



“Spanish, Business, and Sustainable Development in Latin America”

BUSINESS SPANISH

Intermediate

DESCRIPTION

This course focuses on the study of the communicative skills necessary to understand and interact in different work scenarios and be able to develop effectively in them. It has the double objective of continuing with the development of the linguistic structures of the intermediate level of Spanish and introducing it into the peculiarities of the language used in the business world.

The main objective of the course is for the student to become competent in grammatical aspects that allow him/her to construct his/her speech in Spanish in professional fields. The knowledge of the specific lexicon is a fundamental pillar in the program, so the course emphasizes the study of terminology and technical language required for the business area. The essential terminology for studying the business environment in Latin America is presented and because of that it is also essential to refer to the economic and cultural aspects that influence this sector.

As a transversal axis to the study of Spanish in the business environment, special emphasis will be placed on corporate social responsibility as a form of management that is concerned with ensuring that the company's operations are economically, socially, and environmentally sustainable. In addition, as a thematic complement, the issue of public-private partnerships, the actors and the processes involved will be also considered.

This is a distance learning and online course, yet uniquely set in the Costa Rican context giving access to professors with several decades of experience teaching and researching in Latin American. The interaction with their professors and the discussions that they will be able to develop during the classes will allow the students to know in-depth the complexities of the business world in Latin America from an economic and socio-cultural perspective.

PREREQUISITES

Intermediate Spanish



COURSE OBJECTIVES

1. Interact in different business scenarios
2. Understand and prepare documents relating to the business environment
3. Apply business terminology in different business scenarios
4. Identify the concepts of corporate social responsibility
5. Identify types of Public-Private Partnerships for Development (PPPDs) in Latin America

COURSE CONTENTS

SESSION	TOPICS	ASSIGNMENTS DUES
1	Teamwork <ul style="list-style-type: none">• Talk about workplace relationships• Create the organization chart of a Company• Describe the profiles of those responsible for each department• Identify the requirements of ideal candidates for the Company• Write e-mails Introduction Business Environment <ul style="list-style-type: none">• Communication• Cooperation	
2	Business trips <ul style="list-style-type: none">• Schedule a business trip• Organize an executive meeting• Write an information document for attendees Principles <p>Effectiveness, simplicity, suitability, proactivity, alignment, outcome, professionalism, synergy</p>	



3	Advertising report <ul style="list-style-type: none">• Identify the consumption trends of a product• Study the structure of advertisements• Elaborate a company's publicity report• Attend complaint letters• Write apology letters Public-Private Partnerships for Development <ul style="list-style-type: none">• Actors involved• Problem / Need Identification	Homework 1
4	Company Rules <ul style="list-style-type: none">• Identify the elements that form part of the business culture• Elaborate the rules for the employees of a Company• Read and prepare safety regulations Public-Private Partnerships for Development <ul style="list-style-type: none">• Private and public sector• Design and creation process of PPPDs	
5	Finances <ul style="list-style-type: none">• Apply for or grant a bank loan• Carry out banking operations• Develop card application forms at the bank• Analyze bank advertising Public-Private Partnerships for Development <ul style="list-style-type: none">• Mutual benefit• Social dialogue• Equity, Tolerance• Compromise• Letter of intent• Latin American Cases	Homework 2
6	Job Fairs <ul style="list-style-type: none">• Organize an expo-fair• Prepare documents to prepare a business fair• Conduct surveys at a trade fair• Write the trade fair report• Identify problems that may arise at a fair	First Mid Term Exam



7	Internet <ul style="list-style-type: none">• Study different types of websites depending on the Company• Designing a website• Prepare a meeting with a web design company Corporate Social Responsibility <ul style="list-style-type: none">• Organization Impact: Economic, Social and Environmental	Vocabulary
8	Advertising strategies <ul style="list-style-type: none">• Elaborate informative advertising texts• Create an advertising campaign• Prepare a radio spot	
9	Commercial Correspondence <ul style="list-style-type: none">• Identify resources for business correspondence• Write commercial letters, orders and invoices, information letters Corporate Social Responsibility <ul style="list-style-type: none">• Case studies	Homework 3
10	Insurance <ul style="list-style-type: none">• Identify the types of insurance and their requirements• Write a dunning letter• Know the types of compensation offered by an insurance company Corporate Social Responsibility Case studies	Short Presentation
11	Presentations and conferences <ul style="list-style-type: none">• Preparing a conference• Techniques to attract attention during presentations• Prepare slides for a presentation• Present a company project FINAL EXAM: Corporate Social Responsibility Case studies	
12	Final Presentations	Final Paper



METHODOLOGY

The working approach is action-oriented, leading to the promotion of spontaneous and challenging production activities in which the teacher is a facilitator, the learner is the protagonist of their learning and mistakes are a natural part of the literacy process in the foreign language.

The course will be executed and completed online; however, active, and consistent student participation is required throughout the course. Classes will include a combination of online recorded and live presentations and lectures, case study development, project and country reporting portfolio development, group discussions, group and individual student and teacher meetings, a mid-term debate, individual presentations, group work, homework and on-line assignments, readings, and exams. We will aim to have a positive and creative learning environment for ALL, by respecting deadlines, taking advantage of an array of on-line tools and platforms, and by respecting, listening and sharing with each other in virtual class and spaces throughout the duration of the course.

Microsoft Teams/ Office 365

Microsoft Teams will be used for live lectures, discussions, and meetings. There will be a course folder for the entire class where students will find the literature needed per week and other materials that the instructor(s) may choose to share with you or your fellow classmates. You can find the homework and assignment guides there too.

Email and WhatsApp

Email communication will be used for sending assignments, receiving general news, updates, and some of the group communication. A WhatsApp group will be created and used for adding follow-up comments and reflections in relation to assignments and completing some of the assignment components.

Time distribution:

The student will be expected to spend approximately 50% of the course attending online meetings, presentations, sharing work and participating in discussion. The remainder will be spent on video viewings, case study development online, online activities and research and additional fulfillment of assignments.

EVALUATION

On-line attendance/participation/ Teamwork and discussion	15%
Reading assignments and activities	10%
Short Presentation	10%
Midterm exam	10%
Homework	15%
Vocabulary	10%
Final Exam/Case study	15%
Final paper/ Oral presentation	15%

PROJECTS

PROJECT	DESCRIPTION	
Final Paper	It consists in a practical paperwork in which the student presents conclusions and recommendations, based on the hypothetical introduction of an American franchise to Costa Rica. This project includes the written report and the oral presentation.	15%
Homework	In this individual homework, the student must present reports in which the introduction of an American franchise to Costa Rica is annualized. Each homework in focus on the topics covered on the course, with its due written report.	15%



Vocabulary analysis	Short dynamic in which the vocabulary is analyzed in a conversational activity with the active participation of the students and the coordination of the professor.	10%
Short Presentation	Consists of an oral presentation based on a specific topic assigned by the professor, based on the business terminology.	10%

BIBLIOGRAPHY

Author	Title	Edition
Marcelo Tano	Socios 2. Curso de español orientado al mundo del trabajo	October, 2016
Robert Devlin y Graciela Moguillansky	Alianzas público-privadas como estrategias nacionales de desarrollo a largo plazo	April, 2009
Alma Berenice Méndez Sáenz Martha del Pilar Rodríguez García Klender Aimer Cortez Alejandro	Factores Determinantes de la Responsabilidad Social Empresarial (RSE). Caso aplicado a México y Brasil	August, 2009
Fernando Casado Cañequé	Alianzas público-privadas para el desarrollo	March, 2007
ISO	Guía sobre responsabilidad social, ISO 26000	
Fransech, J.	Estrategias y tácticas del Marketing. Interpretando al consumidor en su kilómetro cero	2014
Kerin, R., Hartley, S., y Rudeliuis, W.	Marketing	2014. (11 ed.).
Sánchez, J.	Mercadeo real. Aplicaciones cuantitativas empresariales	2018
Parkin, M.	Economía	2006
Mankiw, N.	Principios de Economía	2012. (6 ed.)



Guillén, C. y Guil, R.	Psicología del Trabajo para Relaciones Públicas.	2000
Davis, D.	Investigación en Administración para la toma de decisiones	2001 (5 ed.)
Koontz, H., Weihrich, H., Cannice, M.	Administración: una perspectiva global y empresarial	2012 (14 ed.)
Nowalski, Jorge Llodio, Aitor, eds.	La dimensión legal de las alianzas público-privadas en Costa Rica	2015

ACADEMIC INSTRUCTIONS

1. Each assignment or evaluation has a unique dateline.
2. Late assignments are accepted only with medical proof.
3. Examinations are only rescheduled when there is a medical document justifying the absence. When applicable, the student must cancel the amount stipulated by the cashier's department for the replacement of the exam.
4. In cases of plagiarism, the percentage of the student's assignment will not be recognized.