



“Spanish-American Institute of International Education is an international program affiliated with the University of Wisconsin-Platteville, governed by Spanish rules and regulations that bring American and Spanish cultures and systems together”.

Business Spanish Spring 2015

Course Code: SPAN 3180

Prerequisites: 5 semesters of college level - Spanish

Language of Instruction: Spanish

Contact Hours: 42

Credits: 3

Professor: Carlos Ariza

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A. COURSE OBJECTIVES AND DESCRIPTION

A1. COURSE OBJECTIVES

Within a simulated business context, this course will provide the student with advanced linguistic structures and special and technical Spanish terminology, so that students can use them in the future in the business sector. The objectives are therefore to improve your speaking and writing skills as well as your listening and reading comprehension within a specific professional environment. In order to achieve these objectives, you start with a communicative methodology, putting emphasis on focusing on tasks. Virtual and technological resources are used, as well as handouts previously selected that includes press articles, models of commercial letters, and grammatical and vocabulary exercises, with the aim that the classes are more visual, dynamic, and interactive.

1. Listening and Reading Comprehension

Understand articles and reports about contemporary topics, when the author adopts a determined posture towards a problem or express a concrete point of view, related to the business world.

Understand large and complicated texts with different styles. Understand specialized language with specific aims (Business Spanish).

Understand the main ideas of a complex speech about concrete and abstract topics, articulated in standard language, including technical debates about the business sector.

Follow an extensive speech and complex lines of argument, as long as the topic is relatively well known, and it is clearly structured by the speaker.

Follow the main ideas of conferences, talks, reports, and other forms of presentation, even with certain complexity of ideas and with complicated language.

2. Speaking

Speculate about hypothetical causes, consequences, and situations of the working environment.

Express your opinion about advertisements and messages of concrete and abstract topics, related to the business world, if they are spoken in standard language and at a normal speed.

Produce conferences and talks about the business sector.

3. Writing

Summarize information and arguments coming from different sources, related to the business sector.

Construct a reasoned argument based on the business world.

Make detailed and clear descriptions about subjects related to the working environment.

A2. COURSE DESCRIPTION

The course will be fundamentally practical; therefore students class participation is key to good class development.

Classes will be practical and participative. As well as a dossier with the basic and fundamental topics of the course, practical cases, articles, and comments from specialized press will be used to understand the current economic situation better.

The course is designed for students with an intermediate level of Spanish to form a solid vocabulary about business, basic business concepts, cultural concepts, and necessary practical situations for the Spanish business world.

B. CLASS ATTENDANCE AND EXAMINATIONS

B1. CLASS ATTENDANCE

Class attendance is very important to acquire the described knowledge in the course and to clarify ideas from the business world. After the fourth unjustified absence, the final mark will be reduced by 3%, after the fifth the final mark will be reduced by 4%, and successively in this way.

B2. EXAM DATES

1ST Exam Tuesday 17th February During class hours

2nd Exam Tuesday 17th March During class hours

3rd Exam Tuesday 28th April 12:00-15:00

B3. EXAMINATIONS

The examinations will consist of a test and questions that the student will have to develop.

In the final exam there will be a case study where the student will resume what they have read and will answer some questions about the case study.

The oral presentation will consist in creating a company that each student will develop in class, explaining the organisation chart, objectives, and trying to convince the listeners of the success of your products and services.

Each presentation will last approximately 15 minutes, and the professor will positively evaluate:

- Originality in the presentation, oral and written.
- Information.
- Vocabulary used.
- Oral expression and pronunciation.

B4. EXAMINATION PERCENTAGES

1st EXAM..... 25%
 2nd EXAM..... 25%
 FINAL EXAM..... 30%
 ORAL AND WRITING PRESENTATION..... 20%

B5. RECOMMENDATIONS

Come to class with the reading and study tasks completed.

Take notes during study time and during class.

The professor is always available to make an appointment with students that need it.

B6. QUALIFICATIONS

97-100 A+	77-79 C+
93-96 A	73-76 C
90-92 A-	70-72 C-

87-89 B+	67-69 D+
83-86 B	63-66 D
80-82 B-	60-62 D-

Less than 60 F

C. COURSE PLAN

- **Introduction to the course**
- **Business Letter**
- **Spanish companies**
 - Definition, classification, and formation.
 - Creation of a company, investigating the idea.
- **The Organization and the Management.**
 - Management.
 - The organization structure. Organization Chart.

- **Marketing**
 - General Concepts.
 - Planning in marketing.
 - Market Research.
- **Consumer and the choice of markets.**
- **Product Policy**
 - Classification.
 - Mix of product.
 - Product analysis.
- **Merchandising**
 - Introduction to merchandising.
 - Managing the range.
 - Strategic selling point management.
- **Distribution Policy**
- **Human Resources and work resources.**
 - Objectives, relationships, types of contracts and forms of remuneration.
- **International Business, present and future.**
 - Trade balance.
 - Perspective on world commerce.
 - Overview of Spanish companies and international expansion.

D. BIBLIOGRAPHY

Blanco Canales, Ana y M^a Sol Villarrubia Zúñiga. Negocios. Manual de español profesional. Alcalá de Henares: Universidad de Alcalá, 2005.

Doing Business in Spain 2014. www.doingbusinessinspain.org.

González, Marisa et al. Socios “Curso de español orientado al mundo del trabajo”. Barcelona, Difusión, 2000.

Juan Olga, Marisa de Prada y Ana Zaragoza. Curso de español de los negocios. En equipo.es 2. Madrid: Edinumen, 2003.

Larrañaga Domínguez, Ainhoa. El léxico de los negocios. Madrid: SGEL, 2005.

Prost, Gisèle. Al Di@. Curso superior de español para los negocios. Madrid: SGEL, 2003.

Tano, Maecelo, Expertos “Curso avanzado de español orientado al mundo del trabajo”, Barcelona, Difusión, 2009.

Web Pages of Newspapers:

www.elpais.es

www.expansion.es

www.elmundo.es

www.actualidadeconomica.es

www.abc.es

www.5días.es

Please note

Students can make use of resources that Seville’s public libraries offer, especially:

- Biblioteca Infanta Elena en avd. M^ª Luisa s/n
- Biblioteca Central de la Universidad de Sevilla en c/ San Fernando n^º 4