

BUSINESS SPANISH

1. Introduction.

On this course the student with an intermediate or high level of Spanish will have the opportunity of acquainting him or herself with the world of economic, commercial and financial terminology from a dynamic social-cultural perspective. We will be focusing on documental terminology and on the most usual vocabulary of typical situations in Spanish businesses with international vocation, but without forgetting the Latin-American dimension. This course is recommended especially to those students who wish to incorporate into their training the option of being integrated into businesses with commercial relations in the context of the Spanish-speaking community. On the other hand, special attention will be paid reasoned acquisition of terminology in its context, to oral expression in specific situations and to written expression in the form of letters, curriculum vitae and other specialised documents.

2. Syllabus

Topics of foreign commerce:

- 1 Introduction to commerce and its terminology.
- 2 The commercial business: its legal nature.
- 3 The decision to import and/or export and their requisites.
- 4 The politics of exportation.

Topics of Spanish and Latin-American economy:

- 1 Introduction to the Spanish economy and to its most significant problems.
- 2 The population as an economic factor.
- 3 Agricultural, livestock and fishing sectors in Spain.
- 4 Tourism in Spain.
- 5 The main industrial businesses and services in Spain.
- 6 The Spanish financial system.
- 7 The Spanish managerial presence in Latin-America.
- 8 The essential keys to the economy of the main Spanish-speaking countries (Mexico, Argentina, Chile, Colombia, Peru, Venezuela, Cuba and Costa Rica).

Other topics:

- 1 Typical characteristics of the Spanish business and administration culture.
- 2 The business letter.
- 3 Offers of employment.
- 4 The Curriculum Vitae.

3. Activities

The student will carry out a series of oral and written exercises based on the topics proposed in the syllabus, as much on original texts as on prepared texts. Also, short debates and discussions will be organised in class on those same topics. The length of the activities will depend on each exercise. The debates should last no longer than 20 minutes.

4. Assessment

This will fundamentally depend on a final exam which will be 70%. Attention and participation will be 15%. The exercises and activities programmed to be done at home will be another 15%. The mid-term exam will be 20% of the total assigned to the final exam.

5. Course textbook

FELICES LAGO, Ángel and RUIZ LÓPEZ, Cecilia: *Español para el comercio internacional. Términos y expresiones esenciales en le mundo de los negocios*. Madrid, Edinumen, 1998.

6. Complementary bibliography:

Certificado Básico de Español de los Negocios. (Cuaderno de ejercicios resueltos I). Madrid, Cámara Oficial de Comercio e Industria de Madrid y Universidad de Alcalá, 1997.

GONZÁLEZ, M. et al, *Temas de economía española*. Valencia, Tirant lo Blanch, 1998.

PALOMINO, M.A., *Técnicas de correo comercial*, Madrid, Edelsa, 1997.

SABATER, M.L., MARTIN, E., and BOSCH, M., *Hablemos de negocios*. Madrid, Alhambra_Longman, 1992.

COMPLEMENTARY DOCUMENTATION: Annuals, articles, reports and documents from different sources; periodical publications of present-day economics.