



UNIVERSIDAD  
DE GRANADA



CENTRO DE  
LENGUAS  
MODERNAS

HISPANIC STUDIES COURSE (CEH)

INTERNSHIP

BUSINESS INTERNSHIP



## BUSINESS INTERNSHIP

### GENERAL DESCRIPTION

Students are expected to:

- Reflect on which elements define the corporate culture of a multinational company, and all the areas that form part of it.
- Reflect on the corporate world and the role of companies in society. Learn about the origin of corporations, their evolution and objectives. Also take a look at the obligations and corporate social responsibility of a company as an institution at the service of society.
- Establish which areas in a multinational company need vigilance so as to prevent potential cultural clashes.
- Learn about some of the key components of Spanish corporate culture and establish what aspects differ from the corporate culture in the students' own country.
- Develop strategies to successfully interact with native speakers in conflicts arising in the workplace
- Broaden their vocabulary of terms used in the business world and express themselves with a better grasp of the jargon used in the workplace and the labor market.
- Widen their knowledge of what elements and stages need to be considered when facing a job interview.

### CONTENTS

INTRODUCTION: Zara: corporate culture in Spain and internationalization

- 1-CORPORATIVE CULTURE IN SPAIN:
- 1.1-Communication style, leadership and status in Spain.

2.- INTERCULTURAL COMPETITION:

- 2.1-Resolution and mediation in labor disputes: management styles.
- 2.2-Emotions and neutrality in the workplace.

3.- BASIC NOTIONS:

- 3.1-Grammatical competence, lexical competence.

4.- THE BUSINESS WORLD:

- In this module aspects related to the business world will be dealt with as well as Hispanic corporate culture such as a job interview, job satisfaction, the corporation as a social institution, etc.



## METHODOLOGY

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All CLM classes follow the integration of skills, student involvement in tasks, group dynamics and pragmatic and socio-cultural value of the topics. The homework should be oriented towards the integration of students in an immersion situation in addition to personal work.

## EVALUATION

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The grade obtained in the written project.

## BIBLIOGRAPHY

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