



## CIEE Seville, Spain

<b>Course name:</b>	Intensive Spanish for Students of Business and Economics
<b>Course number:</b>	SPAN 3503 CSCS
<b>Programs offering course:</b>	Advanced Liberal Arts and Business and Society Programs
<b>Language of instruction:</b>	Spanish
<b>U.S. semester credits:</b>	3 credits
<b>Contact hours:</b>	45 hours
<b>Term:</b>	Fall 2019

### Course Description

This course consists of an analysis of vocabulary and grammar related to various fields in the business world in Spanish. Students are empowered with a vast, yet practical vocabulary that enables them to understand and analyze various types of essays, documents, and articles common to the business world.

### Learning Objectives

The students will develop their verbal and written skills through lexical exercises, essays, oral expositions, mock interviews, a research project, dialogues, etc. Students will leave this course with the ability to intellectually explain business concepts both orally and written.

### Course Prerequisites

Based on the type of activities that will be carried out through the semester, one can see that this isn't an introductory course to Business Spanish therefore the student should have at least an intermediate level of the Spanish language, both written and spoken, in order to get the most out of this course.

### Methods of Instruction

The student will develop his/her oral & written abilities through technical vocabulary and specific terminology related to the various aspects of business through exercises, translations, article reading, etc. At the same time, the acquisition and analysis of new vocabulary will allow the class to compare the different realities of the business world in the US, Spain, and Europe. The student will be given the opportunity to learn about specific situation of the Spanish and European business world thanks to the different activities to be carried out outside the classroom by means of a research field (see appendix). Additionally, this course aims at building a solid linguistic foundation to allow the student to improve speaking abilities through different techniques and strategies for public speaking and business presentations.

### Assessment and Grading

**CIEE classes are not graded on a curve nor is there extra credit work. The final grade will be based upon the following criteria:**

Midterm exam	25%
Final exam	30%
Presentation	15%
Out-of-class activities connected with 3 essays, daily entries	20%
Participation	10%

### Course Requirements

Students are expected to complete two tests throughout the course. The first one will take on day 5 and it take place during the second part of the class. The final test will take place on day 10. Students will be provided with a sample of the structure of the aforementioned tests as well the weight of each section.

Students will give a group presentation (30-35 minutes) revolving around business topic, which will focus on a contrastive analysis between American economy and Spanish economy (e.g. Budweiser vs. *Cruzcampo*).

Students are supposed to implement some field studies oriented some business topics (a visit to a local market of fresh food, a visit to some shops of the holding called Inditex and subsequently, make a comparative analysis of them and finally, a contrastive analysis of those Spanish business issues which are quite different from the American ones. Students should write 3 essays (650 words) about the topics above attempting to describe their impressions, opinions and conclusions. Similarly, students are expected to complete the daily assignments for the class (a short summary about some articles, quizzes, lexical exercises, etc.).

Students are supposed to have a very active attitude in class by participating in class discussions, answering, formulating pertinent questions related to the content of each class, and completing the different quizzes distributed throughout the course.

**Attendance policy:** Students are not allowed to miss class for unjustified reasons. For each unexcused absence, the participation portion of the grade will be lowered. Hence, it will be very difficult to receive a 100 in the class. Please keep this in mind.

If a student misses class once without a valid excuse (a note from a physician in the event of an illness), then the professor will automatically lower the final grade by 5 points (on a 100-point scale) for each class missed thereafter. Students with 6 or more unexcused absences will fail the course. Students should arrive to class on-time. Arriving more than 15 minutes late for a class will count as an unexcused absence.

Please note that an excused absence is one that is accompanied by a doctor's note: signed stamped and dated. Travelling and/or travel delays are not considered valid reasons for missing class.

### **Academic Honesty**

Students are expected to act in accordance with their university and CIEE's standards of conduct concerning plagiarism and academic dishonesty. Use of online translators for work in Spanish will result in an automatic failure.

### **Linguistic Resource Center**

Students are not allowed to use the Linguistic Resource Center to receive help with their class assignments or final projects.

## **Weekly Course Outline**

### **Week 1**

#### **Day 1**

**Analysis of Economic Journalism language: Headlines and press clippings**

(pages 1-2 from *Español de Negocios* by Antonio Rodríguez and photocopies handed out by the teacher with exercises related to the subject matter) General economics terminology

### **Day 2**

#### **General economics terminology. Cardinals, ordinals, partitives and percentages**

(pages 10 -16 from *Español de Negocios* by Antonio Rodríguez and photocopies handed out by the teacher with exercises related to the subject matter)

### **Day 3**

#### **Language of fluctuations. How to read a chart.**

(pages 17 -23 from *Español de Negocios* by Antonio Rodríguez and photocopies handed out by the teacher with exercises related to the subject matter)

*Turn in 1st activity*

### **Day 4**

**Trade: Basic nomenclature.** (pages 24-31 from *Español de Negocios* by Antonio Rodríguez and photocopies handed out by the teacher with exercises related to the subject matter)

### **Day 5**

How to give a presentation: strategies and tips (This will take place during the first part of the class)

#### **Midterm exam**

### **Week 2**

### **Day 6**

#### **Company related terminology. Types of companies. How to write a CV. Job interviewing: suggestions and types of questions.**

Personal income tax and corporate income tax. How to give a business presentation. (pages 44-58 from *Español de Negocios* by Antonio Rodríguez and a booklet of photocopies handed out by the teacher)

*Turn in 2<sup>nd</sup> activity*

### **Day 7**

**The Stock Market: Jargon and common expressions. Investment Funds** (pages 59-64 from *Español de Negocios* by Antonio Rodríguez and photocopies handed out by the teacher with exercises related to the subject matter).

#### ***Presentations in groups***

*Turn in 3rd activity*

### **Day 8**

**Marketing** (pages 65-75 from *Español de Negocios* by Antonio Rodríguez and photocopies handed out by the teacher with exercises related to the subject dealt with.

**Banking** (pages 76-82 from *Español de Negocios* by Antonio Rodríguez and photocopies handed out by the teacher with exercises related to the subject matter)

### ***Presentations in groups***

#### **Day 9**

**Accounting** (pages 83-88 from *Español de Negocios* by Antonio Rodríguez and photocopies handed out by the teacher with exercises related to the subject matter).

### ***Presentations in groups***

#### **Day 10**

#### **Final exam**

*Turn in 3<sup>rd</sup> activity*

### **Course Materials**

#### ***Readings***

Alcaraz, Enrique. **Diccionario de términos económicos, financieros y comerciales. Inglés-Español / Español-Inglés.** 6ª Edición. Ariel 2008

Andersen, Arthur. **Diccionario de Economía y Negocios.** Espasa. Madrid: 1999.

Elosua, Marcelino et al. **Diccionario LID. Empresa y Economía.** 11ª Edición. Madrid: 2007.

Fuertes Olivera et al. **Diccionario de Contabilidad Inglés-Español.** Aranzadi. 2010.

León Ledesma, Javier de et al. **Términos financieros y contables. Inglés-Español/Español-Inglés.** Ediciones Pirámide 2012.

López, Sinda y Watt, Donald. **Diccionario Oxford Business.** Oxford University Press: 2002

Miles, Andrew. **Diccionario de Economía y Empresa: Español-Inglés/Inglés-Español.** Ediciones Gestión 2007

Tamames, Ramón; Fernando Lázaro Carreter y Santiago Gallego, Santiago. **Diccionario de Economía y Finanzas (13 Ed.).** Alianza Editorial. Madrid: 2006

#### **Direcciones de Internet**

www.invertia.com  
www.bolsamania.com  
www.europages.com  
www.expansiondirecto.com  
www.cincodias.com  
www.bde.es

#### ***Online bilingual dictionaries:***

<http://diccionario.reverso.net/negocio-espanol-ingles/tesoro%20p%C3%BAblico>

<http://www.economia48.com/spa/d/tesoro-publico/tesoro-publico.htm>

<http://www.wordmagicsoft.com/diccionario/es-en/hacienda.php>