Course title: Intensive Spanish for Students of Business and Economics
Course code: SPAN 3503 CSCS
Programs offering course: Advanced Liberal Arts, Business and Society
Language of instruction: Spanish
U.S. semester credits: 3.00
Contact hours: 45.00
Term: Spring 2021

Course Description

This course consists of an analysis of vocabulary and grammar related to various fields in the business world in Spanish. Students are empowered with a vast, yet practical vocabulary that enables them to understand and analyze various types of texts, documents, and articles common to the business world.

Learning Objectives

By completing this course, students will:

- Enhance their verbal and written skill to communicate fluently in the business environment
- Widen their business lexicon through lexical exercises, papers, field studies, situational dialogues, etc.
- Compare and contrast a wide variety of economic issues connected with Europe/Spain and the USA
- Collect data conducive to build up a critical view of some business scenarios
- Analyze and illustrate a vast range of business concepts, both orally and written

Course Prerequisites

Based on the type of activities that will be carried out through the semester, one can see that this isn't an introductory course to Business Spanish, and therefore the student should have at least an intermediate level of the Spanish language, both written and spoken, in order to obtain the most out of this course.

Methods of Instruction

The student will develop his/her oral & written abilities through technical vocabulary and specific terminology related to the various aspects of business through exercises, translations, article reading, etc. At the same time, the acquisition and analysis of new vocabulary will allow the class to compare the different realities of the business world in the US, Spain, and Europe. The student will be given the opportunity to learn about specific situation of the Spanish and European business world thanks to the different activities to be carried out outside the classroom by means of a research field (see appendix).

Additionally, this course aims at building a solid linguistic foundation to allow the student to improve speaking abilities thought different techniques and strategies for public speaking and business presentations.

Linguistic Resource Center

Students are not allowed to use the Linguistic Resource Center to receive help with their class assignments or final projects.

Assessment and Final Grade

1. Midterm Exam 25%
2. Final Exam 30%
3. Presentation 15%
4. Out-of-class activities connected with 3 essays, daily entries 20%
5. Participation 10%

TOTAL 100%
Course Requirements

Midterm Exam

Final Exam

Students are expected to complete two tests throughout the course. The first one will take on day 5 and it take place during the second part of the class. The final test will take place on day 10. Students will be provided with a sample of the structure of the aforementioned tests as well the weight of each section.

Presentation

Students will give a group presentation (30-35 minutes) revolving around business topic, which will focus on a contrastive analysis between American economy and Spanish economy (e.g. Budweiser vs. Cruzcampo).

Out-of-class activities connected with 3 essays, daily entries

Students are supposed to implement some field studies oriented some business topics (a visit to a local market of fresh food, a visit to some shops of the holding called Inditex and subsequently, make a comparative analysis of them and finally, a contrastive analysis of those Spanish business issues which are quite different from the American ones. Students should write 3 essays (650 words) about the topics above attempting to describe their impressions, opinions and conclusions. Similarly, students are expected to complete the daily assignments for the class (a short summary about some articles, quizzes, lexical exercises, etc.).

Participation

Students are supposed to have a very active attitude in class by participating in class discussions, answering, formulating pertinent questions related to the content of each class, and completing the different quizzes distributed throughout the course.

Attendance

Students are not allowed to miss class for unjustified reasons. For each unexcused absence, the participation portion of the grade will be lowered. Hence, it will be very difficult to receive a 100 in the class. Please keep this in mind.

If a student misses class once without a valid excuse (a note from a physician in the event of an illness), then the professor will automatically lower the final grade by 5 points (on a 100-point scale) for each class missed thereafter. Students with 6 or more unexcused absences will fail the course. Students should arrive to class on-time. Arriving more than 15 minutes late for a class will count as an unexcused absence.

Please note that an excused absence is one that is accompanied by a doctor’s note: signed stamped and dated. Travelling and/or travel delays are not considered valid reasons for missing class.

Academic Honesty

Students are expected to act in accordance with their university and CIEE’s standards of conduct concerning plagiarism and academic dishonesty. Use of online translators for work in Spanish will result in an automatic failure.

N.B. Course schedule is subject to change due to study tours, excursions, and local holidays. Final schedules will be included in the final syllabus provided to students on site.

Weekly Schedule

Week 1

Class:  1.1  Analysis of Economic Journalism language: Headlines and press clippings

(pages 1-2 from Español de Negocios by Antonio Rodríguez and photocopies handed out by the teacher with exercises related to the subject matter) General economics terminology

Class:  1.2  General economics terminology. Cardinals, ordinals, partitives and percentages

(pages 10 -16 from Español de Negocios by Antonio Rodríguez and photocopies handed out by the teacher with exercises related to the subject matter)
Class: 1.3 Language of fluctuations. How to read a chart.

(pages 17 -23 from Español de Negocios by Antonio Rodríguez and photocopies handed out by the teacher with exercises related to the subject matter)

Turn in 1st activity

Class: 1.4 Trade: Basic nomenclature.

(pages 24-31 from Español de Negocios by Antonio Rodríguez and photocopies handed out by the teacher with exercises related to the subject matter)

Class: 1.5 Midterm exam

How to give a presentation: strategies and tips (This will take place during the first part of the class)

Week 2
Class: 2.1 Company related terminology.

**Types of companies. How to write a CV. Job interviewing: suggestions and types of questions.**

Personal income tax and corporate income tax. How to give a business presentation. (pages 44-58 from Español de Negocios by Antonio Rodríguez and a booklet of photocopies handed out by the teacher)

*Turn in 2nd activity*

Class: 2.2 The Stock Market: Jargon and common expressions. Investment Funds

(pages 59-64 from Español de Negocios by Antonio Rodríguez and photocopies handed out by the teacher with exercises related to the subject matter).

Presentations in groups

Turn in 3rd activity

Class: 2.3 .

**Marketing** (pages 65-75 from Español de Negocios by Antonio Rodríguez and photocopies handed out by the teacher with exercises related to the subject dealt with).

**Banking** (pages 76-82 from Español de Negocios by Antonio Rodríguez and photocopies handed out by the teacher with exercises related to the subject matter)

**Presentations in groups**

Class: 2.4 Accounting

(pages 83-88 from Español de Negocios by Antonio Rodríguez and photocopies handed out by the teacher with exercises related to the subject matter).

**Presentations in groups**

Class: 2.5 Final exam

*Turn in 3rd activity*

**Course Materials**

**Readings**


Online Resources

Direcciones de Internet

www.invertia.com
www.bolsamania.com
www.europages.com
www.expansiondirecto.com
www.cincodias.com
www.bde.es

Online bilingual dictionaries:

http://diccionario.reverso.net/negocio-espanol-ingles/tesoro%20p%C3%BAblico