



SPANISH THROUGH BUSINESS

COURSE: SPANISH THOUGH BUSINESS

TEACHER:

CONTACT HOURS: 45h

INDEPENDENT STUDY HOURS: 15h

- Exercises, projects, and individual work

CREDITS: 6 ECTS

COURSE DESCRIPTION AND METHODOLOGY

The aim of this course is to enable students to develop skills in an area that is not usually part of language learning. Students will become familiar with terminology from the fields of economics, business administration, markets, and related topics in order to communicate effectively in the target language. Business writing relevant to the corporate world will also be practiced.

The course follows the textbook in combination with supplementary materials provided by the instructor: sample business letters, CVs and cover letters, job advertisements, invoices, and delivery notes. At the end of the course, students will complete a project in which they must create their own company—from production, distribution, or sale of a product or service to designing the advertising campaign.

TEXTBOOKS

- *Al día*, B1-B2. Libro del alumno. Ed. SGEL, Madrid, 2009.
- Materials provided by the instructor

ASSESSMENT

Participation – 10%

Daily work – 10%

Project 1 – 10%

Project 2 – 20%

Final exam – 50%

Final exam date: The last day of the course during regular class hours.

NOTES

1. The final grade will not be based solely on the final exam but on the sum of all assessment components.
2. A minimum average grade of 5/10 is required to pass the level.
3. Students take only one final exam at the end of the course; there are no make-up dates or additional exam sessions. Exam dates are listed in this syllabus and will not be changed to accommodate travel plans or personal circumstances.
4. Attendance of less than 80% of the total course hours, or more than 4 unjustified absences (8h), results in loss of the right to take the final exam and therefore the inability to obtain the official course certificate.

OBJECTIVES

- Familiarize students with the fundamental characteristics of Spain's economic reality and with business procedures and documents.
- Prepare students to carry out basic work-related tasks in Spanish.
- Continue developing the four basic language skills at an advanced–upper level applied to economics and business.
- Develop cultural competence through engagement with texts.
- Relate classroom activities to students' communicative and real-life experiences outside the classroom.

CONTENTS

Unit 1: Corporate Responsibility

Social economy in Spain. The company as a driving force of society? The Global Compact.

Unit 2: Sustainable Development

Energy for the future. Changing our environmental policies? The car: the winning card of green technology.

Unit 3: In Foreign Markets

Internationalization. Where to establish a subsidiary? Investing in Latin America.

Unit 4: Companies and Globalization

Business travel. A multicultural company. Negotiating with foreigners.

Unit 5: Leading Companies

Becoming a leader. Leaders. Blogs: modern-day journals.

Unit 6: Winning Markets!

Business success. Today's consumers. The new consumer.

Unit 7: Gaining More Experience Every Day

After finishing a master's. Motivating employees. Leading brands in Latin America.

Unit 8: Together We Can

Strength in unity. Women's labor situation today. Europe–America relations.

SOCIAL MEDIA & COMPLEMENTARY ACTIVITIES

Discover our program of complementary cultural and linguistic activities on our website: www.csidiomas.ua.es. Stay connected and participate through our social media channels for additional resources, news, and opportunities to practice Spanish.



All masculine references to students in this document should be understood as referring to both male and female students.