



CIEE Seville, Spain

Course title:	Intensive Spanish for Students of Business and Economics
Course code:	SPAN 3503 CSCS
Programs offering course:	Advanced Liberal Arts, Business and Society
Language of instruction:	Spanish
U.S. semester credits:	3.00
Contact hours:	45.00
Term:	Fall 2023

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 texts, documents, and articles common to the business world.

Learning Objectives

By completing this course, students will:

- Enhance their verbal and written skill to communicate fluently in the business environment
- Widen their business lexicon through lexical exercises, papers, field studies, situational dialogues, etc.
- Compare and contrast a wide variety of economic issues connected with Europe/Spain and the USA
- Collect data conducive to build up a critical view of some business scenarios
- Analyze and illustrate a vast range of 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, and therefore the student should have at least an intermediate level of the Spanish language, both written and spoken, in order to obtain 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.

Linguistic Resource Center

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

Assessment and Final Grade

1. Midterm Exam	25%
2. Final Exam	30%
3. Presentation	15%
4. Out-of-class activities connected with 3 essays, daily entries	20%
5. Participation	10%
TOTAL	100%

Course Requirements

Midterm Exam

Final Exam

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.

Presentation

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*).

Out-of-class activities connected with 3 essays, daily entries

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.).

Participation

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

To encourage engaged learning, regular class attendance is required throughout the program. This includes any required co-curricular class excursion or event, as well as internship, service-learning, or other required field placement.

An excused absence in a CIEE course will only be considered if approved by a CIEE Center Director/Academic Director (not the Instructor), and:

- it is a self-certified absence for illness (only once per course, requires formal request before or within 24 hours, cannot miss assessment worth more than 5% of final course grade)
- a doctor's note from a local medical professional is provided
- evidence of a family emergency is provided
- it is a pre-approved observance of religious holiday

Unexcused absences include personal travel and/or travel delays, as well as missing more than 25% of a single class period (including tardiness and early departure). Assessments missed due to unexcused absences will be marked as zero. Students with over 10% unexcused absences will be contacted by CIEE staff. Students with over 20% unexcused absences will be contacted by CIEE staff, receive a formal warning letter (shared with their home institution) and lose 10% of the final course point total (e.g., a final A grade of 93% will be lowered to a B grade of 83%).

For more detail, please consult your CIEE Academic Manual.

Academic Integrity

Academic integrity is essential to a positive and inclusive teaching and learning environment. All students are expected to complete coursework responsibilities with fairness, respect, and honesty. Failure to do so by seeking unfair advantage over others or misrepresenting someone else's work as your own can result in grade penalties or disciplinary action. See the CIEE Student Academic Manual for further information on academic integrity.

N.B. Course schedule and co-curriculars are subject to change. The final duration and distribution of content and assignments will be determined and presented to students at the onset of the course.

Weekly Schedule

Week 1

- Class: 1.1 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
- Class: 1.2 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)
- Class: 1.3 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
- Class: 1.4 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)
- Class: 1.5 Midterm exam
How to give a presentation: strategies and tips (This will take place during the first part of the class)

Week 2

- Class: 2.1 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 2nd activity
- Class: 2.2 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
- Class: 2.3 .
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
- Class: 2.4 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

Class: 2.5 Final exam

Turn in 3rd 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

Online Resources

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%ABlico>

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

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