



CIEE Palma de Mallorca, Spain

Course name:	Spanish for Business and Tourism
Course number:	SPAN 3002 PABT
Programs offering course:	Business and Tourism
Language of instruction:	Spanish
U.S. Semester Credits:	3
Contact Hours:	45
Term:	Spring 2019

Course Description

This course is an introduction to vocabulary and grammar knowledge, related with the different realms of the world of business and tourism.

The main objective of the course is being a tool for learning and communicating how to perform professional tasks such as:

- 1 Introducing a company, describing the positions and getting to know the management.
- 2 Developing a negotiation (business meetings) and the Project for a corporate website.
- 3 Becoming familiar with the functions of Human Resources.
- 4 Becoming familiar with the different economic aspects.
- 5 Running a business: travel agencies, hotels, tourist guides, etc.
- 6 Producing a tourist flyer for a fair, as well as ad campaigns.
- 7 Telling personal experiences in Palma de Mallorca.
- 8 Getting to know tourism in Palma de Mallorca.

Course Prerequisites

Three or four semesters of Spanish.

Learning Objectives

Students will develop the four communicative abilities (reading, listening, speaking and writing), with focus on the cultural and communicative context of business and tourism.

The main objective of the course is being a tool for learning and communicating how to perform professional tasks such as:

1. Types and classification of companies.
2. How to write a business letter?
3. Vocabulary related to the business world. Corporate culture.
4. Types and classification of Spanish companies. Spain's business people.
5. Stepping into a new business.
6. Types of organizational charts.
7. Departments and positions.



8. Business positions.
9. Getting to know the different aspects of Spanish Economy.
10. Human resources: the labor contract, the search for a job, the salary.
11. Writing letters of recommendation.
12. Pay-slips and types of contracts in Spain.
13. Job announcements. Candidates' profiles.
14. Job requirements. Curriculum vitae. Cover letters, resumes and letters of introduction.
15. Positions and professions.
16. Job interview.
17. Commerce.
18. Types of commercial letters.
19. Advertising and sales. Promoting a business, advertising and marketing.
20. Commercial letters.
21. The bank and the stock market: banking services.
22. Bank documents ("pagarés, cheques, transferencias y cartas de créditos").
23. The hotel reception (complaints).
24. Info on services offered by a hotel.
25. Travel agencies and tourist flyers.
26. Cultural offers and tourist destinations.
27. Tourism texts.
28. Tourism accommodations.
29. Personal experiences lived in Palma de Mallorca (especially students doing internships).

Methods of Instruction

Work by tasks, group cooperation and hands on development of contents are especially developed. The active participation of students is required given the communicative approach of this course. Classes will be administered in Spanish.

Assessment and Final Grade

The course will be evaluated as follows:

6 Essays (150 words)	30%
Written and Oral project (business plan)	15%
Organizing a Business fair	15%
Creating a Tourist leaflet	15%
Midterm and Final exams	15%
Tasks, field trips, film and participation	10%

Course Requirements

6 Essays (150 words) (30%)



In order to practice contents explained during class, six essays of 150 words each will be written on the following topics:

1. Analyzing a business from Mallorca including one picture.
2. Contrasting the business environment in Mallorca or in Spain with the one in the United States.
3. Setting up a business related with a student's studies or interests, explaining based on what you chose the business name and logo, spelling out the alternate options you considered, and analyzing the meaning of the logo.
4. Describing the budget of the business.
5. Analyzing competitors of your business and defining what can be improved to win the competition.
6. Spelling out the organization chart together with Human Resources, explaining how you choose employees, what values fit best with your business and how you achieve a good environment.

Essays will be handed in on the assigned date (and will not be received any other day). Essays should be printed from a computer in Arial 11 and double spaced. Corrections will be marked on the same sheet.

Written and Oral project (business plan) (15%)

Written project and oral presentation of a business plan explaining the company name, logo, web site, how employees are, how customers are and which market is targeted (400 words plus an 8-minute presentation with Power Point). Students choose the topic of the business plan based upon their study interests and with the help of the professor.

Organizing a business fair (15%)

An international business fair is being organized in which companies interested in promoting different types of products and distribute them internationally will take part. You are the director of a NEWCO and this is your first time to the fair. You should:

1. Give the company a name.
2. Describe how your stand or pavilion in the fair is going to be (what image will you give of yourselves? How do you want to be known internationally?)
3. Create a one-page flyer summarizing the products you offer.
4. Explain the sales conditions of the products you offer and their promotions.

One 200 word essay should be turned in and one 8 minutes presentation should be offered to the class. Creativity and originality of the project should be taken into account, as well as properness of vocabulary and grammar.

Creating a tourist leaflet (15%)



In order to foster tourism in Palma de Mallorca, based upon your personal experience, create a tourist leaflet geared towards cultural tourism and not towards sun and beach tourism.

Midterm and Final exams (15%)

Students take two exams (midterm and final) on the contents (vocabulary and cultural) exposed during this course. The professor will explain in class the format of these exams.

Tasks, field trips, film and participation (10 %)

Active participation is required given the communicative approach of this course. Work by tasks and group collaboration will be privileged.

The class will watch and analyze the Spanish movie *El método Grönholm* based on the play by Jordi Galcerán and directed by Marcelo Piñeyro. After an introduction showing the AZCA area of Madrid during a meeting of the IMF and the World Bank with accompanying anti-globalization protests, the entire film happens within a corporate building, mostly in a closed conference room. The story tells of seven people that have been selected among several applicants for one final round to determine who will get an enviable, executive position for a mysterious corporation, Dekia. The seven applicants are submitted to a series of psychological tests - known as the "Grönholm Method" - that start eliminating the applicants one by one. It is warned at the beginning that one of the seven people is an employee of the corporation posing as an applicant to evaluate the others. The tests reveal the weakness of each of the characters and their attitudes to company work. In the end the "mole" will be revealed and only one of them will get the desired position. In class, students will engage in several activities related to the film.

The same way, the class will carry out three of the following sample outdoor activities to put students in touch with the communicative aspects related with the world of business in the Balearic Islands community.

1. Gothic Bellver Castle.
2. A visit to Miró Museum.
3. Photomathon.
4. Visiting a local business (an innovative icecream shop, a hotel, or a winery, such as Macià Batle, Jaume Mesquida, or Vicente Ferrer): students should propose questions related with the different functions within the enterprise (production, marketing, and sales) and later describe the peculiarities of this department within the business they visited. It is a hotel, each student will develop questions for the visit, and a follow-up report on the type of tourism (clients) and the services offered.

CIEE Academic Policies

Papers and assignments submission. Exams Dates



According to CIEE Palma de Mallorca academic norms, all assignments, paper, readings, etc., must be turned in on the due date. If a student fails to submit the work on time:

- 1) If any student submits the assignment one day late, the grade will be lowered by -10% points.
- 2) If it is 2 days late, the grade will be lowered by -20% points.
- 3) If it is 3 or more days late, it will imply a grade of zero in the assignment.

It is the student's responsibility to check with the professor any work submitted by email (unless the student receives a message confirming the assignment's delivery, we will assume the assignment was never sent and/or received).

No exam can be administered other than the ones scheduled in the syllabus. There are no make-up tests.

Course Attendance

Regular class attendance is required throughout the program. Students must notify (via e-mail with a copy to the Resident Director) their instructor beforehand if they will miss class for any reason. Students are responsible for any materials covered in class during their absence. Students who miss class for medical reasons must inform the professor and the RD and provide appropriate documentation.

For CIEE courses, excessively tardy (over 15 minutes late) students will be marked absent (student will be reminded of the policy). Attendance policies also apply to any required co-curricular class excursion or events, etc. Students who miss class for personal travel will be marked as absent and unexcused.

An absence in a CIEE course will only be considered excused if:

- 1) A doctor's note is provided explaining there is a reason to miss the class (not only saying the student was at the doctor during class time).
- 2) A CIEE staff member verifies that the student was too ill to attend class.
- 3) Evidence is provided of a family emergency.

Persistent absenteeism (students exceeding 10% of the total course hours missed, or violations of the attendance policy in more than one class) may lead to a written warning from the RD, notification to the home school, and/or dismissal from the program in addition to reductions in class grade(s).

- 1) Since each CIEE course is 45 hours, 10% of the total course hours are 4.5 hours.
- 2) Depending on the hours of the sessions of each class, missing 1 day of class implies 1.5 or 2 hours of class.
- 3) Students who miss more than 4.5 hours of class without justification will see their final grade reduced by -5%. For instance, students achieving a grade of 89.00 out of 100 points and missing more than 4.5 hours of class will see their final grade reduced from 89.00 (B+) to 84.00 (B).

Students with unexcused absences exceeding 20% (9 hours) of the total course hours will fail the course. Written warnings and home school notifications will happen well



before the absenteeism causes the student to fail the course so that the student has an opportunity for corrective actions.

Plagiarism

Cheating and plagiarism in any course assignment may result in failing the course or being expelled from the program. Students are expected to adhere to the US American and norms.

Important principles:

- 1) Final examinations, quizzes and other tests must be done without assistance from other person, without looking at or otherwise consulting the work of another person, and without access to notes, books, or other pertinent information (unless the professor has explicitly announced that a particular test is to be taken on an "open book" basis).
- 2) The same written paper may not be submitted in more than one course.
- 3) Any use of the work of another person must be documented in any written papers, oral presentations, or other assignments carried out in connection with the course.

Add/Drop

The add/drop period last for 1 week and a half after the start of the courses. After the end of the add/drop period, the student's registration is considered final, and no course(s) may be changed or deleted from the student's CIEE Academic Record.

Withdrawal from a course

Students are required to register in 5 courses during their studies at CIEE Palma de Mallorca. Each CIEE course is worth 3 credits (45 contact hours) and each Universitat de les Illes Balears course is worth 4 credits (60 contact hours). If exceptional circumstances warrant, the student may request permission from the Resident Director to withdraw from a course. However, a student participating in a semester program is not allowed to drop below a total of 12 US semester credits.

Weekly Schedule

SCHEDULE (Day by day)	CONTENTS	HOMEWORK (assigned for the next day)
Session 1	<ul style="list-style-type: none"> - Introduction to the class: syllabus and course content - Spain and Spanish - Stereotypes about Spaniards 	<ul style="list-style-type: none"> - Write a small essay (100-150 words) about what you thought of Spain and Spaniards before your arrival in Majorca.

Session 2	<p>Grammar review:</p> <ul style="list-style-type: none"> - Copula verbs: ser/estar - Adjectives with ser or estar - Past tenses (past simple and present perfect tenses) 	<ul style="list-style-type: none"> - Complete the exercises 1, 2 and 3 (page 16) and 1 (page 53), 2 (page 54) and 3 (pages 55-56) of AVANCE book.
Session 3	<p>Grammar review:</p> <ul style="list-style-type: none"> - Past tenses (past perfect and imperfect tenses) - Future and conditional - Corporate culture 	<ul style="list-style-type: none"> - Complete the exercises 1 (page 4), 8 and 9 (page 6) of PRISMA book.
Session 4	<p>Grammar review:</p> <ul style="list-style-type: none"> - Imperative (positive and negative) - Present of subjunctive - Instructions for composition 1 	<ul style="list-style-type: none"> - Complete the exercises 1,2, 3, 4 (pages 97-98) and 1 (page 121) of AVANCE book.
	<ul style="list-style-type: none"> - Field visit: Castillo de Bellver (Meeting point: Plaza de España) 	<ul style="list-style-type: none"> - Post-activity: Create a triptych to attract more tourists and take advantage of the space of the castle. - Explain the proposal in class
Session 5	<p>Unit 1: The company</p> <ul style="list-style-type: none"> -Company classification -Vocabulary 	<ul style="list-style-type: none"> - Complete the exercises 12 and 13 (page 14).
Session 6	<p>Unit 1: The company</p> <ul style="list-style-type: none"> -The spanish Company: characteristics -Spanish companies in USA. 	<ul style="list-style-type: none"> - Review company types in Spain and compare with US - Investigate and explain a Spanish entrepreneur (150 words)
Session 7	<p>Unit 2: Labor relations</p> <ul style="list-style-type: none"> -The Organization chart -Union work - Instructions for composition 2 - <u>DELIVER COMPOSITION 1 (email)</u> 	<ul style="list-style-type: none"> - Create an Organization chart for your company (Business Plan) - Complete the exercise 4 (page 21)
	<ul style="list-style-type: none"> - Field visit: Fluffyfruits company (Meeting point: Plaza de España) 	<ul style="list-style-type: none"> - Prepare an advertisement about the company
Session 8		

	Unit 2: Labor relations -The company departments -The types of dismissal	- Complete the exercises 12 and 13 (page 24)
Session 9	Unit 2: Labor relations -The conciliation -Women in the world of work	- Deliver composition 1 (version 2) - Complete the exercises 17 and 18 (page 26)
	- Field visit: Miró Museum	- Post-activity: Create a triptych to attract more tourists and take advantage of the space of the museum - Explain the proposal in class
Session 10	Unit 3: International Business - Acronyms - Economic agencies - Instructions for composition 3 <u>DELIVER COMPOSITION 2 (email)</u>	- Complete the exercises 1, 2 and 3 (page 32)
Session 11	Unit 3: International Business - The European Union - The world powers: G8 and G20	- Complete the exercise 14 (page 34)
Session 12	Unit 3: International Business - Free trade agreements - Protocol in the Company - Instructions for the Business Plan on the "Palma Empresarial" Oral	- Deliver composition 2 (version 2) - Complete the exercises 19 (page 36) and 20 (page 37)
Session 13	Unit 4: Human Resources - Job Search - The curriculum	- Complete the exercises 2 (page 40) and 4 (page 41)
Session 14	Unit 4: Human Resources -The letter of introduction -The Interview - Instructions for composition 4 <u>DELIVER COMPOSITION 3 (email)</u>	- Complete the exercise 10 (page 43).

	<ul style="list-style-type: none"> - Field visit: Photomathon (Meeting point: Plaza de España) 	<ul style="list-style-type: none"> - Post-activity: Explain in pairs or groups of three people the same route from the images giving your opinion of charm or disenchantment of each one of them (6 minutes).
Session 15	<ul style="list-style-type: none"> Unit 4: Human Resources - Job announcement - Working hours in Spain - Instructions for composition 5 <u>DELIVER COMPOSITION 4 (email)</u> 	<ul style="list-style-type: none"> - Film: EL MÉTODO GRÖNHOLM - Complete the exercises about the film
Session 16	<ul style="list-style-type: none"> MIDTERM (7.5%) 	<ul style="list-style-type: none"> - Deliver composition 3 (version 2)
Session 17	<ul style="list-style-type: none"> Business Plan on "Palma Empresarial" Oral: 8 minutes Discussion of the film: EL MÉTODO GRONHOLM 	<ul style="list-style-type: none"> - Deliver composition 4 (version 2)
Session 18	<ul style="list-style-type: none"> Unit 5: Business Communication - The corporate image - Written communication in the company - Letters, notices and requests - Oral communication in the company - Instructions for composition 6 <u>DELIVER COMPOSITION 5 (email)</u> 	<ul style="list-style-type: none"> - Complete the exercises 2 (page 50), 3 (page 51) and 6 (page 52)
Session 19	<ul style="list-style-type: none"> Unit 5: Business Communication - Gestures and body language - Social networks 	<ul style="list-style-type: none"> - Complete the exercises 10 (page 54) and 12 (page 55)
Session 20	<ul style="list-style-type: none"> Unit 6: The trade - Forms of Commerce - Globalization - Forms of payment - Export and Import - Instructions for the Touristic Flyer <u>DELIVER COMPOSITION 6 (email)</u> 	<ul style="list-style-type: none"> - Complete the exercises 4 and 5 (pages 61)

Session 21	Unit 6: The trade - Types of clients - Customer Service - Market and Markets <u>BUSINESS PLAN (written and oral)</u>	- Complete the exercise 13 (page 64)
Session 22	Unit 7: Marketing - Marketing Strategies - Market research	- Deliver composition 5 (version 2) - Complete the exercise 8 (page 72)
Session 23	Unit 7: Marketing - Sales Strategies - Advertising analysis <u>TOURISTIC FLYER</u>	- Complete the exercise 22 (page 76)
Session 24	- Doubts, Q&A for final exam	- Deliver composition 6 (version 2)
Session 25	<u>FINAL EXAM (7.5%)</u>	- Study for final exam

Readings

Guerrero A. & D. Isa (2016). *Nuevo Prisma. Nivel B1. Libro de ejercicios*. España: Editorial Edinumen.

Jimeno, M. J. & E. Palacios (2018). *Profesionales de los negocios, curso de español*. España: enClave-ELE.

Moreno, C., Moreno, V. & P. Zurita (2016). *Nuevo Avance 2*. España: SGEL Educación.

Current readings of Spanish newspapers.

Business documents.

Course package for the class.