



Course FB-24

SPANISH IN THE SECTORS OF THE ECONOMY, BUSINESS AND FINANCE

(45 class hours)

Lecturer:

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OBJECTIVES

This is a Course aimed at students who wish to acquire a specific expertise in Spanish so as to enable them to put their know-how to use within the specialist field of Economics and the Entrepreneurial Sector.

METHODOLOGY

The basis of the actual teaching will involve what is known methodologically as a 'communicative approach' in which students will play an active role in their own learning process, their lecturer being constantly available as support, while he/she guides and encourages participation in activities within the classroom setting. The purpose of this methodology and of the phasing of module content is to provide students with the possibility of transferring the communicative actions set up and rehearsed in the classroom to real contexts outside it in which such actions are likely to be required. Content units have been designed in order to satisfy requirements of breadth of appeal, variety, and the power to motivate, not only with regard to the materials selected, but also in terms of the activities to be undertaken, all of which are geared toward the priming of the four fundamental skills (oral comprehension, oral interaction, comprehension in reading, and written output). In addition, special attention will be paid to the socio-cultural component of language learning, while favoring student immersion in the economy of the Hispanic world, with a specific focus on its Spanish and Andalusian segments, as well as on those same segments' key companies and entrepreneurs.

SYLLABUS UNIT

1. Models of access to the labor market

Thematic content: The figure of the entrepreneur and the figure of the salary-earning employee. The shadow economy.

Functional content: Expressing preferences. Talking about wishes and intentions for the near future.

Written communication: Designing a project to create a start-up company: needs which it can meet, profitability prospects, and initial bureaucratic procedures.

Assigned Activity: To research information on regulations applicable to the self-employed in Spain, as well as on the Spanish Government's backing of young entrepreneurs.



UNIT 2: Departments and posts within companies

Thematic Content: The organizational structure of a company: department-based activities and posts. Job vacancies.

Functional Content: Talking about regular actions undertaken and their frequency.

Written Communication: Understanding and composing job vacancy advertisements.

Assigned Activity: To search for information on the organizational set-ups of companies belonging to known people. Design the work team for a virtual company proposed by students.

UNIT 3: Accessing companies

Thematic Content: The curriculum vitae. The personal-testimony letter. The job interview. Temporary work agencies and job centers. Unemployment.

Functional Content: Explaining past actions and future expectations. Differences in register: what is formal and what is informal. Expressing causes and outcomes.

Written Communication: Writing up a curriculum vitae, together with a personal-testimony letter.

Assigned Activity: Setting up a virtual job interview. Selecting the questions and answers appropriate to this same formal context.

UNIT 4: Companies and company owners

Thematic Content: Key entrepreneurs and companies in the Hispanic world.

Functional Content: Talking about past events and describing situations in the past.

Sorting out information from within a narrative text using temporal markers.

Written Communication: To research data and write up the brief history of a company or the biography of a successful company owner.

Assigned Activity: Conceiving of and designing an interview with the management executive of an important company.

UNIT 5: Financing a company. Money matters.

Thematic Content: Problems encountered with the bank. The bank loan. The new bank. Functional Content: Expressing complaints and making requests. Putting forward arguments so as to obtain benefits therefrom. Stating reasons.

Written Communication: Lodging a complaint with a bank in writing.

Assigned Activity: Formalizing the balance of income earned (in the case that the start-up concerned is already underway) and expected expenses in the company which was designed in unit 2. To write a formal text to request a loan from a financial institution in order to start up or expand a business.

UNIT 6: Company owners and employees

Thematic Content: Employers' organizations. Employees' trade unions. Demonstrations and citizens' protests. Labor agreements. Employees' rights and duties. Work-family reconciliation measures.

Functional Content: Expressing complaints. Arguing in favor of, or against, an idea or a



proposal.

Written Communication: To write a letter to the editor of a newspaper expressing disapproval concerning a labor dispute: unfair dismissal, reduction of workday unjustifiably not granted. *Assigned Activity:* Drawing up a manifesto which sets out the demands of the employees in a company, or of a professional body.

UNIT 7: Business meetings

Thematic Content: At the hotel. In a restaurant. Meal times and culinary preferences. Leisure interests. Tourist destinations in Spain and Andalusia.

Functional Content: Describing and comparing; asking about and expressing tastes; talking about the recent past; requesting services by phone in a hotel; asking and granting permission. *Written Communication:* Booking hotel accommodation for a group of people from different countries, taking into account cultural differences and preferences.

Assigned Activity: To plan a gathering of management executives belonging to a multinational company.

UNIT 8: Promoting the company: marketing

Thematic Content: Advertising companies and commercial products. The advertising slogan.

Functional Content: Pinpointing advantages and disadvantages. Putting forward hypotheses. Expressing cause and purpose. Describing.

Written Communication: Preparing the copy for an advertisement for a product or a business.

Assigned Activity: Designing the advertising campaign by which to promote a product or a business.

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ASSESSMENT CRITERIA

Continuous assessment, by which regular attendance and active participation in class sessions will be taken into account, will be combined with the sitting of two exams: one mid-way through the Course and the other, a final exam, at its close. Likewise, taking into account the advanced-level character of the subject-matter being dealt with, each student will be expected to undertake an assignment or final project, to be



shared with the rest of the class in a real-time presentation, while the lecturer's guidance and supervision will be forthcoming at every stage of its preparation. The ultimate goal in this regard is to encourage student autonomy in the study place, as well as to help him/her satisfy his/her curiosity and pursue his/her interest in specific areas of subject-matter. This latter factor will contribute to making it a motivating undertaking for the student who is carrying it out, while also ensuring the enrichment of the class group as a whole.

The percentages corresponding to each facet of grading are distributed as follows:

- 20%: the mid-way exam
- 40%: the close-of-semester final exam
- 20%: regular attendance and active participation in class sessions
- 20%: final assignment