

School of Arts & Sciences Prospectus

Span 1010 Business Spanish

Course Description

Spanish for Business I provides advanced-level language students with technical vocabulary and oral communicative skills by studying business concepts as they apply to the corporate dynamics of the Spanish-speaking world, with a special emphasis on the startup ecosystem. Students also analyze the business environment in a number of countries in Latin America and Spain taking into consideration local economies and markets in light of their recent history and current events.

Enrollment pre-requisite: Spanish 0400 (or equivalent level)

Class Structure

- In-Person Sessions
 - We meet twice a week. In class sessions consist of interactive communicative activities that include small group work, class discussions, and/or presentations.
- Out-of-class Activities
 - Out-of-class activities may consist of watching video lessons, posting comments, completing a group project presentation, etc.
- Schedule reflecting the workload for a typical week
 - The complete and detailed calendar will be posted in our Canvas site at the start of the semester. Below is a sample week (days I and II).
 - Day I, out-of-class, students watch a weekly (approximate) 20 min. video lesson given by the instructor and complete a 5 (average) question Quiz to check understanding. Students are able to re take these quizzes once (total of 2 tries). During in person, interactive class activities, students apply these concepts in the context of startups or established companies in Latin America or Spain. Examples of group interactive activities include creating a business strategy, analyzing and making decisions, negotiating, interviewing, etc.
 - Day II, out-of-class, students may post a comment on a startup or multinational company of a particular country in Latin America or Spain, etc. In class, students may learn about a country from a group presentation, or participate in a class negotiation, discuss a movie, etc.

Assessment and Grading Criteria

- Your grade will be based on the following criteria:
 - 40% Class presentations (country during semester and marketing last week of class)
 - 25% Startup exam (midsemester)
 - 10% Canvas activities
 - 25% Engagement, contribution, and collaboration

Essential Course Policies

- All course materials and readings will be delivered through Canvas.
- Textbook recommended, but not required.