



UNIVERSIDAD
DE GRANADA



CENTRO DE
LENGUAS
MODERNAS

HISPANIC STUDIES COURSE (CEH)

LANGUAGE

BUSINESS SPANISH



BUSINESS SPANISH

GENERAL DESCRIPTION

The aim of the course is to help students communicate in Spanish in the business world. The workbook used will guide the student through the various stages and processes inherent in the creation and start-up of a company: product design, personnel selection, definition of distribution channels and commercial strategies, advertising strategies, etc.

The program is aimed at Spanish students who, regardless of whether or not they have had previous contact with business Spanish, have the ability to understand and express themselves orally and in writing to enable them to analyze and understand the texts.

Following a project-based approach, task-based approach, communicative approach and action-based approach, the student will gradually and systematically acquire the necessary lexical-grammatical and notional-functional knowledge. All will take into account the principles of the real business world and allow the students to develop their creativity with an end-of-course project focused on the setting-up of their own business.

Furthermore, we will attempt to establish the methodological and training guidelines for the student to develop the skills and abilities necessary to interact as an intercultural speaker in transcultural corporate contexts and situations. We will analyze and contrast the corporate cultural values of our own and target culture, in order for them to become more culturally aware of otherness and objectively observe their own culture.

CONTENTS

Introduction to the course.

- Introductory lesson in which you will be introduced to some of the most prominent corporations in Spain and their evolution through an information gap activity, as well as some basic concepts for the description of companies.

Unit 1. Types of companies.

- 1.1- Business letters: characteristics and structure.
- 1.2- Lexicon of the business world.
- 1.3- The jargon of the business world.
- 1.4- Types of companies: characteristics and classification.
- 1.5- Hofstede and Trompenaars' theory of cultural dimensions.



CONTENTS

Unit 2. Phases for business creation.

- 2.1- Graphs in business: types and interpretation.
- 2.2- Types of organization charts.
- 2.3- The business departments and their functions. Positions and functions.
- 2.4- The creation of a company: documents, processes and institutions. The business plan.
- 2.5- The company in Spain: practical case of the theory of cultural dimensions

Unit 3. Employment contracts.

- 3.1- Letters of recommendation: structure and characteristics
- 3.2- The payroll
- 3.3- Job advertisements and candidate profile.
- 3.4- Types of employment contracts: classification and characteristics.
- 3.5- Situations at work: the theory of cultural dimensions II

Unit 4. The world of work.

- 4.1- Cover letters. The business report.
- 4.2- Positions and job position.
- 4.3- Idioms and expressions from the world of work.
- 4.4- The job interview.
- 4.5- Intercultural counseling: the theory of cultural dimensions III

Unit 5. Commerce and its components.

- 5.1- Trade documents. Negotiation techniques.
- 5.2- International trade terms: incoterms.
- 5.3- Commerce and its components. Trade assistants.
- 5.4- International fairs.
- 5.5- Non-verbal language and cultural clashes in the company.

Unit 6. Advertising and sales.

- 6.1- Commercial documents II.
- 6.2- Franchises.
- 6.3- Sales analysis.
- 6.4- Marketing and its components.
- 6.5- Law to improve consumer protection. Cultural clashes in advertising.

METHODOLOGY

METHODOLOGY

The methodology used is eclectic as it combines different teaching methods and approaches with the bases established in the Common European Framework of Reference for languages at level B2 and higher.

In each of the units, after completion, New Technologies (ICTs) will be used so that the student has feedback on how their progress has been in the learning process throughout each thematic unit. In addition, the student will be exposed to viewing an audiovisual document that complements the content of each unit. Training will be done through oral and written texts in each of the teaching units for the development of reading and listening comprehension, along with oral expression practices through simulations related to the theme of each unit.

EVALUATION

To have the right to be evaluated, attendance at 80% of the classes is mandatory.

A- Global evaluation.

- Midterm exam 40% and
- Final exam 40%
- Final project 20%

B- Partial evaluation sections

Both the partial exam and the final exam consist of the following sections:

- Reading comprehension CL (15%),
- Written expression EE (15%),
- AC Listening Comprehension (15%)
- Oral expression EO (15%)
- Theoretical knowledge of the business world CT (40%).

Note—Those students who wish can obtain extra credits (10% of the final grade) through a presentation to the rest of the class of between 15 or 20 minutes. This presentation will be based on the research and analyses of a Spanish company that can be found on the teacher's blog or by own choice.

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- AGUIRRE, Blanca y HERNÁNDEZ, Consuelo (Ed. 1991): *Curso de español comercial*. Madrid: SGEL.
- AGUIRRE, Blanca y HERNANDEZ, Consuelo (Ed.1992): *El lenguaje administrativo y comercial*. Madrid: SGEL.
- BENITEZ, P., GÓMEZ DE ENTERRÍA, J. y GELABERT, M^o José (1995): *El español*



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- *de la empresa*. Salamanca: Colegio de España.
- BLANCO, Ana y VILLARRUBIA, U^o Sol (2005): *Negocios. Manual de español Profesional*. Madrid: Universidad de Alcalá.
- BONELL, Pablo (2004): *Negocio a la vista. Reportajes con actividades para cursos de español de los negocios*, Madrid: Edinumen,
- GONZÁLEZ, Marisa; MARTÍN, Felipe; RODRIGO, Conchi y VERDÍA, Elena (2006): *Socios 1 y Socios 2*. Barcelona: Difusión. (nueva edición)
- HORNER, D. y AZAOLA-BLAMONT, I. (1994): *1000 palabras de negocios*. Barcelona: Wagner Idiomas y Difusión.
- IRIARTE, E y NÚÑEZ, E. *Empresa Siglo XXI*. Editorial Edinumen. Madrid. 2009.
- JUAN, Olga; DE PRADA, Marisa; ZARAGOZA, Ana (2002): *En equipo.es*. (Nivel Elemental). Madrid: Edinumen.

Enlaces web recomendados:

- <http://emilioiriart.blogspot.com> (Blog personal del profesor)
- <http://www.camaragranada.org/default.aspx> (Cámara de comercio de Granada)
- <https://www.icex.es/icex/es/index.html> (Instituto de comercio exterior)
- <http://portal.circe.es/es-ES/Paginas/Home.aspx> (Red de creación de empresas)
- <http://www.empleo.gob.es/index.htm> (Ministerio de empleo y seguridad social)
- <https://www.andaluciaemprende.es/> (Andalucía Emprende)