



UNIVERSIDAD
DE GRANADA



CENTRO DE
LENGUAS
MODERNAS

SPANISH LANGUAGE AND CULTURE COURSE (CLCE)

LANGUAGE

INTRODUCTION TO BUSINESS SPANISH



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GENERAL DESCRIPTION

Aimed at students who have an intermediate level of Spanish. This course enables the student to get to know the world of business, trade and economy from a theoretical and practical view point.

The essence of this course is divided into three different areas: the business world, commercial correspondence and vocabulary.

This course is designed for students who wish to acquire a general understanding of the topics involved in the business world, as well as those wishing to acquire the necessary knowledge to work in this area.

The programmed activities will help the student to prepare the exam for the basic certificate in business Spanish offered by the Official Chamber of Commerce and Industry in Madrid.

CONTENTS

- Unit 1 La company. The departments and the organization chart of a company. The professional profile. Types of job contracts. The curriculum Vitae. The job interview. Classification of the companies. Trade in the company.
- Unit 2 Holidays. The business trip. Conferences. Tourism.
- Unit 3 Advertorial or infomercial. Customer service letter.
- Unit 4 Quality at work. Company culture. Safety regulations.
- Unit 5 The banks. Banking activities. Standing orders. Newsletters from a bank. The mortgage. The personal loan.
- Unit 6 Trade fairs. The booth. The report. International agreements.
- Unit 7 Business correspondence. The business letter and order.
- Unit 8 Advertising strategies. Types of advertising campaigns. The minutes of a meeting.
- Unit 9 Insurance. Types of insurance. Compensation

METHODOLOGY

The activities are intended to reinforce the acquisition of the aforementioned content from a practical point of view. The activities are intended to reinforce the acquisition of the aforementioned content from a practical point of view.



EVALUATION

Students must attend 80 % of classes.

Each student will have to do a final project based on starting up a business. In this project, students must adequately reflect, in a practical way, the theoretical content studied in class.

The final grade will be calculated as follows :

- Final exam result: 75%
- Final Project result: 25

BIBLIOGRAPHY

- Sabater M.L. 2002. *Socios 2*. Editorial Difusión. Barcelona