of linguistic skills in professional activities or in employee-client relations in the field of business.
- Understanding and expressing business letters and other documents (CV, cover letters, employment contracts, invoices, etc.).
- Preparing to perform small tasks related to the world of work in Spanish.
- Becoming familiar with the fundamental characteristics of the economic reality of Spain and with the procedures and documents of the business world, so as to develop cultural competence through contact with this reality.

- Relate the activities carried out during the course with their real experiences and compare them with their cultural environment.

-With respect to mediation skills, collaborate with people of other nationalities and cultures in the resolution of tasks related to the field of study and show interest in their cultural realities; likewise, be able to transmit the fundamental information of long texts of current affairs with specialized language, even if certain lexical limitations cause some difficulty.

## OUTLINE

WEEKS	UNITS	COMMUNICATIVE RESOURCES	USE OF LANGUAGE	TASKS
1	Unit 1 <i>Corporate responsibility</i>	<ul style="list-style-type: none"> <li>- To be able to describe the social objective of a company.</li> <li>- Develop the ability to interact, negotiate and mediate in small groups.</li> <li>- To develop the capacity of reading comprehension of current texts.</li> <li>- To be able to write a company letter to customers and suppliers..</li> </ul>	<ul style="list-style-type: none"> <li>- Lexicon of the types of companies.</li> <li>- Lexicon related to the social objective of the company.</li> <li>- Formal resources for the expression of the obligation.</li> <li>- Lexical and grammatical resources (ser, estar) to evaluate and describe business projects.</li> <li>- Basic elements for structuring oral discourse.</li> </ul>	<ul style="list-style-type: none"> <li>- Preparatory tasks: language use activities related to the specific vocabulary of the subject.</li> <li>- Communicative tasks: reading and listening comprehension activities related to the business world.</li> <li>- Short oral presentation of the social objective of a company in small groups.</li> <li>- Opening circular letter of your new business.</li> <li>- Search and comment on a newspaper article from the economy and business section.</li> <li>- Complementary tasks: language use and communicative activities on the Moodle platform.</li> </ul>
2	Unit 2 <i>Sustainable development</i>	<ul style="list-style-type: none"> <li>- To be able to write company standards.</li> <li>- Be able to extract the essential information from a product data sheet and make comparisons between different data sheets.</li> <li>- To develop mediation and interaction skills in a work meeting based on opposing positions.</li> </ul>	<ul style="list-style-type: none"> <li>- Lexicon of energy sources and the environment.</li> <li>- Formal resources for giving instructions and writing rules.</li> </ul>	<ul style="list-style-type: none"> <li>- Preparatory tasks: language use activities related to the specific vocabulary of the topic.</li> <li>- Grammar review of resources to express rules and instructions.</li> <li>- Communicative tasks: elaboration of a project to be presented in class on corporate social responsibility: design in small groups of an environmental plan.</li> <li>- Find and comment on a press article related to business and</li> </ul>

				<p>environment.</p> <ul style="list-style-type: none"> <li>- Complementary tasks: language use and communicative activities on the Moodle platform.</li> </ul>
3	<p>Unit 3</p> <p><i>In foreign markets.</i></p>	<ul style="list-style-type: none"> <li>- Mediating with clients in business relationships.</li> <li>- Assessing a person's leadership capabilities.</li> <li>- Identifying and explaining the strengths of a company.</li> </ul>	<ul style="list-style-type: none"> <li>- Lexicon related to markets and trade.</li> <li>- Linguistic resources to express objection and present counterparts in a nuanced way.</li> </ul>	<ul style="list-style-type: none"> <li>- Preparatory tasks: language use activities related to the specific vocabulary of the topic.</li> <li>- Brief grammatical review of the resources to express obstacles and trade-offs (concession).</li> <li>- Communicative tasks: preparation of a brief individual presentation and a written report on a Spanish company with international projection.</li> <li>- Discuss in small groups the suitability of a candidate for an expatriation plan.</li> <li>- Complementary tasks: language use and communicative activities on the Moodle platform.</li> </ul>
4	<p>Unit 4:</p> <p><i>Companies and globalization</i></p>	<ul style="list-style-type: none"> <li>- Negotiate to plan a trip.</li> <li>- Identify and use linguistic resources to carry out a polite interaction.</li> </ul>	<ul style="list-style-type: none"> <li>- Specialized business travel vocabulary.</li> <li>- Linguistic resources of courtesy (<i>Imperativo</i>).</li> <li>- Time connectors.</li> </ul>	<ul style="list-style-type: none"> <li>- Preparatory tasks: language use activities related to subject-specific vocabulary.</li> <li>- Role-play: face-to-face and telephone conversations to make appointments, buy tickets and book flights.</li> <li>- Communicative tasks: Project 2: two groups develop a plan to participate in a trade fair and discuss which one is more suitable.</li> <li>- Complementary tasks: language use and communicative activities on the Moodle platform.</li> </ul>
<b>FINAL EXAM</b>				

## COURSE GUIDELINES

Attendance is essential for the correct follow up of the courses and the improvement of the language, it is verified daily and an attendance of at least 80% is required. Given the compulsory nature of attendance, an attendance of less than 80% will result in a penalty in the final grade and an attendance of less than 50% will result in the loss of the right to take the exam. In the case of absence due to medical reasons, the corresponding proof will be given to the teacher.

The course is taught entirely in Spanish and students are expected to speak Spanish at all times. The student should attempt to speak Spanish from day one not only in the classroom but also outside the classroom.

Exam dates are indicated in the program and will not be changed to accommodate students' travel plans or other personal matters. The student takes two exams throughout the course; there are no make-up dates or additional exams. Assignments and essays will not be accepted after the deadline set by the faculty.

All phones and electronic devices must be turned off and put away during class, unless the teacher wants to use them as educational tools.

Video or audio recording of class is prohibited.

## COURSE ASSESSMENT

The final grade will not be the result of the final exam, but of the sum of all the components of the course assessment section. To pass the level the average grade must be at least 6/10.

Weekly assignments related to the course outline (projects, reading articles for weekly presentation in class, participation in role-playing and simulation proposals, participation in class discussions, writing texts, specific lexical exercises and asynchronous assignments on the Moodle platform) will be handed in to the teacher and carried out in class. Students will be provided with a guide on how to perform these tasks.

The course requires the completion of two projects related to the course contents.

The use of Spanish in the classroom, willingness to participate, cooperation in group work and respect for classmates and teachers will be taken into account when calculating the participation grade.

Any indication of academic plagiarism in work or attempts to cheat on exams will result in failure of the course.

Attendance & Participation	10%
Class assignments (homework, essays and presentations)	10%
Projects	30%
Final exam	50%
Final exam date: the last day of the course during regular class hours.	

Final grades will be available at: <http://www.csidiomas.ua.es/es/cursos/espanol/notas>

## RECOMMENDED ON-LINE RESOURCES FOR LANGUAGE LEARNING

Diccionario de la RAE <https://dle.rae.es/>

Centro Virtual Cervantes <https://cvc.cervantes.es/ensenanza/default.htm>

Language guide. <http://www.languageguide.org/spanish/vocabulary/>

Biblioteca virtual Miguel de Cervantes <http://www.cervantesvirtual.com/>

Conjugador de verbos <http://www.onoma.es/>

## SOCIAL NETWORKING ACTIVITIES

Check out our complementary activities on the web  
([www.csidiomas.ua.es](http://www.csidiomas.ua.es)) and participate in our social networks.

