

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 may include small group work, class discussions, and/or presentations.
- Out-of-class Activities
 - There may be an assignment 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 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, students may apply these concepts in the context of startups or established companies in Latin America or Spain. Examples of group interactive activities may include creating a business proposal, 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 o Spain, recommend an investment, 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.