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Universidad
de Granada

Centro de
Lenguas Modernas
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SYLLABUS

INTENSIVE SPANISH
AND LANGUAGE
CULTURE COURSE
(CILYC)

LANGUAGE

Introduction to Spanish
Business Language

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INTRODUCTION TO SPANISH BUSINESS LANGUAGE

General Description

This course is aimed at students with an intermediate language level. The student will be able to learn about the world of business, trade and the economy from a theoretical and practical point of view.

The basis of this course consists of three different areas: the business world, business correspondence and the lexicon.

This course is designed for those students who wish to have an overview of the issues that encompass the business world, as well as those who wish to acquire knowledge needed to deal with the working world.

Scheduled activities provide students with the training necessary to prepare the Official Chamber of Commerce and Industry of Madrid basic business Spanish certified tests.

Content

Business world module

- Topic 1. - The Company. Definition, classification and management of the company. Purpose of a business.
- Topic 2. - Human Resources. The public and private offer of employment. Types of contracts. Candidate profiles. Unemployment.
- Topic 3. - Trade. Rights and obligations of the trader. Requirements of the business premises. Trade assistants. Sales and payment methods.
- Topic 4. - Marketing. Definition and marketing objectives. Advertising language features.

Oral and Written module

This block is intended to equip students with skills related to business correspondence as well as the functions necessary to operate fluently in everyday situations related to the world of business and enterprise. To achieve these objectives the students must complete a series of exercises whose methodological background is a task-based approach. These exercises are a series of enabling tasks that allow the student to perform one final task. The contents of this section are:

1. Reports and their types.
2. Application letters and Curriculum Vitae. The job interview.
3. Orders for goods and services. Shipping Notices
4. Other commercial and trade writings.

Specific lexicon module for trade and economy

In this section, the student acquires lexical knowledge related to the areas of trade and economy addressed during the course through a series of texts and exercises.

Assessment

- Active participation: 50%.
- Final exam: 50%.

Bibliography

- CENTELLAS, A. Proyecto en Español Comercial. Ed. Edinumen. 1997. Madrid
- FELICES LAGO, A., RUIZ LÓPEZ, C., Español para el comercio Internacional. Ed. Edinumen. 2001. Madrid
- FAJARDO, M., GONZÁLEZ, S.. Marca Registrada. Ed. Santillana. 1995
- DE PRADA, M., BOVET, M. Hablando de Negocios. Ed. Edelsa. 1999. Madrid