



*Universitas Castellae*

## **SPANISH BUSINESS Course & Practicum**

Class schedule: Monday to Friday from 9:00 to 13:00

Total contact hours: 60 (3 weeks)

Credits: 3

### *COURSE GOALS AND OBJECTIVES*

The main goal of this intensive course is to provide to the students the basis of Spanish Business world, focusing on two main areas:

- The situation of Spanish economy in the world (with a special emphasis on its relationships to the European market)
- The specific words and expressions used in the business language, through oral and written activities

Spanish for Business and Professions has a significant presence in all the fields related to microeconomics of the country, and it can't be placed apart from daily communication; for this reason the course will focus mainly on the practical contents of the course, in order to give students all the resources they will need to apply in real situations (claims, bank operations, writing a resume...)

Students will be able to:

- Exercise and improve their oral and written skills, focusing on Business vocabulary and expressions
- Acquire specific words and expressions widely used in the different topics seen in the course
- Improve their reading/listening comprehension with specific exercises which will prepare them for the "hands on" experience
- Write different kind of professional business documents using the appropriate style (business letters, reports, invoices, checks...)
- Do oral presentations about topics related to economic issues
- Get to know the cultural and economical reality of the country where they will be studying
- Analyze their own economical system by comparing it to the Spanish model
- Develop their ability to experience meaningful contexts in which they will be able to use the resources learned in class
- Receive first hand information of the methods and resources used in daily life business world, by watching and/or interacting with local managers

## COURSE POLICIES

The course will be taught in Spanish. Students will work with different materials (writing, listening and oral exercises) provided by the professor, which will allow them to learn, review and use all the contents presented in class. At the end of each chapter there will be two recap activities:

-Students will work on the structure of a business document and will have to write this document using the words and expressions worked in class

-Students will do oral presentations (individual and/or in groups) in which they will develop a whole project related to the content of the chapter; these activities will allow students to prove their command of the specific business speeches, as well as their ability to work with different resources (statistics...); some of these presentations will work as debates, in order to show the command in oral skills

Students will send via e-mail all the materials indicated by the professor. **STUDENTS ARE RESPONSIBLE FOR PREPARING DAILY THE HOMEWORK AND CONTENTS GIVEN BY THE PROFESSOR.** Due to the mainly practical design of the course, attendance and ACTIVE class participation will be a very important part of the final grade.

Attendance to class is mandatory. **Each unexcused absence will diminish the final grade in 2%.**

There will be **one written exam each week.** Exams will take place on Friday at the end of the day, and will consist of different exercises (written, listening...) related to the topics presented in class. Exams will be **30%** of the final grade.

At the end of each chapter, students will do their **oral presentations.** The professor will anticipate students the topic and the methodology of these presentations, which will be **30%** of the final grade.

Students will hand a written report based on their experience with local managers **the last day of the course.** The professor will tell students in advance about the characteristics of this report. Written report will be **25%** of the final grade.

Students will write a commercial document with each chapter. These documents will be sent via e-mail **the day after finishing each chapter.** Commercial documents will be **5%** of the final grade.

Class attendance, active participation and daily homework will be **10%** of the final grade.

**¡VERY IMPORTANT! NO LATE WORK WILL BE ACCEPTED AFTER THE DUE DATE SPECIFIED IN THE SYLLABUS. THERE WILL BE NO MAKE-UP ACTIVITIES**

## BIBLIOGRAPHY

Laura GARCÍA VITORIA: *Cuestión de negocios*, Ophrys, París, 1993

Olga JUAN, Cecilia AINCIBURU, Ana ZARAGOZA y Beatriz MUÑOZ: *En equipo.es*, Edinumen, Madrid, 2007

María Ángeles PALOMINO: *Técnicas de correo comercial*, Edelsa, Madrid, 2006

Marisa de PRADA y Montserrat BOVET: *Hablando de negocios*, Edelsa, Madrid, 1995

Marisa de PRADA, Montserrat BOVET y Pilar MARCÉ: *Entorno empresarial*, Edelsa, Madrid, 2008

Alberto SAMPERE CAMPS e Isabel VILLAR HERRÁN: *La redacción comercial*, fascículo 1, Colegio de España, Salamanca, 1986



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## **SPANISH BUSINESS PROGRAM**

### *COURSE SYLLABUS*

#### **WEEK 1**

- INTRODUCTION: The economical situation of Spain in our days
  - Spanish management models
  - Labor standards in Spain
  - Cultural differences: parameters of economy in Spain and the US
- Oral presentation 1**

- CHAPTER 1: Quality factors in Spanish companies
  - Quality standards
  - The resume and the interview
  - The evaluation of abilities to make decisions
  - Work in team
  - Promotion
  - Cultural differences: what is relevant in a resume

- Oral presentation 2**
- Business document: case 1**
- Exam 1**

#### **WEEK 2**

- CHAPTER 2: Communication and public relations
  - Human resources in Spain
  - Different strategies for business focus
  - Public relations and ethics
  - E-commerce federation and direct marketing
  - Cultural differences: “Our hands speak”

- Oral presentation 3**
- Business document: case 2**

- CHAPTER 3: Banking and stock market
  - Financial situation and banking solutions
  - The stock market in Spain
  - Credits for business
  - Cultural differences: The movement of the money

- Oral presentation 4**

**-Business document: case 3**

**-Exam 2**

### **WEEK 3**

**-CHAPTER 4: Management and labor relations**

-Conflict management

-Business structures and communication plans

-The use of technology in business management

-Cultural differences: “Business and alibis”

**-Oral presentation 5**

**-Business document: case 4**

**-CHAPTER 5: The future of economy: business and sustainability**

-Globalization and economy

-Energetic needing for development

-Renewable energies

-Industrial pollution

-Cultural differences: How does your country use renewable energies?

**-Oral presentation 6**

**-Business document: case 5**

**-Exam 3**

**Send Written Report**

## **SPANISH BUSINESS PRACTICUM**

Contact hours: 20 (3 weeks)

Credits: 1

### *COURSE OBJECTIVES AND POLICIES*

The purpose of this practicum is to be a meaningful complement to the contents seen in the morning classes. Students will have the opportunity to meet a representative of the local Chamber of Commerce and get direct information about the running of this institution and the situation of the economy of Spain, with an emphasis in Valladolid. Students will also prepare a questionnaire for the representative, and do an oral presentation in class to get a deep understanding of all the processes explained by the Chamber of Commerce.

During the course, students will visit different local companies (the focus will be on hotels and restaurants) and meet the managers of these companies. This hands on work will consist of interviews with the managers, to get a general idea of the methods used to run these businesses, and also students will have the opportunity to shadow the managers to get a broad understanding of the operations.

At the end of the practicum students will be able to:

-Understand the way that different business in Valladolid work

- Evaluate differences and similarities between the Spanish and the US system
- Understand the specific language used in different kinds of business and use it in real contexts

At the end of the course students will prepare a written report based on their experiences and send it via e-mail to the professor. This report should include a description of the places visited, an analysis of the different operations they have seen and a critical evaluation of the Spanish system, compared to their experience in the US. The report will have the following characteristics:

- Length: 5 pages
- Format: Times New Roman 12 (double space)
- Bibliography and quotation: MLA system

Reports will be sent **the last day of the course. LATE WORK WILL NOT BE ACCEPTED.**