



## **“Spanish, Business, and Sustainable Development in Latin America”**

### **BUSINESS SPANISH**

#### **Advanced**

#### **DESCRIPTION**

This course focuses on the study of the communicative skills necessary to understand and interact in different work scenarios and be able to perform effectively in them, both in an international and Latin American context. The main objective of the course is for the student to become competent in grammatical aspects that allow him/her to construct his/her speech in Spanish in professional areas, as well as to manage the different communicative skills applied in a company or business context.

The knowledge of the specific lexicon is a fundamental pillar, so the course emphasizes the study of terminology and technical language required for the business area. The essential terminology for studying the business environment in Latin America is presented, thus it is also essential to refer to the economic and cultural aspects that influence this sector.

As a transversal axis to the study of Spanish in the business environment, particular emphasis will be placed on corporate social responsibility as a form of management that is concerned with ensuring that the company's operations are economically, socially, and environmentally sustainable. In addition, as a thematic complement, the issue of public-private partnerships, the actors involved, and the processes involved will be also considered.

#### **PREREQUISITES**

High Intermediate Spanish

#### **COURSE OBJETIVES**

1. Express themselves naturally and effectively on topics related to the business world in Latin America
2. Interpret and understand complex information concerning the business environment in Spanish
3. Correctly apply business terminology in different business scenarios
4. Analyze specific cases of corporate responsibility in Latin America
5. Analyze the value and challenges of public-private partnerships in Latin America



## COURSE CONTENTS

WEEK	TOPICS	ASSIGNMENT(S) DUE
1	<p><b>Job offers and applications</b></p> <ul style="list-style-type: none"> <li>• Writing a letter for a job application</li> <li>• Create a resume</li> </ul> <p><b>International Workplace Transfers</b></p> <ul style="list-style-type: none"> <li>• Apply to international jobs</li> <li>• Understand and carry out migratory and administrative paperwork associated with the work transfer</li> </ul> <p><b>Introduction to Business Environment</b></p> <ul style="list-style-type: none"> <li>• Communication</li> <li>• Cooperation</li> </ul> <p><b>Public-Private Partnerships for Development (APPDs)</b></p> <ul style="list-style-type: none"> <li>• Actors involved</li> <li>• Problem or need identification</li> <li>• Private and public sector</li> <li>• APPDs' development cycle</li> </ul>	
2	<p><b>Team meeting</b></p> <ul style="list-style-type: none"> <li>• Organize a negotiation session</li> <li>• Prepare an argument about a topic for discussion</li> <li>• Develop expository tactics to persuade in a negotiation</li> </ul> <p><b>Public-Private Partnerships for Development (APPDs)</b></p> <ul style="list-style-type: none"> <li>• Mutual benefit</li> <li>• Social dialogue</li> <li>• Respect and tolerance regarding differences</li> <li>• Compromise</li> <li>• Letter of intent</li> <li>• Values</li> </ul>	Homework 1
3	<p><b>International commerce</b></p> <ul style="list-style-type: none"> <li>• Describe the economy of a country</li> <li>• Prepare a report on a sector of the economy</li> <li>• Investigate about the economic reality of a country</li> </ul>	First Mid Term Exam Homework 2



	<p><b>International commerce terminology</b></p> <ul style="list-style-type: none"> <li>• International Cooperation</li> <li>• Non Governmental Cooperation</li> <li>• Economic Cooperation</li> </ul> <p><b>Public-Private Development alliances</b></p> <ul style="list-style-type: none"> <li>• Case analysis</li> </ul>	
4	<p><b>Create a business</b></p> <ul style="list-style-type: none"> <li>• Discuss needs</li> <li>• Describe products and services</li> <li>• Create a business plan</li> </ul> <p><b>Business Social Responsibility</b></p> <ul style="list-style-type: none"> <li>• Organization Impact <ul style="list-style-type: none"> <li>○ Economic</li> <li>○ Social</li> <li>○ Environmental</li> </ul> </li> </ul> <p><b>Principles</b></p> <ul style="list-style-type: none"> <li>• Effectiveness, simplicity, suitability, proactivity, alignment, outcome, professionalism, synergy.</li> </ul>	Round Table Homework 3
5	<p><b>Finances</b></p> <ul style="list-style-type: none"> <li>• Analyze how people spend and manage money</li> <li>• Talk about remuneration forms</li> <li>• Write documents related to financial procedures: making a commercial offer, asking for a budget, providing information on payment methods</li> </ul> <p><b>Business Social Responsibility</b> Cases study</p>	Participative Dynamic Homework 4
6	<p><b>Production and Manufacturing</b></p> <ul style="list-style-type: none"> <li>• Describe production processes</li> <li>• Discuss structures of economic sectors</li> <li>• Discuss the problems of a factory and provide solutions</li> </ul> <p><b>Business Social Responsibility</b> Cases studies on production and manufacturing</p> <p><b>Final Group Presentations</b></p>	Final Group Paper Second Mid Term Exam



## METHODOLOGY

The working approach is action-oriented, leading to the promotion of spontaneous and challenging production activities in which the teacher is a facilitator, the learner is the protagonist of her/his learning and mistakes are a natural part of the literacy process in the foreign language.

## EVALUATIONS

First Midterm	25%
Second Midterm	25%
Final Group Paper	20%
Homework	20%
Round Table	5%
Participative dynamics	5%

## PROJECTS

PROJECT	DESCRIPTION	
Final Group Paper	It consists in a practical paperwork in which the student presents all of the individual homework and the final conclusions and recommendations, based on the hypothetical introduction of an American franchise to Costa Rica. This project includes a written report and an oral presentation.	20%
Homework	Homework assignments are linked to the final paper. The student must present reports in which the introduction of an American franchise to Costa Rica is analyzed. Each homework focuses on topics covered in class, and a written report and oral presentation are due as part of the assignment.	20%
Round table	It is based on the reading of a specific book or text that the professor will assign, and the active participation of the student is evaluated.	5%

**Average minimum amount of out-of-class or independent learning expected per week:  
12 hrs.**



## BIBLIOGRAPHY

Author	Title	Edition
Marcelo Tano	Expertos. Curso avanzado de español orientado al mundo del trabajo	October, 2016
Robert Devlin y Graciela Moguillansky	Alianzas público-privadas Como estrategias nacionales de desarrollo a largo plazo	April, 2009
Alma Berenice Méndez Sáenz Martha del Pilar Rodríguez García KlenderAimer Cortez Alejandro	Factores Determinantes de la Responsabilidad Social Empresarial (RSE). Caso aplicado a México y Brasil	August, 2009
Fernando Casado Cañeque	Alianzas public-privadas para el desarrollo	March, 2007
ISO	Guía sobre responsabilidad social, ISO 26000	
Franech, J.	Estrategias y tácticas del Marketing. Interpretando al consumidor en su kilómetro cero	2014
Kerin, R., Hartley, S., y Rudelius, W.	Marketing	2014. (11 ed.)
Sánchez, J.	Mercadeo real Aplicaciones cuantitativas empresariales	2018
Parkin, M.	Economía	2006
Mankiw, N.	Principios de Economía	2012. (6 ed.)
Guillén, C. y Guil, R.	Psicología del Trabajo para Relaciones Públicas.	2000
Davis, D.	Investigación en Administración para la toma de decisiones	2001 (5 ed.)
Koontz, H., Weihrich, H., Cannice, M.	Administración: una perspectiva global y empresarial	2012 (14 ed.)
Nowalski, Jorge Llodio, Aitor, eds.	La dimensión legal de las alianzas público-privadas en Costa Rica	2015



## **ACADEMIC POLICIES**

1. Classes begin on time. Being ten minutes late is a tardy.
2. Each assignment or evaluation has a unique dateline.
3. Late assignments are accepted only with medical proof.
4. Examinations are only rescheduled when there is a medical document justifying the absence. When applicable, the student must cancel the amount stipulated by the cashier's department for the replacement of the exam.
5. The use of technological devices or eating in class is not permitted except with the prior indication of a teacher.
6. In cases of plagiarism, the percentage of the student's assignment will not be recognized.