



Instituto Universitario  
de Investigación en  
Estudios Norteamericanos  
"Benjamin Franklin"

## Spanish for Business

<b>Professor</b>	Priscilla Ramos Priscilla.ramos@institutofranklin.net
<b>Class hours</b>	M-F 9:30 – 11:30 (some Fridays off)
<b>Classroom</b>	Jorge Guillén
<b>Office Hours</b>	By appointment
<b>Language of Instruction</b>	Spanish
<b>Type of teaching</b>	In person

### COURSE DESCRIPTION

At the end of this course, students will be highly qualified to develop all the skills related to communication, both in the personal and professional spheres. For the student's professional field, this class is essential for Spanish within companies and organizations. The professor has designed this course for students with a B1-B2 level of Spanish who need Spanish to function in work environments. Based on the communicative approach, I have developed a series of activities and tasks based on real life situations in the business world. Special attention is paid to the acquisition of terminology in its context, oral expression in specific situations, and written expression of letters, curriculum vitae, and other specialized documents, without forgetting the cultural elements.

### OBJECTIVES

#### General Skills (CG):

CG1: Get along with work issues and current events.

CG2: Use a repertoire of "formulas" and usual structures related to situations in the business world with reasonable accuracy.

CG3: Describe and explain the main points of an idea or a problem with reasonable precision. Participate in communicative situations typical of the world of work.

CG4: Talk about different business activities. Draft documents and business letters.

### **Specific Competences (CE):**

CE1: Be aware of the most significant differences between the customs, practices, attitudes, values, and beliefs that prevail in the Spanish community (within the field of business) and your own and know how to identify those differences.

CE2: Identify and recognize the linguistic markers of social relations, the essential rules of courtesy, and act appropriately.

### **METHODOLOGY**

The Business Spanish course is developed using the communicative approach to the language. The aim is to train the student for real communication -not only in the oral expression but also in the written one- with other Spanish speakers. To achieve this objective, I use authentic texts, recordings, and material in class. Many activities are carried out that try to imitate reality outside the classroom (simulation activities) faithfully. The proposed methodology aims to work on both the theoretical content and the attitudes and skills of the students so that they develop the skills as mentioned earlier.

### **CLASS ETIQUETE**

To achieve success in the class, the student must arrive every day prepared for class, having done the readings assigned in the program and all the homework. Homework is essential as it will allow the student to be ready for class. It consists of reading the information in the manual and doing the comprehension exercises, together with its glossary. This task is vital to follow the rhythm of the class well since it will facilitate the understanding of what you have learned.

You must submit your homework double space using Times New Roman font 12. You should print it on white A-4 paper. Please write your name, surname, date (day/month/year), and title. If there are more than two pages, you must include a page number and staple all the pages. If you write something BY HAND, you must use white A-4 paper without lines, blue or black pen (never pencil or other colors, the colors are for the teacher's correction). Don't cross out; use a liquid corrector.

If you include any photos or articles, cut them out with scissors and glue them to a sheet of paper to attach to the assignment on a separate sheet.

## ASSESSMENT

I will combine different evaluation systems to assess the students' progress. The continuous work of the student will be the primary evaluation. The global assessment will be based on the participation of the students in the theoretical and practical sessions, carrying out exercises, papers, and written tests. It will also consider the students' delivery of oral presentations and participation in the activities of the course. The percentage of the grade assigned to each of the sections of the course will be as follows:

### Class Participation

It must be active; that is, the student must not only ask questions but also make comments and actively participate in the exercises proposed in class, both in groups and individually. In addition, the student must read the texts assigned by the teacher and do the exercises related to the textbook. The student is expected to show maturity and responsibility in the classroom, so gestures, a passive attitude such as sleeping in class, and inappropriate behavior in the classroom can have a negative impact on the grade for this section.

The total percentage of this section is 10%.

### Assignments

Students will carry out several group activities outside the classroom, such as simulation activities to imitate reality outside the school. Student participation in these activities will be valued positively. In addition, the student must write an essay of between 3 to 5 pages, which will deal with an investigation of a Spanish company. This essay will be the basis for the subsequent oral presentation.

The total percentage of this section is 15%.

### Midterm Exam

It will take place in the middle of the course. The exam will last an hour and a half and will deal with the topics studied up to that moment. There will be no bonus credit questions.

The total percentage of this section is 25%.

### Final Exam

It will be held at the end of the course and will last an hour and a half. There will be no bonus credit

questions.

If the instructor detects cheating or plagiarism during the exam, the student will receive a final grade of zero, with no option for a make-up test.

The total percentage of this section is 25%.

### Final Oral Presentation

Students will deliver an oral presentation on their research on a Spanish company and obtain information about it (legal status, assets, sector to which it belongs, clientele, etc.) Students will deliver their oral presentation according to the class schedule. The research topics are as follows:

Please bear in mind that your research topic will be selected using a draw. The research topics are as follows:

1. El Corte Inglés.
2. Hoteles Meliá .
3. INDITEX.
4. Helios.
5. Grupo Faustino.
6. Grupo Gullón.
7. ABENGOA.
8. Grupo Cortefiel.
9. Campofrío.
10. Mayoral.
11. Banco Santander.
12. BBVA.
13. Hispanitas.
14. Grupo Osborne.
15. Borges.
16. Mercadona.

The oral presentation will be about 15 or 20 minutes, and the marking assessment will consider the following criteria:

- a) Content and development: The student must make a well-structured presentation by introducing the main topic and organizing information. Thus, ideas must be interconnected coherently, leading to a logical conclusion.
- b) Specific language and language use: The student must present their work using specific business Spanish terms and will take special care with the proper subject and conjugation agreement, the correct use of grammatical tenses, and the use of complex constructions,

c) Body language:

Body language, eye contact, and intonation are essential to keep the audience engaged in the topic. Students must also control the topic's content to keep the audience interested. Another technique that allows you to maintain interest in your topic is to ask some comprehension questions to the class.

d) Audiovisual media: The student must use audiovisual media to make his oral presentation. I advise you to use PowerPoint, postcards, photos, newspapers, etc.

e) It is also essential that the student does not directly read the information. Notes or supporting notes can be used, but never read straight from the presentation.

The total percentage of this section is 25%

Nota Bene. If a student doesn't deliver their oral presentation on the date assigned, they will receive one point less for each day of delay.

### Plagiarism

Research papers must present the students' ideas. Work by other writers or experts used to support student ideas should be cited appropriately. Improper use of someone else's text or work is considered plagiarism. Plagiarism violates academic standards. Students will get a zero on the paper, and they might fail the course. In extreme cases, it can mean expulsion from the program. The teacher will provide guidelines for writing the paper properly.

### ASSESSMENT

Class participation	10%
In Class Activities, Online Assignments, Homework, Mini-Oral Presentations	20%
Midterm Exam	20%
Final Exam	25%
Final Oral Presentation	25%

### GRADING SCALE

A+ = 100-96   B+ = 85-81   C+ = 70-67   D+ = 57-54

A = 95-91    B = 80-76    C = 66- 62    D = 53-50  
A- = 90-86    B- = 75-71    C- = 61-58  
F = 49%

The official grading system (A=4, B=3, C=2, D=1) will be applied for the calculation of the final mark.

## CLASS ATTENDANCE

Class attendance is MANDATORY.

If a student misses a class, he/she must submit a medical note or report to the Program Director. If there is no excuse for the absence, I will dock the final mark by 10 points per absence. It will be the student's responsibility to individually prepare the topic taught in class on the days he/she is absent.

## STUDENTS WITH SPECIAL NEEDS

Students with special needs can contact Antonio Fernández at [antonio.fernandezm@uah.es](mailto:antonio.fernandezm@uah.es)  
The Franklin-UAH Institute has the necessary measures to help those students with special needs who demonstrate it by using a certificate issued by a specialist.

## INTERNET AND ELECTRONIC COMMUNICATION DEVICES

Technology in the classroom is critical today. However, if misused, it may impair the students' learning. For example, check email, chat with other users, or browse the web for purposes other than class content, etc. The misuse of these tools can distract other colleagues equally, so it is only allowed to take notes with the computer. For any other use, students must request permission from the instructor.

## CALENDAR

FECHA MATERIA DE ESTUDIO ACTIVIDADES ALUMNO		
MAYO 2023		
Semana 1		
MIÉRCOLES, 3 DE MAYO	Llegada de alumnos al instituto	
	9:00 Orientación	
JUEVES, 4 DE MAYO	11:30 Café	
	15:30-17:00 Tour of Alcalá	
VIERNES, 5 DE MAYO	Tour de Madrid	
Semana 2		
	Primer día de clase	Actividades de introducción. Expectativas.
	Presentación del curso	Cuestionario
		Tipos de aprendizaje
LUNES, 8 DE MAYO	Lectura del syllabus	• ❖ Actividades relacionadas con personalidades y perfiles
	Sorteo presentación oral	• ❖ Estructura de una empresa
	Unidad 1: Compañeros de trabajo	• ❖ Requisitos profesionales
		• ❖ Emprendedores españoles

MARTES, 9 DE MAYO	Unidad 2: Productos de ayer y hoy	Comparativo de productos y empresas tradicionales e innovadores Las nuevas empresas ❖ 12:00-13:00 Visita Museo Arqueológico de Alcalá.
MIÉRCOLES, 10 DE MAYO	Unidad 2: Productos de ayer y hoy	La responsabilidad empresarial en la sociedad El desarrollo sostenible y las energías renovables ❖ Curriculum Vitae y ofertas de trabajo 16:00-16:30 Visita Casa de Cervantes
JUEVES, 11 DE MAYO	Unidad 3: Normas en la empresa	Comportamientos y reglamentos Obligaciones y prohibiciones Normas culturales Gestión de conflictos
VIERNES, 12 DE MAYO	Unidad 5: Salones y ferias	Planificación de eventos o conferencias en el trabajo <i>Promoción de empresas</i> Publicidad y marketing (charlar de responsable de conferencias)

Semana 3

LUNES, 23 DE MAYO	Unidad 6: Internet y las nuevas empresas	Investigar empresas online Las redes sociales: estrategias de promoción y marketing. Introducción a los Paradores de España (charlar por responsable de redes sociales)
MARTES, 17 DE MAYO	Unidad 7: Correspondencia comercial	Desarrollo de negociación Propuestas, condiciones, aclaraciones Pedidos e encargos 11:00-12:30 Visita al Parador de Alcalá
MIÉRCOLES, 18 DE MAYO	Unidad 8: Estrategias de publicidad	Diseñar carteles publicitarios. Idear una campaña publicitaria 12:00-13:00 Visita al Museo Cisneros
JUEVES, 19 DE MAYO	Unidad 9: Seguros	Indemnizaciones y reclamaciones Recados telefónicos
VIERNES, 20 DE MAYO VIAJE A GRANADA		

Semana 4

LUNES, 23 DE MAYO	Visita al mercadillo de los lunes	El mercadillo español El vocabulario de mercadillo Lectura Video del rastro Excursión al "mercadillo de los lunes" Reflexiones
MARTES, 24 DE MAYO	Unidad 10: Presentaciones y conferencias	Analizar y desarrollar un proyecto de empresa Investigación previa de Cervezas Cibeles

MIÉRCOLES, 25 DE MAYO	9:30-15:00 VISITA A LA FÁBRICA DE CERVEZAS CIBELES	
JUEVES, 26 DE MAYO	Repaso del examen final	Actividades para preparar el examen final
	Presentaciones finales	Presentaciones finales
	17:00-18:30 Visita al Corral de Comedias	
VIERNES, 27 DE MAYO VIAJE A TOLEDO		
Semana 5		
LUNES, 30 DE MAYO	Exámenes Finales	
MARTES, 31 DE MAYO	Final del programa.	

## USE OF THE VIRTUAL CLASSROOM

The use of technology in this course is fundamental. Students will use the Google Classroom (GC) platform through the Instituto Franklin-Universidad de Alcalá. The professor will post all notifications on GC and send emails to students from the platform. These notifications may include homework, readings, field trips, or information on emergencies. In addition, all activities, assignments, and presentations will be posted on GC, and students must submit papers or presentation deliveries on the platform. Students can check their grades on GC. The student will find supplementary materials such as a vocabulary list, grammar explanations, study guides, videos, etc. In terms of protecting our environment, all assignments will be in GC to avoid printing brochures or worksheets.

## WE SPEAK ONLY IN SPANISH

In the class we will only speak in Spanish. The use of English in the class would prevent the total immersion of the student in the Spanish learning process. In addition, it is important to emphasize that to understand and enjoy the class we ask you to make an additional effort to adapt the terminology with the sole purpose of familiarizing yourself with the characteristic languages of the subject matter. For a better understanding of the class, we recommend an intermediate level of Spanish.

## BIBLIOGRAPHY

*Socios 2* (B1), Libro del alumno + CD (nueva edición). ISBN/EAN: 978-84-8443-418-4





Autores: Lola Martínez/ María Lluïsa Sabater, (REQUIRED TEXTBOOK).

**\*\*This program is subject to change\*\***