



UNIVERSIDAD
DE GRANADA



CENTRO DE
LENGUAS
MODERNAS

INTENSIVE SPANISH LANGUAGE AND CULTURE COURSE (CILYC)

LANGUAGE- 22.5 HOURS

INTRODUCTION TO BUSINESS

SPANISH

INTRODUCTION TO BUSINESS SPANISH

GENERAL DESCRIPTION

This course aims to develop both the general competences and the communicative language competences as defined in the current Common European Framework of Reference for Languages (CEFR), taking into account all the sub-competences that comprise them, through a practical approach focused on the fields of business and commerce.

The course is organized into two complementary components.

- The first is theoretical and focuses on the acquisition of specialized business and corporate economics vocabulary, as well as the development of communication skills specific to the business world.
- The second is practical and centers on activities involving the analysis and resolution of problems based on authentic materials and real-life case studies.

CONTENTS

- Unit 1: The Contemporary Business Landscape: Entrepreneurship and Human Resources.
- Unit 2: Analysis of the First Case Study: Developing a Digital Product.
- Unit 3: Analysis of the Second Case Study: The Evolution of a Family Business.
- Unit 4: Analysis of the Third Case Study: Digital Sales Strategies for a Non-Digital Product.

METHODOLOGY

The teaching methodology is based on the case study method, an instructional approach that uses the analysis and subsequent discussion of real-world business cases to encourage active student participation. This approach facilitates the expression of opinions, beliefs, attitudes, and values while helping students develop the following skills:

- the ability to observe reality in depth
- an understanding of social phenomena and events
- the ability to define the problem situation that requires intervention
- the ability to conceptualize the relationship between theory and practice
- decision-making skills; and the ability to work collaboratively.

EVALUATION

Students must attend at least 80% of class sessions to be eligible for assessment.

Assessment is based on:

- Continuous assessment (40%)
 - class participation (10%)
 - assignments related to the completion of the case studies (20%)
 - and responses to discussion forum prompts (10%)



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- Final presentation (30%)
 - requires students to develop a business model, an international expansion strategy, and a SWOT analysis for a Spanish company.
 - Exam (30%).

Course materials are tailored to the specific needs of each group. Authentic or slightly adapted materials are used in a variety of formats, including written, graphic, audio, and audiovisual resources

BIBLIOGRAPHY

- Berbel Pineda, J. M., & Fuentes García, F. J. (2022). *Casos de éxito en internacionalización de empresas andaluzas* (1st ed.). Tirant Humanidades.
- Castillo Clavero, A. M., Abad Guerrero, I. M., & Rastrollo Horrillo, M. A. (2011). *Casos prácticos de administración y dirección de empresas*. Pirámide.
- Martínez, L., & Sabater, M. L. (2006). *Socios 2* (New ed.). Difusión.
- Tano, M. (2009). *Expertos*. Difusión.