



UNIVERSIDAD
DE GRANADA



CENTRO DE
LENGUAS
MODERNAS

INTENSIVE SPANISH LANGUAGE AND CULTURE COURSE (CILYC)

INTERSHIPS - 45 HOURS

BUSINESS INTERNSHIP PROGRAM

BUSINESS INTERNSHIP PROGRAM

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

Theoretical Content

- Topic 1: Trompenaars' and Hofstede's Cultural Dimensions Theories
- Topic 2: Spanish Corporate Culture:
 - The Spanish multinational corporation: Zara
 - Communication style, leadership, and status in Spain
- Topic 3: The Company Under Debate: The Role of Corporations in the Twenty-First Century
- Topic 4: Conflict in the Workplace: Conflict Resolution and Mediation in Professional Environments
- Topic 5: Business and Workplace Vocabulary

Practical Content

Seminars/Workshops

- Topic 1 Materials: Audiovisual documentary: *The Corporation*
- Topic 2 Materials: Documentary: *Planeta Zara* and textbook materials from *Cultura y negocios*
- Topic 3 Materials: Simulation based on a practical case related to management style
- Topic 4 Materials: Multiple-choice exercises related to business grammar and vocabulary.

METHODOLOGY

The Internship Program for International Students has an academic duration of 45 hours, to which the hours completed during the internship placement must be added, following the schedule below:

- Joint seminar (10 hours)
- Individual meetings with the tutor (two meetings, each lasting 1 hour)
- Joint seminar or follow-up session (2 hours)
- Internship placement: 45 hours, depending on the period: 11 weeks in the fall term or 12 weeks in the spring term, with 3–4 hours per week (two days per week)
- Preparation of the final report
- Presentation and evaluation of the final report.

EVALUATION

Academic Assessment

- Final project outcome: 30%
- Academic adaptation: 10%

Corporate Assessment

- Development of corporate intercultural competence (employer/tutor report): 60%

BIBLIOGRAPHY

Required Reading

- Felices, A., Iriarte, E., Núñez, E., & Calderón, M. A. (2010). *Cultura y negocios*. Madrid: Edinumen.
- Iriarte, E., & Núñez, E. (2009). *Empresa siglo XXI*. Madrid: Edinumen.

Recommended Reading

- Aguirre, B., & Hernández, C. (Eds.). (1991). *Curso de español comercial*. Madrid: SGEL.
- Aguirre, B., & Hernández, C. (Eds.). (1992). *El lenguaje administrativo y comercial*. Madrid: SGEL.
- Benítez, P., Gómez de Enterría, J., & Gelabert, M. J. (1995). *El español de la empresa*. Salamanca: Colegio de España.
- Blanco, A., & Villarrubia, M. S. (2005). *Negocios: Manual de español profesional*. Madrid: Universidad de Alcalá.
- Bonell, P. (2004). *Negocio a la vista: Reportajes con actividades para cursos de español de los negocios*.