

School of Arts & Sciences Prospectus

Spanish 1110. Advanced Business Spanish

Course Description and Level

Through a series of entrepreneurship case studies in Latin America, students will take an in-depth look at the local startup ecosystem in a number of countries in the region. Students will also enhance their business language skills through the creation of an entrepreneurial project that culminates in a final pitch.

Enrollment pre-requisite: permit only. This course is designed for advanced speakers of Spanish (i.e., native speakers, high-level heritage speakers, and students who have studied in a Spanish-speaking country for at least one semester).

Please contact the instructor Geraldine Lebaudy to request a permit:

lebaudyg@sas.upenn.edu

Class Structure for Fall 2023

- In-Person Sessions Planned
 - These sessions will consist of interactive communicative activities, including small group work, class discussion and presentations.
- Out-of-class Activities
 - There may be assignments in place of an in-person meeting or in place of part of our class meeting. These activities may consist of watching a video of a guest speaker or interview and posting a comment, working on a group project, etc.
- Schedule reflecting the workload for a typical week
 - The complete and detailed calendar will be specified in our class syllabus and posted in our Canvas site at a later date. Below is a sample week.
 - Out-of-class, students may read a business case study (Spanish translations of HBS cases, etc.) or watch an interview of an entrepreneur in Latin America. Students may then post a comment in Canvas related to the case study decision or conflict.
 - In class sessions will consist of interactive communicative activities based on the business case ‘conflict’, in which students take the perspective of the entrepreneur. These may include evaluating alternatives and making a decision, designing or proposing a different strategy, negotiating, interviewing, persuading, etc. Alternatively, students may speak with a guest speaker, learn about a startup or an entrepreneur in Latin America presented by classmates, work on the group final business pitch, etc.

Assessment and Grading Criteria

- Your grade will be based on the following criteria:
 - 35% Business Plan Pitch presentation (last day of class, format based on the Wharton Business Plan competition)
 - 20% Startup presentation
 - 20% Completion of Canvas activities (including midterm business opportunity and market study- part of final business pitch)
 - 25% Engagement, interaction, contribution, and collaboration in class activities.

Essential Course Policies

- A set of business cases will be available for purchase in Study.Net. Other course materials and readings will be delivered through Canvas.