

## COURSE: SPANISH FOR ECONOMICS AND BUSINESS

<b>Language</b>	Spanish
<b>Level of Spanish required</b>	Intermediate (or above)
<b>Hours of class</b>	45 hrs.
<b>Credits</b>	6 ECTS

### Course description

This course introduces students to the business and economic world through a selection of newspaper articles and authentic materials that highlight the specialist vocabulary and grammatical structures needed for specific business contexts. Students develop language skills for comprehension and expression which prepare them for interactive communication in real-life situations, such as debates, presentations and simulations.

### Methodology

The course contents will be introduced through texts, listening exercises, videos and power point presentations. On the basis of this wide range of material, students will work on grammatical structures, vocabulary and sociocultural content that will help them to develop the ability to interact in real situations. Students are expected to participate actively in the proposed speaking and writing activities.



### Assessment

Attendance and participation in class: 20%

Commentary on three of the topics presented in class: 40%

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### Syllabus

#### First part

##### 1. Introduction to the economic world

- 1.1. The Spanish economy: its sociocultural and economic diversity. Economic cycles.
- 1.2. Economic indicators: income and wealth. Income levels and purchasing power.
- 1.3. Consumption: consumer and public goods.
- 1.4. The transition from old to new technologies: a socioeconomic perspective.
- 1.5. The labor market: the concept of time as an economic commodity.
- 1.6. The tourism sector and its impact on the economy: organizations, companies and jobs in the tourism sector. The leisure and cultural economy.

2. Business organization
  - 2.1. The company. Types of companies.
  - 2.2. Business sectors: statistics, evolution.
  - 2.3. How a company works: departments and posts.
  - 2.4. Work contracts.
  
3. Human resources
  - 3.1. Job opportunities. Seeking work: curriculum vitae and cover letter.
  - 3.2. Human resources. Salary systems. Types of salary. Types of business letters.

### Second part

1. Introduction to the economic world
  - 1.1. The Spanish economy: its sociocultural diversity. The affluent society.
  - 1.2. The building sector: Young people and access to housing. Financing a home purchase. Choosing a financial institution. Applying for a credit and a mortgage loan.
  - 1.3. Banking. The main banking operations. Types of international payment.
  - 1.4. Introduction to the financial system: savings and investment. Practices, trends and profiles of Spanish savers and investors. Intercultural aspects of the world of finance. Business approaches to capital, profit and investment.
  - 1.5. Business strategies in the industrial sector: wealth and expansion. International markets and the globalization of the economy.
  
2. Business organization
  - 2.1. Companies and the environment.
  - 2.2. Labor relations and the work place.
  - 2.3. Chambers of Commerce.
  - 2.4. Employers and unions: conflicts, solutions, strikes.
  
3. The product
  - 3.1. Consumers and products. Products and companies exemplifying differentiation strategies. Product design.

Communication strategies in marketing, advertising and public relations.



## Bibliography

- ANES GONZALO (Ed.), (1999), *Historia económica de España. Siglos XIX y XX*, Galaxia Gutenberg, Círculo de Lectores, Madrid.
- BARRENECHEA, J. et alii, (1997), *Los contratos más utilizados en la empresa*, Deusto, Bilbao.
- HINDLE, T., (1998), *La entrevista provechosa*, Grijalbo, Barcelona.
- HINDLE, T., (1998), *La presentación convincente*, Grijalbo, Barcelona.
- HORNER, D. – AZAOLA-BLAMONT, I., (1994), *1000 palabras de negocios*, Difusión, Barcelona.
- TAMAMES, R – GALLEGO, S., (2000), *Diccionario de Economía y Finanzas*, Alianza Editorial, Madrid.

