

**COURSE: SP-08 SPANISH FOR BUSINESS**

**PROFESSOR:** María Victoria Martín, Licenciada

**CONTACT HOURS:** 50

**CREDITS:** 3 American (recommended), 5 ECTS

**LANGUAGE OF INSTRUCTION:** Spanish

**DESCRIPTION AND OBJECTIVES**

This course provides students with an understanding of the most basic and important aspects and vocabulary of Spanish for business. Learning a second language implies much more than acquiring structures or words. It means developing a series of mechanisms to interact with people of different cultures. Spanish for Business targets all the aspects of learning a second language, but unlike other classes, grammar will not be the focus.

Our objectives are for our students to learn:

- the specific terminology used in the several aspects of business in Spanish,
- the development of the skills that are needed
  - to write a commercial letter
  - to hold a meeting
  - to present a product
  - to write a resume
  - to carry out a business presentation etc.,

These objectives are achieved upon a successful completion of this course. During the length of the course the professor in his/her teaching practices always keeps in mind the particular cultural aspects of Spain and the Spanish world in comparison with the US.

**CLASS FORMAT:**

Class will be very interactive and communication among students and teacher will be very relevant.

We use the following approaches; they will vary depending on the topic:

- “Situational” approach to immerse the student in different social contexts
- “Specific task” approach to develop distinct projects during the session, and
- “Functional” approach to work the different language usages and to allow the student to react properly to different situations.

Videos, documentaries and other visual materials are used as supporting means of teaching during the length of this course. Visits to different companies and institutions will take place during the course.

**CONTENTS:****Session 1**

Introduction: presentation of the teacher and the course, explanation of the syllabus, different methods of evaluation (exams, paper, participation, essays...).

- Complete presentation of each student.
- Speak about work expectations

**Session 2: The organization of a company**

- Model of the company’s organization and functions
- Cite successful Spanish companies
- Speaking expression: staging

- Grammar: ser/estar

Reading: *Business Partners* 1. Exercise Notebook.

### **Session 3: The work routine**

- The daily agenda
- Verbs of work, obligation and adverbs of frequency
- Unemployment, work, and salaries in Spain

### **Session 4: A Business Trip**

- Familiarization with standard vocabulary
- Verbs of movement
- Functions: In the Airport

### **Session 5: Buying and Selling**

- Specific vocabulary about products
- Function: To justify and give reasons
- Connectors of speech
- Specific vocabulary about products.
- Function: To justify. To provide reasons.
- Connectors of speech.

Reading: Theme 10 and 11 "The sales," "Sale and post-sale," 1000 words about business. Editorial: Diffusion (page 24-27)

### **Session 6: The news.**

- Interpretation of news and titles. Opinion.
- Vocabulary: Economics and publicity (expansion)

Reading: Titles of "Expansion", "5 days" and the magazine "Enterprises"

### **Session 7: Meetings and phone calls**

- Functions: Arrange telephone appointments: invite, accept/reject
- Cultural differences: Spanish people, Greetings, saying goodbye, conversation.
- Reading: Exercises

### **Session 8: The Curriculum Vitae.**

- Preparation of a C.V. in Spanish
- The work life: expanding vocabulary
- Reading: C. V. of Spanish professionals

### **Session 9: Writing Formal and Commercial Letters**

- Vocabulary and specific expressions to write a commercial letter
- To write a card

Reading: Letter of complaint, adapted text. Templates for writing a letter.

### **Session 10: Job Interview**

- Real Scene job interview
- Practice exercise: Interviewer/interviewee
- Expanding vocabulary

Reading: *Education or Experience?* Text adapted by Socios

### **Session 11: Banking, Investments and the Stock Exchange**

- Vocabulary: Invest, etc. Basic verbs
- Banks and Funds. Financial entities.
- The private bank
- *Santander Central Hispano*, example of a Spanish bank

Reading: "Expansión," (Expansion), "Cinco días," (Five days). Internet Search for the differences between financial entities.

### **Session 12: Meetings, 1.**

- Commands. Speaking in first person plural, "we"
- Vocabulary: motivation and techniques

Reading: "Socios" (Business Partners) 1

**Session 13: A business meeting 1.**

- Expanding vocabulary and use of studied contents.

**Session 14: A business meeting 2.**

- Expanding vocabulary II, list of words.
- Put on scene of a negotiation with a team.

**Session 15: Public Speaking**

Chapter III: **Practice**

- Do we have to memorize the presentation?
- Lecture, memory, spontaneity and improvisation.

Reading: *Speak in Public Correctly*. Authors: Paula Arenas and César Porras Sendra. Edimat Libros.

**Session 16: Types of companies in Spain**

- Small and Medium Business (Pymes)
- Types of Societies in Spain
- Expanding vocabulary

Reading: Information from "Barcelona Activa" (Active Barcelona,) web page

**Session 17: Spain and the European Community**

- Analysis of a period of expansion
- Expanding technical vocabulary

Reading: Adapted article from *La Vanguardia*, a newspaper from Barcelona, Sunday November 19, 2006

**Session 18: Spanish Companies**

- Histories of business and business men/woman
- Examples of successful businesses
- Specific vocabulary

Reading: Seat. Interview for Diploma of Spanish, Editorial Edelsa

**Session 19: Results**

- Graphs. Analysis and interpretation of graphs.
- Figures and numbers.

**Session 20: Visit a company** and meet with the directors and workers

**Session 21: Speaking about work**

- Practice speaking in the indirect style
- Practice exercises

Reading: New course of conversation and writing/editing. Elementary and medium levels.

Editorial: Verbum. Authors: L. Busquets y L. Bonzi.

**Session 22: Practice in the workplace**

- Reading comprehension
- Things in common and vocabulary. Brain storm.
- Synthesize

Reading: "Ideas para hacer tu empresa más flexible sin perder", (Ideas to make your business more flexible without losing)

**Session 23: Body Language in the workplace**

- \*Referring to the Spanish culture

Reading: Related article

**Session 24: A product from our business**

- Present a product
- Group activity
- Reading: Photocopy of vocabulary by themes.

### Session 25: Global Negotiation

- Final impressions of the course
- Revision of the concepts.
- Final lecture

Reading: Text: “*El consultor, las ovejas y el pastor*” (*The consultant, the sheep and the pastor*)

### Session 26: Final Exam

#### FORM OF ASSESSMENT:

15% Class Participation (including attendance, essays of the field studies and exercises done in class)

25% Paper

30% Continuous assessment

30% Final Exam

#### GRADE EQUIVALENCE

UPSA	USA
10	A+
9.5 - 9.9	A
9 - 9.4	A-
8.5 - 8.9	B+
7.5 - 8.4	B
7 - 7.4	B-
6.5 - 6.9	C+
6 - 6.4	C
5 - 5.9	C-
0 - 4.9	F

#### ATTENDANCE POLICY:

Every student is expected to attend all regularly scheduled class sessions on time and to be thoroughly prepared for day class activities.

In order to meet the requirements of crediting institutions, instructors compile regular attendance records for every course and when evaluating student participation and performance, the instructor takes this record into account. Absences in excess of 5 contact hours are not permitted and will result in failure of the course.

Limited absence from regularly scheduled class time may be permitted for properly document illness and emergencies. Students must petition in writing the Academic Dean to authorize excused absence. For such excused absence, the students shall immediately consult with the instructor concerning make-up work.

Both the course instructor and the Academic Dean retain the right to dismiss from the course any student who has been absent more than the maximum amounts stipulated above.

**Required readings:** Apart from the texts that will be read during the sessions, there are some photocopies related to the course. Also, the teacher will hand out different material (articles, images, exercises) in order to complete the explanations.

#### Recommended readings:

- Periódico: - *Expansión*.
- Periódico: - *Cinco días*.
- Periódico: - *El Economista*
- Revista: *Emprendedores*.

- **Socios I y II:** Libro y Cuaderno de ejercicios. Editorial **Difusión**.
- **En Equipo.** Libro del alumno y Libro de ejercicios. Editorial Edinumen.
- **DILE.** *Curso de autoaprendizaje de Español para los negocios.* Versión CD e internet, con reconocimiento del habla, Valencia, Campus Lenguajes, 1998.
- **Siles Artés, J., A. Martín Uriz, I. Martín Uriz.** *El español de los negocios*, nivel elemental, Madrid, SGEL.
- **1000 palabras de negocios.** Español lengua extranjera. Difusión.
- **Hablar en Público correctamente.** Manuales de lengua. Editorial: Edimat Libros. Autores: Paula Arenas y César Porras Sendra.
- **Nuevo curso de conversación y redacción.** Nivel elemental y medio. L.Busquets y L. Bonzo. Editorial Verbum.

#### **BIBLIOGRAPHY**

- Manual de preparación para el examen Diploma Superior Español de los Negocios. Cambra de Comerç de Barcelona – Universidad de Navarra
- El Español por profesiones; servicios financieros: Banca y Bolsa. Ed. SGEL. Blanca Aguirre Beltrán.
- El Español por profesiones; comercio exterior. Ed.SGEL. Blanca Aguirre y Klaus Beltrán.
- En equipo.es Ed. Edi Numen. Olga Juan, Marisa de Prada, Ana Zaragoza.
- Soporte visual: video Español de Negocios. Ed. Difusión. José Luís Rodríguez Illera.
- Mil palabras de Negocios. Ed. Difusión. Detlev Wagner, Neus Sans
- Correspondencia Comercial en Español. Ed. SGEL. Josefa Gómez de Enterría
- Trato hecho. Ed. SGEL. José María Tomás, Blanca Aguirre, Julio Larrú.
- Escribir cartas de Negocios. Ed. Difusión. Detlev Wagner, Neus Sans
- Hablando de negocios. Ed. Edelsa. Marisa de Prada, Montserrat Bovet.
- Socios. Ed. Difusión. Marisa González, Felipe Martín, Conchi Rodrigo, Elena Verdía.
- Español para el comercio internacional. Ángel Felices, Cecilia Ruiz. Ed. Edinumen