



**SAIIE**

*"Your Life Experience; Your Education"*



## **Business Spanish**

**Course Code:** SPA 371

**Prerequisites:** 3 of the following courses at UW – La Crosse: SPA 302, SPA 307, SPA 309, SPA 310, SPA 322, SPA 323, SPA, SPA 325, SPA 332, SPA 333 o SPA 335 / 3 semesters of college-level Spanish

**Language of Instruction:** Spanish

**Contact Hours:** 45

**Credits:** 3

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## **A. COURSE OBJECTIVES**

The main objective of the course is for the student to acquire lexical and functional knowledge related to the business world to function in the Hispanic business world. To do this, emphasis will be placed on the specific terms used in different areas and on cultural elements. To achieve this objective, students must work at home with the material indicated by the teacher.

Once the course has been successfully completed, the student will be able to:

- Identify the necessary procedures and documents of companies in Spanish.
- Make use of language skills in business-related activities.
- Understanding and expressing business letters and other documents (CV, cover letters, work contracts, invoices, etc.)
- Demonstrate competence in the four basic language skills (listening, speaking, reading and writing) to be successful in the professional world of Spanish business.

## **B. COURSE DESCRIPTION**

The course is aimed at students of Spanish as a foreign language who wish to expand their knowledge of the language in the field of business.

In addition to the thematic content, we will also work with linguistic structures that will help the student in the fluid development of oral and written messages with the appropriate terminology.

The classes are designed to be dynamic, with different communicative activities so that the student can practice all the skills, as well as use the lexical, grammatical and functional resources necessary to maintain communication.

## **C. EXAMS, WORKS AND PARTICIPATION**

Students must work at home with the specific material; We will work on written texts, videos and do practical exercises individually, in pairs and in groups on grammatical and lexical issues in Spanish, with emphasis on issues related to business language. The language of the class is Spanish.

### **Course evaluation criteria:**

The **final course grade** is made up of the following elements:

Exam 1	20%
Exam 2	20%
Exam 3	20%

Oral presentation	20%
Tasks and participation	20%

There will be **three non-cumulative exams**. Each of them is worth twenty percent of the final grade. 20% is assigned to a class presentation, 20% depends on the student's participation and assignments completed on time.

Each exam includes the part of the course studied. It will consist of a series of questions to answer briefly about the units covered in that part of the course.

**Oral presentation in class 20%** is a research work on a Spanish company. The student must apply the knowledge acquired throughout the course. The presentation will be oral and will last between 10-15 minutes. Depending on the number of students, these will be individual or in pairs.

**Tasks:** The tasks consist of understanding texts and videos, writing exercises (essays) that will have a deadline indicated by the teacher.

**Participation:** the student is expected to actively participate in class expressing their opinions, experiences and doubts related to the topic discussed in question.

Speak in Spanish without resorting to another language, work actively as a team or in pairs when required by the activities proposed by the teacher.

#### **D. GRADING**

- A (93-100)
- AB (89-92)
- B (83-88)
- BC (79-82)
- C (70-78)
- D (60-69)
- F (Below 59)

#### **E. CLASS ATTENDANCE AND RULES**

Class attendance is mandatory, the number of absences will affect the final grade.

Likewise, the student's participation in class will be taken into account.

If a student has three or more absences, their final grade will be reduced by 10%, in the same way that if they do not show interest in class, interrupt without justifiable reason or are easily distracted, their final grade will be reduced by 10%.

Regarding punctuality, once the class has started it cannot be interrupted to enter, and this will mean a lack of attendance.

It will be impossible to change the date of any exam except for medical justification, therefore, other types of excuses such as travel excuses will not be valid.

If a student cheats on an exam, he or she will be expelled from the classroom and graded with a zero/F.

If a student totally or partially plagiarizes a work, he or she will be graded a zero, F, on that work.

In case of recidivism you will be graded with a zero, F, in the class.

## **F. RECOMMENDATIONS**

- Take notes while you read the readings, making sure you understand the meaning of the concepts explained. Class attendance is extremely important. The content given in class (along with the comments on the readings) will help you understand the meaning of the different topics.

## **G. COURSE CONTENT**

This syllabus is indicative, and is susceptible to any change that the teacher deems appropriate. The units or topics that are incorporated will also be evaluable.

It is possible that both the contents and the order in which they are taught may be altered, depending on the needs of the students.

- Unit 1: The company. Basic notions of the company, types of companies, according to size, economic activity, capital, geography and legal form.

Some cultural differences.

- Unit 2: Job search: job advertisements. Job offer and the selection process. How to prepare a CV.

Culture: Spain is different (working hours).

- Unit 3: The job interview. The jobs and their functions within the company's organizational chart. Labor vocabulary. The dismissal.

Culture: Work and family conciliation.

- Unit 4: Written communication in the company. Formal letters and contrast with formal and informal emails. Oral communication in the company: tips for speaking in public. Gestures. Social networks in the company.

- Unit 5: International Relations. Customs and protocols in the business world.
- Unit 6: Banking. Operations in the bank (example of bank transfer).
- Unit 7: The bag. Invest in the stock market. Stock indices.

Culture: the Spanish stock market and the IBEX-35

- Unit 8: Marketing techniques and resources. Product and image. Sales strategies. Viral marketing. Company and product presentations. Culture: “Brand Spain”.

## **H.BIBLIOGRAPHY**

- The instructor will give copies and readings throughout the course, and in **Classroom** there will be additional material, videos and websites.
- - JIMENO, M<sup>a</sup> JOSÉ Y PALACIOS, ELENA, *Profesionales de los Negocios*, B1-B2. Editorial en-Clave ELE. Madrid, 2018. For sale in the university bookstore. Building Celestino Mutis (Ed. 17)
- - CENTELLAS RODRIGO, AURORA, Project in commercial Spanish. Student's book. Madrid: Edinumen, 1997.

Students can use the resources offered by public libraries from Seville, especially:  
 Infanta Elena Library on Avd. M<sup>a</sup> Luisa s/n  
 Central Library of the University of Seville at c/ San Fernando nº 4