

## **Business Spanish \*\* (3 US Credits)**

### **DESCRIPTION AND GOALS:**

The objective of the course is to help students improve their communicative skills in the area of business. The course is mainly based on a textbook focused on the use of language in different areas of the working world. The communicative approach (both oral and written) will be used in the classroom, which means the four language skills will be worked on: listening and written comprehension, writing and oral skills. The textbook will be implemented with complementary material taken from newspapers, magazines, and/or other textbooks of Business Spanish, according to the interests and necessities of the students.

### **SYLLABUS**

- Weeks 1/2** INTRODUCTION  
THE NEW COMPANY (the structure of a company: departments, positions within a company).
- Weeks 3/4** STARTING A JOB IN A COMPANY (*resumé*, job ads, business correspondence: writing an application letter).
- Weeks 5/6** HUMAN RESOURCES (benefits, creating a good job environment, staff's concerns).
- Weeks 7/8** CONSUMERS AND PRODUCTS (trademarks and international success).
- Weeks 9/10** COMMUNICATION (marketing and advertising: analyzing ads and commercial; creating an advertising campaign).
- Weeks 11/12** MONEY (banks, finances)
- Week 13** PRESENTATIONS ON STUDENTS' FINAL PROJECT (FIELD WORK)
- Weeks 14/15** GENERAL REVIEW and FINAL EXAM

### **ASSESSMENT**

The final grade will be calculated according to the following percentages:

Participation: 10%  
Final project: 20%  
Written assignments: 15%  
Tests: 25%  
Final exam: 30%

### **BIBLIOGRAPHY**

Textbook: Prost, G. and A. Noriega Fernández. *Al di@*. Madrid, SGEL, 2003.

Martínez, L. and M.L. Sabater. *Socios 2: Libro del alumno*. Barcelona, Difusión, 2000.

De Prada, M. and M. Bovet. *Hablando de negocios*. Madrid, Edelsa, 1998.

*Escribir cartas*. Barcelona, Difusión, 1998.

*1000 palabras de negocios*. Barcelona, Difusión, 1994.

\*\*The student must be registered for Spanish II or have an equivalent level.

▪Note: Class attendance is essential in all courses. Therefore, it will be checked daily. Missing classes will negatively affect the student's final grade.