

Course Details

Length: 1-5 weeks

Minimum Spanish Level: Low Intermediate (if zero, add 6-10 weeks of regular Spanish before course)

For Whom: Business professionals and students who need to learn specialized Spanish Business terminology for professional purposes. In addition, this is an excellent course for those who will be volunteering or interning in a Spanish-speaking country.

Schedule: 20 hrs/wk Spanish in groups & 8 hrs/wk of business classes

Course Objectives

Our business classes are focused on the acquisition of business-related terminology and skills that facilitate the student's performance in communicative situations both in the public and private/business spheres. Class materials include authentic business texts, newspapers articles, access to internet, and multimedia resources, among many others. Class work is organized around reading comprehension activities, a better understanding of the Argentinean work culture and the development of strategies to interact between professionals and/or professionals and clients.

Concepts

Below is a sample course outline broken up into 7 modules (5 weeks total). Students who can't commit to the full 5 weeks Will cover some of the modules. We can't guarantee which modules will be covered in less than 5 weeks

- Modules 1 and 2 are completed in 1 week
Module 3 = 1 week,
- Module 4 and 5 = 1 week
- Module 6 = 1 week
- Module 7 = 1 week

	Topics	Contents and General objectives	Activities, materials, remarks, etc.
MODULE 1	A) Communication and Business.	<ul style="list-style-type: none"> • Business letters. • Business negotiation. • Business communication. 	Writing business letters (analysis and types of business letters, résumés, etc.)
	B) General Documentation.	<ul style="list-style-type: none"> • Business contracts, accounting documentation, etc. 	Grammatical structures and basic expressions. General vocabulary and specific terminology.
MODULE 2	A) Work planning.	<ul style="list-style-type: none"> • Arranging meetings by telephone. 	<u>Dialogues</u> : making plans by phone, Internet, etc.
	B) Everyday situations in the work environment.	<ul style="list-style-type: none"> • Looking for a job, analysing job market, etc. 	Looking for a job in newspapers, magazines, etc.
	C) Travelling arrangements.	<ul style="list-style-type: none"> • Making arrangements and plans for a trip. Booking a hotel room, visiting a restaurant and renting a car. 	<u>Skills</u> : Looking for specific information, interacting with other people, and requesting information.
MODULE 3	A) The world of the company	<ul style="list-style-type: none"> • Definition of “business/company”. Type of companies. Institutional chart. The economic flow. • Planning of strategies. • Marketing process. Macro and micro environment of the company. Market & society. • Relation with public politics. • Business planning. 	Analysis. Situations. Reading of different business study cases. Key terminology. Articles from newspapers and business magazines. Information, tools and marketing resources.
	B) Travelling. Presentation of a product.	<ul style="list-style-type: none"> • Arrangements to present a product. • Visiting a client. • Postponing a meeting. • Presenting a product. 	Suggestions to present products. Business magazines. Dialogues and communicative interactions. Skills : Conversations and persuasion.
	C) Customers.	<ul style="list-style-type: none"> • Making a telephone call to a customer/client. • Talking with the boss. • Expressing opinion and disagreement. • Closing a deal. 	Dialogues and situations. Suggestions to express opinion and disagreement. <u>Skills</u> : Interaction, persuasion, conversation.
MODULE 4	A) Publicity.	<ul style="list-style-type: none"> • Language and publicity. • The company and mass media communications. • New technologies and advertisement. 	Revision of grammatical structures (imperative, argumentation, etc.) . Analysis of publicity campaigns in different media. Technical and market resources.

	Topics	Contents and General objectives	Activities, materials, remarks, etc.
	<p>A) Labour market and society.</p> <p>B) Argentine tax system.</p>	<ul style="list-style-type: none"> • Labour context in Argentina and Latin America. • Work and society. • The work system and work culture in Argentine and Latin America (natives and immigrants) • Work insertion, discrimination, wages, the role of the woman, children's work, etc. • Institutional organizations, taxes, etc. 	<p>Newspapers and business magazine articles. Newspapers and magazine articles to foster debates.</p> <p>Skills: Reading comprehension and conversation. Debate and discussion.</p> <p>Analysis, readings and examples taken from Argentine's reality.</p>
MODULE 6	<p>A) Economy and society.</p> <p>B) Brief history of the Argentine economy.</p>	<ul style="list-style-type: none"> • Latin America in the 90's. Neoliberal Politics. Economic, social, political and cultural crisis. • Social answers. • Case study: Argentina. • The beginnings, models undertaken, profile or our population, resources, political organization. • The public and the private sector. • Links with the organizations that lend money. 	<p>Newspapers and current affairs magazines, opinions, analysis, etc. Discussion and debate. Movie and debate. Skills: Reading comprehension and conversation. Debate and discussion.</p> <p>In this module we set forth the following: reading, debate and discussion, research, production and diachronic analysis.</p>
MODULE 7	Foreign Commerce	<ul style="list-style-type: none"> • Imports and Exports in Argentina. • Customs code. • Regulations. • International trade statistics. • Argentine products overseas. • Commercial bonds and common markets in Latin America. • Study case: Mercosur 	<p>Reading and analysis of newspaper and foreign commerce articles.</p> <p>Analysis of different regulations, statistics, etc.</p> <p>Visit to Cordoba International Chamber of Commerce.</p>

* The depth of the topics studied will vary according to the length of the course. The study material will offer different tasks to deepen the required skills according to the professor's criteria and the modules previously chosen by the student.

MOVIES:

Movies generally represent a valid contribution to stimulate the debate and analysis of the topics studied. Therefore, we include a list of some Argentine movies related to our topics: “business”, “economic culture”, “work culture”, etc., which may complement the study material. The professor can choose the movie to be watched; however, we suggest the following:

- El hijo de la novia
- Luna de Avellaneda
- Nueve Reinas
- Deuda
- Plata quemada
- Memorias del saqueo
- Pizza, birra y faso
- Caballos salvajes
- Perdido por perdido
- Vientos de agua (TV series)
- And others...

GENERAL BIBLIOGRAPHY:

- GÓMEZ DE ENTERRÍA, Josefa: Correspondencia comercial en español. SGEL, Madrid, 2005.
- DE PRADA, Marisa y BOVET, Montserrat: Hablando de negocios. Método ELE. Edelsa, Madrid, 2007.
- CENTELLAS RODRIGO, Aurora: Proyecto en...español comercial. Edinumen, Madrid, 1997.
- CENTELLAS RODRIGO, Aurora: Proyecto en...español comercial. Libro de ejercicios.
- ARMSTRONG, Gary y KLOTER, Philip: Mercadotecnia. Prentice-Hall Hispanoamérica, México, 1994.
- A.A.V.V: Manual de plan de negocios. La carta de navegación para el éxito. Versión electrónica.
- QUINTANA, Roberto L. – PAGÉS, Gustavo – ALMADA, Luis A.: Economía. Un enfoque tecnológico para la toma de decisiones.
- PALOMINO, María Ángeles: Técnicas de correo comercial. Edelsa, Madrid, 1997.
- STEINITZ, René – BEITSCHER, Gina: Teoría y práctica del español comercial. Ed. Max Hueber Verlag, s/d, 1990.