



SP380 ADVANCED LANGUAGE USAGE FOR BUSINESS
IES Abroad Madrid

DESCRIPTION:

This course will be conducted entirely in Spanish. It aims to familiarize students with business in Spanish. We will study the terms and expressions that describe the techniques of the economic, commercial and financial aspects of business, and the individual or collective attitudes and behaviors that form the fabric of a company's specific culture. This course allows us to read specialized press, analyze the main documents related to business and practice professional communication in business.

CREDITS: 3 credits

CONTACT HOURS: 45 hours

LANGUAGE OF INSTRUCTION: Spanish

PREREQUISITES: None

ADDITIONAL COST: None

METHOD OF PRESENTATION:

All the skills will be worked on in each lesson: reading comprehension, oral and written expression, vocabulary and sociocultural aspects. All this will help the student to achieve a deeper understanding of language in the business world. Learning will take place through:

- Exercises: during the class there will be different exercises that will allow students to read and communicate what they have understood in such a way that they can better integrate everything while using Spanish. as well as practicing all the words you have read and written previously.
- Learning diary: Personal critical reflection on the student's own learning process: learning objectives, achievements, experiences, thoughts, feelings, problems and possible solutions...
- Vocabulary contests: small activities that help through ICT to remember vocabulary in an entertaining way.
- Business Project: there is a final presentation where in groups of 3 to 5 students they will talk about the Company Project they will create during the course and will allow them to deepen and put into practice everything they have learned and receive constructive feedback from their peers and teachers about their approach.
- Tasks: Students will work individually and in groups to systematize and practice orally all the concepts learned in class, with the opportunity to clarify doubts.

REQUIRED WORK AND FORM OF ASSESSMENT:

- Homework- 35%
- Oral participation- 15%
- Presentation- 15%
- Exams- 35%

Homework

In each session the student has to perform tasks that are detailed in Moodle (feedback, questionnaires, H5P, tasks, questionnaires...) and upload them to the platform. The student will have one week to present it. The task submission will be counted as 100 regardless of whether it has errors or not. Failure to submit the task will result in 0.

In the case of questionnaires, the score will depend on the student's correct answers. It can be done as many times as the student wishes until you get a 100. The score of this activity will be recorded with the highest that has been obtained.

The percentage is divided as follows:



- 7.5% midterm
- 7.5% final

Oral Participation

Oral participation in class:

- 0 - does not participate or talk to their classmate when they perform the joint class assignment
- 50 - does not participate, but does talk to his partner when they perform the task
- 100 - participates in class and expresses his opinions in front of all his classmates

Presentation

The students will carry out in groups of 3 to 5 people, a project of Creation of a Company. It will be done in Powerpoint for the whole class with an oral intervention of each student of 3/4 minutes talking about all the required points. The presentation cannot be read. If any of the points are missing, 25 points will be subtracted for each missing topic in the presentation.

Exams

The exams have different sections: vocabulary, reading comprehension, opinion, writing letters from the workplace and CV. 35% of the grade that will be distributed as follows:

- 17.5% midterm exam
- 17.5% final exam

LEARNING OUTCOMES:

By the end of the course, students will be able to:

- Understand the cultural context of each country and can adapt to other countries to do business.
- Understand the texts of specialized business press
- They will be able to communicate orally with confidence within the business world: telephone conversations, meetings, conducting job interviews and maintaining business relationships with people from other countries.
- In the written field they may write commercial letters: cover letters and invitation, job application letters, CVs and letters of claim and order.

ATTENDANCE POLICY:

CONTENT:

Session	Content	Assignments
Session 1	Presentation • Presentation of Syllabus	• Entrepreneurship test

Session	Content	Assignments
Session 2, 3 & 4	Unit 1 Types of companies - Companies: - Business philosophy - Successful men - Business vocabulary - Types of companies - Business culture: USA, Spain and China	- Reading press articles, forums and debates about companies and how to achieve success - Writing, analysis and presentation of the most successful business model - Company vocabulary quiz I
Session 5,6,7 & 8	Unit 2. Creation of an enterprise - Setting up a business - Business plan - Departments and functions - Commercial communication - Business culture: Mexico	- Creation of a business plan for the Business Project - Writing of cover letter - Company vocabulary quiz II
Session 9, 10 & 11	Unit 3. Marketing and Advertising - Strategies - Brand image - Advertising language - Advertising psychology - Business Culture and Economy: Puerto Rico	- Creation of a logo and a brand for the Company Project. - Create an ad for your company - Marketing and Advertising vocabulary quiz
Session 12 & 13	Unit 4. Job application and CV - Written expression: CV letter. Sample CV - The dark side of words. - Nonverbal language. The lie. - Business culture: Argentina	- Drafting a job application letter - Writing a CV - Interview roll play
Session 14, 15,	Unit 5. Human Resources - Functions of the department - Salaries and Contract Types - Labour policy - Working conditions: Problems in companies. Trade unions - Business Culture: Colombia	- HR quiz - Feedback on HR readings - Creation of the recruitment policy for the Company Project

Session	Content	Assignments
Session 17 & 18	Unit 6. Logistics and Distribution - Types of distribution channels - Logistics and distribution processes - Import/Export - Business correspondence - Business Culture: Honduras and Venezuela	- Feedback of texts on logistics and distribution - Drafting of Letter of Claim - Logistics and Distribution Vocabulary Quiz
Session 19 & 20	Unit 7. Trade & Sales - The Sales Department - Strategies to negotiate and sell more - Business letters - Business Culture: Ecuador and Uruguay Business	- Feedback of texts on trade and sales - Creation of strategy to obtain more benefits in the Business Project. - Presentation of the Company Project

COURSE-RELATED TRIPS:

- None

REQUIRED READINGS:

- Texts and videos indicated in Moodle material

RECOMMENDED READINGS:

- Newspapers specialized in economics and business:
 - www.emprendedores.es
 - www.elpais.es
 - www.abc.es
 - www.losnegocios.es