



**Instituto Universitario  
de Investigación en  
Estudios Norteamericanos  
"Benjamin Franklin"  
Universidad de Alcalá**

# **BUSINESS SPANISH**

**Language of instruction: Spanish.**

## **COURSE DESCRIPTION**

This course is designed for students with a B1-B2 level of Spanish who need to use Spanish in working environments. The course will be taught through onsite sessions. A series of activities and tasks with a communicative approach will be carried out and real-life situations in the context of business will be discussed. Particular attention will be paid to acquisition of terminology, oral communication in specific circumstances, and written communication in letters, résumés and other specialized documents as well as cultural elements.

## **OBJECTIVES**

By the end of the semester the students will have developed a series of competences, both general and communicative and thus, will be able to:

- Deal with questions and circumlocutions in work-related topics and current events.
- Describe and explain the main points of an idea or problem with reasonable accuracy.
- Use with a reasonable correction a series of "fixed expressions" and language structures related to situations in the context of business.
- Identify and recognize linguistic markers of social relations, the most important politeness rules and act appropriately.
- Be aware of the most significant differences between Spanish customs, uses, attitudes, values and beliefs and the student's own, culture and to identify those differences.
- Participate in communicative situations typical of the work settings.
- Talk about different business activities.
- Write business documents and letters.

## **METHODOLOGY**

This course will be taught using a communicative approach. This didactic method will be used to train students for a real communication - not only in oral situations, but also in writing - with other speakers of Spanish. In order to accomplish that, texts, recordings and real materials will be used in

class. Activities that will try to imitate the reality outside the classroom (simulation activities) will also be carried out. The aim of this methodology is to give the students the opportunity to practice both the theoretical content, and improve the attitude and skills of the students, so that they can develop the aforementioned competences.

### **PREPARING FOR CLASS**

Students must prepare and complete the tasks before each class as indicated in the schedule so that the class runs smoothly. Homework is very important because it will allow the students to anticipate the class. Students will basically have to read the information, complete the comprehension exercises and create a glossary. This task is fundamental as it will help them understand what they learned and thus, follow the pace of the class.

All the assignments must be written on the computer as WORD documents and take into account the following requirements: white paper, A-4, Times New Roman 12 and double space. They must include details such as: name, surname, date (day / month / year) and title of what is submitted. If the assignment is more than two sheets long, number the pages and staple it all. If you write something BY HAND, you must use A-4 white paper without stripes, blue or black pen (never pencil or other colors as other colors are for the Professor). If necessary, use liquid correctors. If you include a photo or an image, cut it with scissors and stick it to a separate sheet and attach it to the task.

### **EVALUATION**

The evaluation procedures that will be used will attempt to combine different elements in order to make sure that all the students can develop their skills. Ongoing student work will be the main criterion of the evaluation. Consequently, the overall assessment will be based on students' participation in the theoretical and practical sessions, projects and written tests, preparation of oral presentations and participation in the activities of the course. The percentage of the grade that will be assigned to each of the evaluation criteria will be distributed as follows:

- **Class participation (10%):** Students' active participation in class will be positively valued, since communication in the classroom (both with the other students and the Professor) is important in the communicative approach. Students must participate as much as they can, answering the questions of the Professor but also making comments and giving opinions in the exercises proposed in class.
- **Complementary activities (15%):** There will be several complementary activities during the onsite sessions to be carried out in groups such as simulation activities which try to imitate reality outside the classroom. The student's participation in these activities will be evaluated positively. In addition, the student must write a 3-5 page essay and research a specific Spanish company. The will use this essay for an oral presentation of the same topic.
- **Oral presentation (25%):** The essay must be presented orally in class on the days set in the schedule. The objective of the essay is to research a Spanish company and get information

about it (legal status, sector to which belongs, clients' profile, etc.) considering the following list.

The student will not choose a company. It will be assigned by lots:

- |                               |                      |
|-------------------------------|----------------------|
| 1. Central Lechera Asturiana. | 14. Grupo Cortefiel. |
| 2. El Corte Inglés.           | 15. Campofrío.       |
| 3. Hot Hotels.                | 16. Mayoral.         |
| 4. Inbenta.                   | 17. Grupo DBApparel. |
| 5. Hoteles Meliá.             | 18. Banco Santander. |
| 6. Indra Sistemas.            | 19. BBVA.            |
| 7. ACS.                       | 20. John Smith.      |
| 8. INDITEX.                   | 21. Hispanitas.      |
| 9. Helios.                    | 22. Grupo Osborne.   |
| 10. Grupo Faustino.           | 23. Borges.          |
| 11. Grupo Siro.               | 24. Nutrexpa.        |
| 12. Grupo Gullón.             | 25. Mercadona.       |
| 13. ABENGOA.                  |                      |

In the **15-20 minute presentation** the following aspects will be assessed:

- a) **Content and development:** The student must prepare a well-structured presentation. It should introduce the main topic. The main information and ideas must be developed in a coherent and interrelated way. The paper should end with a logical conclusion based on the research that has been carried out.
  - b) **Specific language:** The student must present his / her report using specific business terminology and pay special attention to concordance, tenses and use of complex constructions.
  - c) **Body language:** The student must show mastery of the subject matter and maintain the attention of the class. Thus, visual contact, intonation and body language are important. The student must demonstrate he/she has an effective way of maintaining the attention of the class. In order to help the student develop this skill it would be interesting that the class participates in its presentation through compression exercises or questions related to the topic.
  - d) **Audiovisual aids:** It is very important that the students use audiovisual aids to deliver their oral presentation. Power Point, flashcards, videos, images, newspaper clippings, etc. are recommended. It is also very important that the students do not directly read the information to be displayed. They can use notes but never read their presentation word for word.
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- **First exam (midterm) (25%):** In the middle of the course. The exam will take one hour and a half to complete and cover all the content taught up to that moment. There will be no questions for extra credit.
  - **Second exam (final) (25%):** There will be a final exam at the end of the course. The exam will take one hour and a half to complete. There will be no questions for extra credit.

For any attempt of copying or plagiarism in the exam, the student will fail the course (grade 0) and he/she will not have the right to any kind of remedial exams.

**GRADING SCALE**

**A+ = 100-96    A = 95-91    A- = 90-86    B+ = 85-81    B = 80-76    B- = 75-71**

**C+ = 70-67    C = 66- 62    C- = 61-58    D+ = 57-54    D = 53-50    F = 49%**

The official grading system (A=4, B=3, C=2, D=1) will be applied for the calculation of the final mark.

**ATTENDANCE**

Class attendance is MANDATORY. If the student is absent for more than the allowed limit (**one class absence in the June program and two absences in the fall and spring programs**), the final grade will reflect a decrease of **10 points** for each non-attendance that has not been excused by a doctor's certificate or by your Program Director. It is the individual responsibility of the student to make up any missed content about the subject taught in class the day the student was absent.

<b>CLASS SCHEDULE</b>	
<b>TOPICS</b>	<b>ASSIGNMENTS</b>
Overview of the course Read the syllabus Oral presentation. Assignment of Company by lots	
<b>Unit 1:</b> la nueva empresa.	Social network activity
<b>Unit 2:</b> Working for a company	Curriculum in Spanish / Job offers, letter of objection/presentation.
<b>Unit 3:</b> Human resources	Pages 42 and 43
<b>Unit 3:</b> Human resources	Pages 44 and 45
<b>Unit 4:</b> Consumers and products.	Page 55 and exercises Page 56 (2, 3 y 4)

<b>Unit 4:</b> Consumers and products.	Find an ad in a journal or a magazine and analyze it.
<b>Unit 5:</b> Communication	Page 69
<b>QUESTIONS and details about the exam</b> <b>Mock-exam</b>	
<b>MIDTERM EXAM</b>	
<b>Review for the exam</b>	
<b>Unit 6:</b> Money	Pages 78 and 79
<b>Unit 7:</b> Strategies.	Page 90
<b>Unit 7:</b> Strategies.	Page 91
<b>Unit 8:</b> International Trade.	Pages 101 (1 and 2)
<b>Unit 8:</b> International Trade	Pages 102-103-104 (2)
<b>Unit 9:</b> Conflict management.	Prepare oral presentation
<b>Simulation activities (review)</b>	
<b>Unit 10:</b> Challenges and success of a company.	Page 126
<b>Unit 10:</b> Challenges and success of a company.	Finish glossary activity
<b>Oral presentations</b>	
<b>QUESTIONS and details about the exam</b> <b>Mock-exam</b>	
<b>FINAL EXAM</b>	

**NOTE:** This syllabus is subject to change. The final syllabus will be given to students on the first day of class.

## **BIBLIOGRAPHY**

### **COMPULSORY TEXTBOOK**

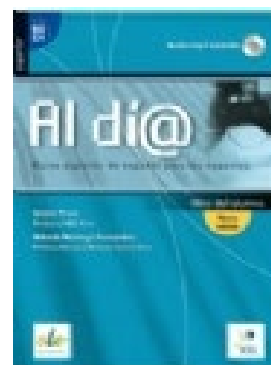
***Al día*** (B2-C1), Student's textbook + CD (new edition).

ISBN/EAN: 9788497785556

Authors: Gisèle Prost /Alfredo Noriega

Pages: 152

(Buy only the Student's textbook)



### **LINKS TO WEBPAGES**

<http://www.economicas-online.com/glosarios/ingles.htm#U>

<http://www.bolsamadrid.es/esp/bolsamadrid/cursos/dicc/t.asp>

<http://www.foreignword.com/cgi-bin/business.pl?lengua=espeng&termbox=presupuestario>

<http://www.wordreference.com/es/en/translation.asp?spen=&v=b>

### **JOURNALS AND MAGAZINES (ON ECONOMICS)**

<http://www.expansion.com/>

<http://cincodias.com/>

<http://www.economiadigital.es/>

<http://www.eleconomista.es/>

### **WE WILL ONLY SPEAK IN SPANISH**

In class we are going to speak only in Spanish. The use of English in the classroom would prevent the total immersion of the student in the process of learning Spanish. Moreover, it is important to emphasize that in order to understand and enjoy the class we ask for an additional effort of terminological adaptation with the sole aim of helping the student get used to the specific jargon of the professional field. For a better understanding of the class a medium-high level of Spanish (B2-C1) is recommended.