



INSTITUTO UNIVERSITARIO DE INVESTIGACIÓN
EN ESTUDIOS NORTEAMERICANOS
“BENJAMIN FRANKLIN”

Course	Spanish for Business Professionals
Program	Study Abroad
Credits	4.5 ECTS / 3 USA (semester credits)
Class time	45
Student work hours outside the classroom	90
Office hours	By appointment
Requirements	Intermediate Spanish
Language of teaching	Spanish
Type of teaching	In person

PRESENTATION

The students of this course will finish the course highly qualified to develop all the skills related to communication in both personal and professional areas. For the student's professional environment this class is fundamental for Spanish within companies and organizations. This course is designed for students with a B1-B2 level of Spanish who need Spanish to develop in work environments. A series of activities and tasks are developed with a communicative approach and situations from real life and the business world are proposed. Special attention is paid to the acquisition of terminology in context, to oral expression in specific situations and to the written expression of letters, curricula vitae and other specialized documents, without forgetting the cultural elements.

COMPETENCIES

General Competences (GC):

GC1: To deal with doubts and circumlocutions in work topics and current events.

GC2: Use with reasonable accuracy a repertoire of common "formulas" and structures related to situations in the business world.

GC3: Describe and explain the main points of an idea or a problem with reasonable accuracy Participate in communicative situations specific to the world of work

GC4: Speak about different business activities. Draft business documents and letters.

Specific competences (SC):

SC1: Be aware of the most significant differences that exist between the customs, usages, attitudes, values and beliefs that prevail in the Spanish community (within the field of business) and in their own, and know how to identify those differences.

SC2: Identify and recognize the linguistic markers of social relations, the most important rules of politeness and act appropriately.

TEACHING-LEARNING METHODOLOGY

The Business Spanish course is developed under a communicative approach to the language. With this didactic model, the aim is to enable the student to communicate with other Spanish speakers not only orally but also in writing; to this end, texts, recordings and authentic materials are often used in class, and activities are carried out that faithfully imitate the reality outside the classroom (simulation activities). The proposed methodology aims to work both on the theoretical contents and on the students' attitudes and skills in order to develop the aforementioned competences.

PREPARATION FOR CLASS

For the best performance of the course, the student should arrive each day prepared to class, having done the readings assigned in the program, homework or homework. The work at home is very important since it will allow the student to anticipate the class. It is basically about reading the information in the manual and doing the comprehension exercises, together with a glossary of your own. This task is key to follow the rhythm of the class, since it will facilitate the understanding of what has been learned.

The assignments will be typed on computer with WORD, A-4 paper, Times New Roman 12 and double spaced interlinear on white paper. With the name, surname, date (day/month/year) and title of what is handed in. If there are more than two pages, you must put page number and staple it all together. If you write something BY HAND, you must use white A-4 paper without lines, blue or black pen (never pencil or other colors, the colors are for the teacher's correction). Do not cross out, use liquid corrector.

If you include a photo or an article, cut it with scissors and paste it to a sheet of paper to attach it to the assignment on a separate sheet of paper.

EVALUATION SYSTEM

- The course will be evaluated trying to combine different evaluation systems, so that all students can develop their abilities. The student's continuous work will be the guiding criterion of the evaluation system. Consequently, the global evaluation will be based on the participation of the students in the theoretical and practical sessions; the realization of exercises, works and written tests; the preparation of presentations and oral expositions and participation in the activities of the course. The percentage of the grade assigned to each of the course sections will be as follows:
- **Participation** It must be active, i.e., the student should not only ask questions but also make comments and actively participate in the exercises proposed in class both in groups and individually. In addition, the student must read the texts assigned by the teacher and do the exercises related to the text. The student is expected to demonstrate maturity and responsibility in the classroom so that gestures, passive attitude such as sleeping in class, and having inappropriate behavior in the classroom may have a negative impact on the grade of this section. The total percentage of this section is 10%.
- **Complementary activities outside the classroom.** In the classroom various complementary group activities will be carried out, such as simulation activities whose purpose is to imitate reality outside the classroom, cards, homework, ect. The student's participation in these activities will be positively valued. In addition, the student will have to write an essay of 3 to 5 pages, which will deal with a research on a Spanish company. This essay will be the basis for the subsequent oral presentation. The total percentage of this section is 15%.
- **Midterm Exam.** It will take place in the middle of the course. The exam will have a duration of one and a half hours and will deal with the topics studied up to that point. There will be no credit questions. The total percentage of this section is 25%.
- **Final Exam** It will be held at the end of the course and will last one and a half hours. There will be no extra credit questions. The total percentage of this section is 25 %.

If the professor detects copying or plagiarism in the exam, the student will receive a grade of zero and will not have the option of any type of recovery.

The teacher reserves the right to give "surprise exams" whenever he/she deems it appropriate. These exams will always be at the beginning of the class and will be very short (five minutes more or less). They will be valued as an additional homework grade.

- **Presentación oral.**

The work must be exposed in public in the classroom on the days set in the program.

The objective of the work is to research on a Spanish company and get information about it (legal form, sector to which it belongs, clientele...) from the following list, and you will not be able to choose, it will be by lottery:

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

The duration of the oral presentation will be about 15 to 20 minutes and will be taken into account:

a) Content and development: the student must make a well-structured presentation making an introduction to the main topic whose information and ideas must be developed in a coherent way, they must be related to each other to end with a logical conclusion according to the research that has been carried out.

b) Specific language and use of language: The student must present his/her work using specific terms of business Spanish and will take special care with concordance, verb tenses and use of complex constructions,

c) Body language: The student must show control over the content of the topic and the attention of the class. For this purpose, eye contact, intonation and body language are important. The student must show an effective attitude to maintain the attention of the class. To develop this section, it would be interesting for the class to participate in the presentation through comprehension exercises or questions related to the topic.

d) Audiovisual aids: It is very important that the student uses audiovisual aids to make his oral presentation. The student is advised to use Power Point, postcards, photos, newspapers, etc. It is also very important that the student does not read directly the information to be presented. Supporting notes can be used, but never a direct reading of the presentation. The total percentage of this section is 25%.

Nota. Si el trabajo no se entrega en la fecha indicada el estudiante recibirá un punto menos por cada día de retraso.

- **Plagiarism:**

Research papers should state students' own ideas. The work of other writers or experts used to support students' ideas must be properly cited. Inappropriate use of someone else's text or work is considered plagiarism. Plagiarism is a violation of academic standards and may result in failure of the paper or even the subject for which the paper was written. In extreme cases it may result in expulsion from the program. Guidelines for writing the paper properly should be provided by the professor.

GRADE EVALUATION

The class grade scale will be as follows:

PARTICIPATION	10 %
FACE-TO-FACE AND ONLINE ACTIVITIES/ASSIGNMENTS/ASSIGNMENTS	15 %
MIDTERM EXAM	25 %
FINAL EXAMEN	25 %
ORAL PRESENTATION	25 %

ATTENDANCE

Class attendance is MANDATORY. If the student is absent more than the allowed limit (1 absence) in the summer program and (2 absences) in the fall and spring programs, his/her final grade will be reduced by 10 points for each absence that has not been excused by a doctor's note or by his/her Program Director. It will be the student's responsibility to individually prepare the material taught in class on the days he/she is absent.

STUDENTS WITH SPECIAL NEEDS

Students with special needs can contact Antonio Fernández: antonio.fernandezm@uah.es Instituto Franklin-UAH has the necessary measures in place to help those students who can prove, by means of a medical certificate, that they have special needs.

USE OF TECHNOLOGY IN THE CLASSROOM

Technology in the classroom is essential today. However, if used inappropriately, it can be detrimental to student learning. For example, checking email, chatting with other users, surfing the web for purposes other than class content, etc... Misuse of these tools can also distract other classmates, so only taking notes on the computer is allowed. For any other use, permission must be requested from the teacher.

CLASS SCHEDULE

COURSE MATERIAL	ASSIGNMENTS
<p><i>Presentation of the course</i></p> <p><i>Reading of the syllabus</i></p> <p>Drawing of oral presentation</p>	<ul style="list-style-type: none"> - Introductory activities - Expectations - Questionnaire - Types of acquisition
<p>Unit 1: Coworkers</p>	<ul style="list-style-type: none"> - Activities related to personalities and profiles - Company structure - Professional Requirements - Resume and Job Offers - Spanish Entrepreneurs
<p>Unit 2: Products of yesterday and today</p>	<ul style="list-style-type: none"> - Comparison of traditional and innovative products and companies - New companies - Corporate responsibility in society - Sustainable development and renewable energies
<p>Unit 3: Standards in the company</p>	<ul style="list-style-type: none"> - Behaviors and regulations - Obligations and prohibitions - Cultural norms - Conflict management

Unit 4: Money	<ul style="list-style-type: none"> - Needs or convenience - Banking and financial vocabulary - Spanish stock exchange - Credits and loans
Review for the partial exam	
MIDTERM EXAM	
Unit 5: Trade shows and fairs	<p>Planning events or conferences at work</p> <p>Company promotion</p> <p>Advertising and marketing</p>
Unit 6: Internet and new companies	<p>Research Online Companies</p> <p>Social networks: promotion and marketing strategies</p>
Unit 7: Business Correspondence	<p>Negotiation development</p> <p>Proposals, conditions, clarifications</p> <p>Orders and orders</p>
Unit 8: Advertising Strategies	<p>Designing advertising posters</p> <p>Design an advertising campaign</p>
Unit 9: Insurance	<p>Compensation and claims</p> <p>Telephone messages</p>

Unit 10: Presentations and Conferences

Analyze and develop a business project, review for the final exam.

FINAL EXAM

The dates of the cultural activities may be subject to change. The Institutions to which the visit is programmed reserve the right to change them according to their scheduling needs or possible administrative eventualities.

BIBLIOGRAPHY .

NOTE: This syllabus is subject to change. The final course syllabus will be handed out on the first day of class.

Mandatory text book

Socios 2 (B1), Libro del alumno + CD (nueva edición).

ISBN/EAN: 978-84-8443-418-4

Autores: Lola Martínez/Maria Llusia Sabater

Páginas: 199

(Comprar sólo el libro del alumno)

WEB LINKS

<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>

NEWSPAPERS

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

<http://cincodias.com/>

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

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

WE SPEAK ONLY IN SPANISH

In the class we will only speak in Spanish. The use of English in the class would prevent the total immersion of the student in the Spanish learning process. In addition, it is important to emphasize that in order to understand and enjoy the class we ask you to make an additional effort to adapt the terminology with the sole purpose of familiarizing yourself with the characteristic languages of the subject. For a better understanding of the class we recommend a high level of Spanish.

This syllabus is subject to change