

## School of Arts & Sciences Prospectus

### Span 1010 (Former Spanish 208/ all sections)

#### 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 140 (or equivalent level)

##### Class Structure for Fall 2022

- In-Person Sessions Planned
  - We will meet twice a week. In class sessions will consist of interactive communicative activities that may include small group work, class discussions, and presentations.
- Out-of-class Activities
  - There may be assignments in place of an in-person meeting or in place of part of our person meeting. These 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 specified in our class syllabus and 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 may 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, student may apply these concepts in the context of various business scenarios of startups or established companies in Latin America or Spain. Examples of interactive activities may include analyzing and making decisions, negotiating, interviewing, etc.
  - Day II, out-of-class, students may choose a topic of their interest (i.e., learn about an accelerator in Latin America, find a startup in the fintech- or other sector, practice job interview questions, recommend an investment, etc.) and post a comment in our Canvas site; or complete a Video CV for job interviews. 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 the semester and marketing last week of class)
- 25% Startup exam
- 10% Canvas activities
- 25% Engagement, interaction, contribution, and collaboration

#### Essential Course Policies

- All course materials and readings will be delivered through Canvas.
- Textbook recommended.