



SPAN 316 SPANISH FOR BUSINESS

COURSE OBJECTIVE

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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Tamames, R. Y Gallego S. Diccionario de Economía y Finanzas. Madrid: Alianza Editorial, 1996.

TEXT BOOK

CURSO DE ESPAÑOL PARA LOS NEGOCIOS. Materiales de clase. SPAN 316. Primavera 2019.

On the first day of class, the instructor will indicate to students where they can acquire this material.

EVALUATION

Attendance is required. An unexcused absence will lower the participation grade 10 points. Punctuality is

likewise crucial to 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.

1) Participation	25%
2) Test	15%
3) Final exam	25%
4) Compositions	20%
5) Oral presentations	15%

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. A lo largo del curso el alumno/a deberá realizar:

TEMARIO

Fechas	Temas/ Actividad Programada
Week 1	Presentation of syllabus and class dynamics. UNIT 1: Business creation Starting a business Business plans Online businesses Positions in the company Types of business
Week 2	UNIT 2: Entering a business Learning to market oneself Job openings The job interview Choosing a company Film: El Método Grammar: Ser/estar Gathering information on EL CORTE INGLÉS, INDITEX and MERCADONA COMPOSITION 1: The Resumé (Wednesday the 6th)

<p>Week 3</p>	<p>UNIT 3: <u>Human resources.</u></p> <ul style="list-style-type: none"> ● How can we work better? ● SAE, INEM: definition and functions ● Social Security ● ETT ● Types of contracts ● Attractive salaries ● Grammar: Forms of the past
<p>Week 4</p>	<p>UNIT 4: <u>Consumers and products.</u></p> <ul style="list-style-type: none"> ● Spanish brands ● Types of consumers ● Product characteristics ● Loyalty marketing strategy ● Grammar: Por/Para
<p>Weeks 5 and 6</p>	<p>UNIT 5: <u>Communication (marketing and publicity).</u></p> <ul style="list-style-type: none"> ● Marketing and publicity ● Guerrilla marketing: Are marketing and publicity always ethical? ● Methods of spreading publicity. ● Types of publicity. ● Advertising language ● Advertisements ● Logos and slogans. ● CRUZCAMPO and FREIXENET <p>TEST 1 (Tuesday April 2)</p>
<p>Week 7</p>	<p>UNIDAD 6: <u>Money.</u></p> <ul style="list-style-type: none"> ● The stock market and investments ● Grammar: Introduction to the subjunctive ● Banking ● Payment methods ● Cash or card? <p>COMPOSITION 2: Business letter (Tuesday the 8th)</p>
<p>Week 8</p>	<p>UNIT 7: <u>Strategies.</u></p> <ul style="list-style-type: none"> ● Franchises ● What would you do if. . .? ● Famous strategies: INDITEX, NH. . . ● Grammar: More uses of the subjunctive and conditional

Weeks 9 and 10	UNIT 8: <u>International business.</u> <ul style="list-style-type: none">● Spain and Latin America● Selling abroad: strategies of CHUPA CHUPS, OSBORNE and CAMPER
Week 11	REVIEW