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## Spanish for Business

**UNH Course Code:** SPN305

**Subject Area:** Spanish Language and Culture

**Level:** 300

**Prerequisites:** Advanced Spanish or the equivalent of five semesters of college level Spanish

**Language of Instruction:** Spanish

**Contact Hours:** 45

**Recommended Credits:** 3

### **Description:**

This advanced Spanish language and culture course will prepare you for successful communication in the Spanish-speaking business world. 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 aspects of learning a second language, but unlike other classes, language structures will not be the only focus. This course will also emphasize essential business terminology and language situations in business contexts such as writing a commercial letter, holding a meeting, presenting a product, writing a resume, or carrying out a business presentation. You will also gain an understanding of the cultural traits that distinguish the business environment in Spain and the Spanish-speaking world in comparison with the U.S.

The course combines several integrated approaches intended to develop your skills. Most in-class time is devoted to speaking and practicing Spanish through a combination of group-based and individual activities, focusing on business related themes. The course content is presented through the use of varied materials such as newspaper articles, advertising material and short film clips.

Class size never exceeds 15 students so that you have sufficient opportunities to practice your spoken Spanish and receive personal attention from your instructor.

### **Learning Objectives:**

- to strengthen communicative skills in Spanish for professions, with an emphasis on business
- to expand functional vocabulary, in particular, the language of the Spanish-speaking professional world
- to develop professional writing skills (business letters, job ads, job applications, resume, marketing plans and other business forms)
- to provide cultural awareness through cultural readings and case studies as a tool for establishing successful business relationships with Spanish speakers
- to prepare students for successful communication in the Spanish-speaking world by developing oral proficiency, cross cultural understanding and critical thinking skills
- to apply cross cultural understanding and language proficiency through oral presentations in a variety of business scenarios such as job interviews, business meetings, negotiations, etc.

### **Instructional Format:**

Class meets twice a week for 90 minutes. This is not a lecture class. Please expect to spend class time engaged in practical exercises, which provide many opportunities for exposure to Spanish. Spanish is a tool that we will use in class to express ourselves. In order to enhance the learning experience, you have to come to class prepared by completing your assignments on a daily basis. You are expected to commit at least 4 – 6 hours a week to self-study and homework for the duration of the semester.

The course methodology is highly communicative and interactive which requires your active involvement and preparation to successfully complete in-class activities with your peers. Keep in mind that you are working on your language skills in a contextualized business frame. Your involvement and commitment with the class will have a direct impact on your peer's learning process.

**Forms of Assessment:**

Various elements will be taken into account when determining your final grade. The instructor will explain in detail the content, criteria and specific requirements for all assessment categories but the basic breakdown is as follows below. Your work and behavior in this course must fully conform to the regulations of the [CEA Academic Integrity Policy](#) to which you are subject.

Class Participation	10%
Project Work	15%
Oral Presentations (2)	10%
Listening Activities (3)	5%
Compositions	15%
Exams	25%
Final Exam	20%

Class Participation (10%): When determining your class participation grades, traditional criteria such as material preparation, completed reading before class, and collaborative group work are all evaluated. But it is the active, meaningful and informed verbal and written contribution that you make that is most important to your overall participation grade. Indeed, willingness to share views in classroom discussions and the insightfulness of your comments and questions about assigned readings will all be taken into account when evaluating your participation. Whereas attendance and punctuality are expected and will not count positively towards the grade, laxity in these areas will have a negative effect. The instructor will use the following specific criteria when calculating your class participation grade:

Criteria for Assessing Class Participation	Grade
You make major and original contributions that spark discussion, offering both critical and analytical comments clearly based on readings and research and displaying a working knowledge of theoretical issues.	<b>A+</b> 9.70-10.00
You make significant contributions that demonstrate insight as well as knowledge of required readings and independent research.	<b>A-/A</b> 9.00-9.69
You make useful contributions and participate voluntarily, which are usually based upon some reflection and familiarity with required readings.	<b>B/B+</b> 8.40-8.99
You make voluntarily but infrequent comments that generally reiterate the basic points of the required readings.	<b>C+/B-</b> 7.70-8.39
You make limited comments only when prompted and do not initiate debate or show a clear awareness of the importance of the readings.	<b>C</b> 7.40-7.69
You very rarely make comments and resist engagement with the subject, attending class having manifestly done little if any preparation.	<b>D+/C-</b> 6.70-7.39
You are unable to make useful comments and contributions, being occasionally absent from, generally passive in, and unprepared for class.	<b>D-/D</b> 6.00-6.69
You make irrelevant and tangential comments disruptive to class discussion, a result of frequent absence and complete un-preparedness.	<b>F</b> Below 6.00

The instructor will also be evaluating you in a number of behavioral areas across the course:

**Preparation:**

- Bring regularly to class the required materials (textbook, workbook, pen, paper, etc.)
- Complete homework and other assigned materials before class
- Be ready to start when class begins

**Language:**

- Make a consistent effort to speak Spanish during class, regardless of accuracy

**Group Work:**

- Participate collaboratively in groups and in pairs

**Attitude:**

- Demonstrate a positive and supportive attitude to instructor and classmates

**Focus:**

- Give full attention to class activities (cell-phones, blackberries, and laptops are not be permitted in this class)

Project-Work (15%): In groups, you will have to create a company or design a new product. The project consists of a marketing and finance plan together with a presentation and defense of your project in front of the class. The instructor will explain in detail the specific approach and suggested content of the project. You will submit to the instructor periodic updates on the progress of your project and these will count towards the overall assessment of your work.

Oral Presentations (10%): Throughout the course of the semester you will individually present two topics in front of the class. These topics will be related to business news or initiatives in the Spanish speaking world and will last approximately 10 minutes. You will be evaluated on the basis of content, formal discourse, pronunciation, and grammar accuracy.

Listening Activities (5%): During the course of the semester your listening skills will be evaluated periodically through listening activities followed by comprehension activities. The video or audio portion will always be business-related.

Compositions (15%): The writing component of the course will be in form of business letters, writing your own resume, case studies, and job applications. You will submit written work periodically and it will be evaluated on the basis of format, content and accuracy. No late work will be accepted.

Exams (25%): The exams are designed to establish and communicate to you the progress you are making towards meeting the course learning objectives listed above. There will be two tests during the semester. There will be no make-up tests.

Final Exam (20%): It will be administered on the last day of class. It will evaluate two different aspects of the course: language skills and business related content learned throughout the semester.

### **CEA Attendance Policy:**

Every student is expected to attend all scheduled class sessions on time and be thoroughly prepared for the day's class activities. In compliance with NEASC and UNH accreditation requirements, CEA instructors compile regular attendance records for every course and take these records into account when evaluating student participation and performance.

- In each three-credit 15-week course, a maximum of the equivalent of two weeks of accumulated absences due to sickness, personal emergency, inevitable transport delay and other related impediments will be tolerated.
- Your final course grade will drop one full letter grade (e.g. A- to B-) for each additional class missed beyond this two week period, regardless of the reason for your absence. However, you will automatically fail a course if your absences exceed the equivalent of three weeks of class.

Furthermore, to comply with immigration and financial regulations, you must maintain full-time student status and attend at least 12 hours of class every week. Consequently, the Dean and Program Director will dismiss from all CEA courses, programs, activities and housing any student who fails to maintain full-time status.

### **Required readings:**

The readings and/or activities indicated in the Assignment column of the Course Content are drawn from the following textbook. You must have constant access to this text for reading, highlighting and marginal note-taking. It is required that you have a personal copy of the text book. This mandatory text book has been ordered for you and is available at local bookstores.

PAREJA, M. José. *"Temas de empresa"*. Madrid: Editorial Edinumen, 2005

Depending on the progress and interests of the class, your teacher will occasionally hand out copied extracts from the texts cited in the Recommended Readings list below.

In addition, you are highly recommended to purchase a Spanish/English-English/Spanish dictionary, and to bring it with you to all lessons. Consult your instructor for recommendations.

### **Recommended readings:**

All of the following books are available at the CEA library.

- BOVET, Montse et al. *Hablando de negocios*. Madrid: Edelsa, 1992
- GONZALEZ, Marisa et al. *Socios 1*. Barcelona: Difusión, 2002
- JUAN, Olga et al. *En equipo.es 3*. Madrid: Editorial Edinumen, 2007

- MARTINEZ, Lola et al. *Socios 2*. Barcelona: Difusión, 2007
- PROST, Gisele et al. *Al día*. Madrid: SGEL, 2006
- SABATER, M. Lluisa et al. *Hablemos de negocios*. Madrid: Alhambra-Longman, 1992
- WAGNER, Detlev et al. *Mil palabras de negocios*. Barcelona: Difusión, 1994

Direct access to additional resources and databanks are available to you through the online library of the University of New Haven.

### **Self-Study:**

While we emphasize collaborative and communicative methodology in the classroom, we also highly encourage you to pursue several self-study hours each week, exploiting the range of Spanish books, articles and DVD films available in CEA library.

### **Online Reference & Research Tools:**

#### Newspapers:

- [www.lavanguardia.es](http://www.lavanguardia.es)
- [www.elpais.es](http://www.elpais.es)
- [www.cincodias.com](http://www.cincodias.com)
- [www.expansion.com](http://www.expansion.com)

#### Magazines:

- [www.capital.es](http://www.capital.es)
- [www.emprendedores.orange.es](http://www.emprendedores.orange.es)

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## Course Content

Session	Topic	Activity	Student Assignments
1	<b>Presentación del curso</b>	Actividad para conocerse	<i>Temas de empresa.</i> Pag. 10, actividad 3.
2	<b>Definición de empresa y clasificación por tamaño</b> Vocabulario de la empresa 1	Definir empresa de forma espontánea, puesta en común y discusión	<i>Temas de empresa.</i> Pag. 22-24, act. 3 a, b, c, d
3	<b>Clasificación por sectores y tipos de empresas</b> Algunos ejemplos de empresas españolas. Vocabulario de la empresa 2	- Video - Actividad de lectura y audición - Completar y responder a las preguntas	<i>Temas de empresa.</i> Lectura: Pags. 25-30
4	<b>Quien es quien en España</b>	Breve charla con la presentación de los personajes más influyentes social y económicamente en España	Clasificar en una lista los más poderosos en España <i>Temas de empresa.</i> Pag. 50-52, acts. 1, 4 y 5
5	<b>Organización en la empresa: organigrama y funciones</b> Vocabulario de la empresa 3	Trabajo en parejas: Completar un organigrama de empresa Audición de un texto.	<i>Temas de empresa.</i> Pag. 44-47, Acts 1, 2,3,4 y 5
6	<b>Recursos humanos. Selección de personal</b> Vocabulario de Recursos Humanos	Revisión de conceptos <b>Examen 1</b>	<i>Temas de empresa.</i> Pags. 54 y 55. Act. 2
7	<b>Buscar trabajo: Anuncios laborales, cartas de solicitud de empleo</b> Vocabulario relacionado con los anuncios de trabajo	Creación de un anuncio de oferta de trabajo	Buscar un anuncio de trabajo en un periódico español <i>Temas de empresa.</i> Pags. 56 y 57. Act.
8	<b>El currículum vitae</b>	Confeccionar CV adaptado a un puesto de trabajo	Elaborar su propio C.V <i>Temas de empresa.</i> Pag. 58-61
9	<b>Entrevistas de trabajo 1</b> El contrato	Preparación y puesta en escena de una entrevista	<i>Temas de empresa.</i> Pag. 63-65, Act.1-4
10	<b>Entrevistas de trabajo 2</b> El mercado laboral	Preparación y puesta en escena de una entrevista	<i>Temas de empresa.</i> Pag. 67-69, Act. 5
11	<b>¿Qué se necesita para montar una empresa?</b> Ejemplos prácticos	Project – work (1):Gestionar una idea para crear una empresa.	<i>Temas de empresa.</i> Pag. 32-37

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Session	Topic	Activity	Student Assignments
12	<b>El producto. Marketing y publicidad</b> Vocabulario de marketing	Project-work (2): Elaborar un plan de marketing y publicidad de la empresa	<i>Temas de empresa.</i> Pag. 110-115
13	<b>Los bancos y los impuestos: conceptos básicos</b> Vocabulario financiero	Presentación de los principales banco españoles: sedes, países que operan, etc.	<i>Temas de empresa.</i> Pag. 77, Act. 3 y 4 Buscar información sobre los principales bancos: créditos, hipotecas, préstamos
14	<b>Financiación empresarial</b>	Video: buscando financiación Project-work(3):buscar financiación	<i>Temas de empresa.</i> Pag. 78-81 Seleccionar una noticia de actualidad de un periódico de la ciudad
15	<b>Revisión de conceptos</b>	Revisión de lo estudiado anteriormente <b>Examen 2</b>	Lectura: La banca on-line pag. 83-84 Leer el dossier sobre presentaciones en público y preparar la siguiente presentación
16	<b>Hablar en público: Organización del discurso (I)</b>	<b>Presentación oral:</b> Presentar una noticia	Buscar información sobre una empresa española
17	<b>Hablar en público: Organización del discurso (II)</b>	<b>Presentación oral:</b> Presentar una empresa española	Fuentes de financiación: <i>Temas de empresa.</i> Pag. 90, Act. 2.1
18	<b>Hablar en público: Organización del discurso (III)</b>	<b>Presentación oral:</b> Presentar una empresa de su país	Corregir los errores de la presentación (si los hay) Lectura: Clientes a cualquier precio: <i>Temas de empresa.</i> Pag. 112, Act. 3 a, b, c
19	<b>Reuniones y negociaciones(1) Intervención, opinión, turno de palabra</b>	Simulación de una reunión guiada	Los consumidores: <i>Temas de empresa.</i> Pag. 114-117
20	<b>Reuniones y negociaciones (2) Roles</b>	Simulación de una reunión. Adjudicación de roles	Texto preparatorio de una reunión (sin decidir) <i>Temas de empresa.</i> Pag. 140, Act. 2
21	<b>Reuniones y negociaciones (3) Toma de decisiones</b>	Simulación de una reunión. Toma de decisiones	Lectura: El Corte Inglés. <i>Temas de empresa.</i> Pag. 140-141, Act. 3
22	<b>Reuniones y negociaciones (4)</b>	Negociar una compra-venta	Lectura: La globalización. <i>Temas de empresa.</i> Pag. 146-149 Preparar informe de su empresa
23	<b>Redacción de informes (1)</b> Ordenación del discurso y ejemplos prácticos	Practica de redacción de informes	Estudio de un caso “es calan de ventas está fuera de control”: <i>Temas de empresa.</i> Pag. 135 Act. 1 Dossier informes: Partes de un informe
24	<b>Redacción de informes (2)</b> Ordenación del discurso y ejemplos prácticos	Práctica de redacción de informes	Lenguaje específico para elaborar informes

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Session	Topic	Activity	Student Assignments
25	<b>Redacción de Informes (3)</b> Recursos para una presentación	Presentación de informes	Consideraciones interculturales. <i>Temas de empresa</i> . Pag. 70-71, Act. 1 Texto: <i>Diferencias entre España y EEUU</i>
26	<b>Negociar en español (1)</b> Diferencias culturales	Video: Negociar en español. Diferencias culturales	Lectura: "Spanish way of life" <i>Temas de empresa</i> . Pag. 140, Act. 2 Presentar resumen sobre las negociaciones: fases y resolución
27	<b>Negociar en español (2)</b> Diferencias culturales	Estudio de un caso: La Barbacoa	Preparación y corrección del trabajo a presentar
28	<b>Nuestra propia empresa</b>	<b>Presentación final de su empresa</b>	La gestión de Ikea. <i>Temas de empresa</i> . Pag. 167-169 Hacer un listado de las dudas que se puedan presentar antes del examen
29	<b>Repaso de conceptos</b>	Revisión para el examen final	Resolución de dudas preparadas para el estudio
30	<b>Examen Final</b>	<b>Examen Final</b>	