



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

### **BUSINESS SPANISH**

#### **Intermediate**

##### **DESCRIPTION**

This course focuses on the study of the communicative skills necessary to understand and interact in different work scenarios and be able to develop effectively in them. It has the double objective of continuing with the development of the linguistic structures of the intermediate level of Spanish and introducing it into the nuances of the language used in the business world.

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 fields. The knowledge of the specific lexicon is a fundamental pillar of the course, so the study of terminology and technical language required for the business area is emphasized. The 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**

Basic Spanish

##### **COURSE OBJETIVES**

1. Interact in different business scenarios
2. Understand and prepare documents relating to the business environment
3. Apply business terminology in different business scenarios
4. Get familiar with the concepts of corporate responsibility
5. Identify types of public-private partnerships in Latin America



## COURSE CONTENTS

WEEK	TOPIC	ASSIGNMENT(S)
1	<p><b>Team work</b></p> <ul style="list-style-type: none"> <li>• Talk about workplace relationships</li> <li>• Create the organization chart of a company</li> <li>• Describe the profiles of those responsible for each department</li> <li>• Identify the requirements of ideal candidates for the company</li> <li>• Write e-mails</li> </ul> <p><b>Business trips</b></p> <ul style="list-style-type: none"> <li>• Schedule a business trip</li> <li>• Organize an executive meeting</li> <li>• Write an informative document for attendees</li> </ul> <p><b>Management Principles</b> Effectiveness, simplicity, suitability, pro activity, alignment, outcome, professionalism, synergy</p> <p><b>Introduction to Business Environment</b></p> <ul style="list-style-type: none"> <li>• Communication</li> <li>• Cooperation</li> </ul>	
2	<p><b>Advertising report</b></p> <ul style="list-style-type: none"> <li>• Identify the consumption trends of a product</li> <li>• Study the structure of advertisements</li> <li>• Elaborate a company's publicity report</li> <li>• Answer claims and complaint letters</li> <li>• Write apology letters</li> </ul> <p><b>Company Rules</b></p> <ul style="list-style-type: none"> <li>• Identify the elements that form part of the business culture</li> <li>• Elaborate the rules for the employees of a company</li> <li>• Read and prepare safety regulations</li> </ul> <p><b>Public-Private Partnerships for Development (PPPDs)</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>	Homework 1



3	<p><b>Finances</b></p> <ul style="list-style-type: none"> <li>• Apply for a grant or bank loan</li> <li>• Carry out banking operations</li> <li>• Develop card application forms at the bank</li> <li>• Analyze bank advertising</li> </ul> <p><b>Business Exhibits</b></p> <ul style="list-style-type: none"> <li>• Organize a business exhibit</li> <li>• Prepare documents to prepare a business/trade exhibit</li> <li>• Conduct surveys at a trade exhibit</li> <li>• Write the trade exhibit report</li> <li>• Identify problems that may arise at an exhibit</li> </ul> <p><b>Public-Private Development Alliances</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>• Latin American Cases</li> </ul>	First Mid Term Exam Homework 2
4	<p><b>Internet</b></p> <ul style="list-style-type: none"> <li>• Study different types of websites depending on the Company</li> <li>• Designing a website</li> <li>• Prepare a meeting with a web design company</li> </ul> <p><b>Advertising strategies</b></p> <ul style="list-style-type: none"> <li>• Elaborate informative advertising texts</li> <li>• Create an advertising campaign</li> <li>• Prepare a radio spot</li> </ul> <p><b>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>	Vocabulary Homework 3
5	<p><b>Commercial Correspondence</b></p> <ul style="list-style-type: none"> <li>• Identify resources for business correspondence</li> <li>• Write commercial letters, orders, invoices, and information letters</li> </ul> <p><b>Insurance</b></p> <ul style="list-style-type: none"> <li>• Identify types of insurance and their requirements</li> <li>• Write a claim letter</li> </ul>	Short Presentation Homework 4



	<ul style="list-style-type: none"> <li>• Know the types of compensation offered by an insurance company</li> </ul> <p><b>Business Social Responsibility</b></p> <ul style="list-style-type: none"> <li>• Cases study</li> </ul>	
<b>6</b>	<p><b>Presentations and conferences</b></p> <ul style="list-style-type: none"> <li>• Preparing a conference</li> <li>• Techniques to attract attention during presentations</li> <li>• Prepare slides for a presentation</li> <li>• Present a company project</li> </ul> <p><b>Final Group Presentations</b></p>	<p>Final Group Paper Second Mid Term Exam</p>

## 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.

## EVALUATION

First Midterm	25%
Second Midterm	25%
Final Group Paper	20%
Homework	20%
Short Presentation	5%
Vocabulary	5%



## PROJECTS

PROJECT	DESCRIPTION	TOTAL POINTS
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 the written report and the oral presentation.	20%
Homework	They are linked to the final paper. In this individual homework, 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 the course, and a written report and oral presentation are due.	20%
Vocabulary analysis	Short dynamic in which the vocabulary is analyzed in a conversational activity with the active participation of the students and the coordination of the professor.	5%
Short Presentation	Consists of an oral presentation based on a specific topic assigned by the professor, based on the business terminology.	5%

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



## BIBLIOGRAPHY

Author	Title	Edition
Marcelo Tano	Socios 2. Curso 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 Klender Aimer Cortez Alejandro	Factores Determinantes de la Responsabilidad Social Empresarial (RSE). Caso aplicado a México y Brasil	August, 2009
Fernando Casado Cañeque	Alianzas público privadas para el desarrollo	March, 2007
ISO	Guía sobre responsabilidad social, ISO 26000	
Fransech, J.	Estrategias y tácticas del Marketing. Interpretando al consumidor en su kilómetro cero	2014
Kerin, R., Hartley, S., y Rudeliuis, 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.