

# Spanish for Business

## Course Details

**Course Designator & Number: TLDO 3022**

**Number of Credits: 3**

**Language of Instruction: Spanish**

**Contact Hours: 45**

**Instructor: On-Site Faculty**

## Course Description

In this course, students will learn the vocabulary associated with various aspects of business, especially those associated with finding a job, as well as learning about Spanish work culture, the economy, and labor relations among other topics. Grammar will not be taught specifically in this class, but when necessary the grammar points which cause the students greatest difficulty will be reviewed. The primary objective of the course is lexical enrichment.

## Course Objectives

- Bring the professional world to the Spanish classroom as a tool for the students' professional futures.
- Increase knowledge of the economy, labor relations, and business culture.
- Provide professional and labor terminology for both general and specific areas of business.
- Highlight the social component – language culture in the business environment
- Practice speaking in relevant situations so that students can transfer the communicative functions taught in the classroom to situations outside the classroom.

## Methodology

The students will complete homework outside of class that will serve as preparation for activities to be carried out in class as well as a complement to material seen in class. The

course also includes presentations and discussions, reports and writing, debates, and information regarding how to pass through a selection process.

## **Required Reading / Materials**

In this course we will use as a reference book the manual "Temas de Empresa," from the Edimunen editorial, in addition to other manuals and Spanish material for specific purposes. If the students are interested, the content and structure of the Certificado Básico de Español de los Negocios by the Madrid Official Chamber of Commerce and Industry, will be presented along with some case studies so that the students become familiar with the dynamic of this exam.

# Grading

## Grading Rubric

| Letter Grade | Score or Percentage | Description  |
|--------------|---------------------|--|
| A            | 93–100              | Achievement that is outstanding relative to the level necessary to meet course requirements.   |
| A-           | 90–92               | Achievement that is significantly above the level necessary to meet course requirements.   |
| B+           | 87–89               |  |
| B            | 83–86               |  |
| B-           | 80–82               | Achievement that meets the course requirements in every respect.   |
| C+           | 77–79               |  |
| C            | 73–76               |  |
| C-           | 70–72               | Achievement that is worthy of credit even though it fails to fully meet the course requirements.   |
| D+           | 67–69               |  |
| D            | 60–66               |  |
| F            | 0–59                | Represents failure (or no credit) and signifies that the work was either (1) completed but at a level of achievement that is not worthy of credit or (2) was not completed and there was no agreement between the instructor and the student that the student would be awarded an I. |

## Summary of How Grades Are Weighted

| <b>Assignments</b>  | <b>Percentage of Grade</b> |
|---|----------------------------|
| Weekly Homework   | 10%                        |
| Presentation of Individual Written work (CV, letter, and business card) and group work (commercial product project) | 40%                        |
| Course Portfolio centered on the student's professional profile   | 10%                        |
| Exams   | 20%                        |
| Attendance and Active Participation (including debates and role play)   | 20%                        |
| Overall grade   | 100%                       |

# Course Content

## Unit 1

### Culture in the Professional Environment

- Presentation and brief explication of the course: questions and multiple intelligences
- Cultural differences: references and misunderstandings in intercultural communication.
- Intercultural communication in the professional environment: business protocol norms
- The 3 “saberes”: *saber ser*, *saber estar*, and *saber hacer*.
- Spaniards and citizens of Madrid throughout the world: What does someone like you do in a place like this?

## Unit 2

### The Business

- The business in the 21st Century
- Business and Products: definition and classification.
- Organization of a business: organograms
- Spanish business in the world
- The great empire: Inditex
- Internationalization and globalization of the business: new world economic powers and the causes and effects of the global economic crisis.

## Unit 3

### The Working World

- Human Resources: positions, functions, and current trends
- Job Search: offers and job contracts
- Looking for Work: CV, letter, and business card.
- Processes of personnel selection and job interviews
- New technologies: employment portals, social networks, and Netiquette
- The most complete professional manual in the world: *What color is your parachute?*

## Unit 4

### Labor Relations

- Business culture: traditional vs. progressivist
- The labor environment: aspects that motivate and demotivate in a work position
- Work cultures: traditional vs. Progressivist
- Work day and Schedule

- Idiomatic expressions in the work world
- The labor market: the labor situation of the young, strikes, and retirement
- Women and family conciliation in the working work

## Unit 5

### Marketing and Publicity

- Commercial products and strategies: product, brand, and logotype
- Market Analysis and studies.
- Advertisements and types of publicity campaigns in the means of communication
- Supply and demand: purchasing habits and forms of payment.

# Policies

## Attendance Policy

Regular attendance and punctuality are mandatory in order to earn full marks. The final grade will take into consideration preparation required for class (i.e. readings) and participation in class discussions. If you miss any meetings without an excused absence from the on-site director, your final grade will be dropped accordingly. In the case of absences, it is the student's responsibility to find out what information was given in class including any announcements made.

## University of Minnesota Policies & Procedures

Academic integrity is essential to a positive teaching and learning environment. All students enrolled in University courses are expected to complete coursework responsibilities with fairness and honesty. Failure to do so by seeking unfair advantage over others or misrepresenting someone else's work as your own can result in disciplinary action. The University Student Conduct Code defines scholastic dishonesty as follows:

### Scholastic Dishonesty

Scholastic dishonesty means plagiarizing; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; altering forging, or misusing a University academic record; or fabricating or falsifying data, research procedures, or data analysis.

Within this course, a student responsible for scholastic dishonesty can be assigned a penalty up to and including an "F" or "N" for the course. If you have any questions regarding the expectations for a specific assignment or exam, ask.

### Student Conduct

The University of Minnesota has specific policies concerning student conduct. This information can be found [on the Learning Abroad Center website](#).