

BUSINESS SPANISH**General description**

The aim of this course is to enable the students to cope in Spanish in the business world. The text used (a collection from different books) will guide the student through the diverse stages and processes inherent to the creation and setting-up of a business: product design, personnel selection, definition of distribution lines and merchandising strategies, advertising lines, ...The course is aimed at students of Spanish who, whether they have had previous contact with business Spanish or not, have the oral and written understanding capacity to enable them to analyse and understand the texts. Following the task-based approach, the student will acquire in a gradual and ordered way the necessary lexical-grammatical and notional-functional knowledge, with the business reality always present and allowing the students to develop their creativity with an end-of-term project.

It is noteworthy to underline the fact that this course will help in the preparation of the exams organised by the Chamber of Commerce and Industry of Madrid to obtain the Superior and/or Diploma in Business Spanish.

Content

Topic 1. Introductory class where the students will be oriented towards some general principles.

Topic 2. The Enterprise.

- Basic concepts of the business world.
- Definition, classification and planning of the business.
- Purposes of a business.

Topic 3. Human Resources.

- Basic concepts.
- Types of structure.
- State and private offers of employment.
- Writing a Curriculum Vitae and letter of presentation.
- Profile of the applicants for a post.
- Types of contracts.

Topic 4. The Business.

- Basic concepts.
- Rights and obligations of the individual trader.
- Business auxiliaries.
- Kinds of sales and ways of payment.

Topic 5. Marketing.

- Basic concepts.
- Definition and objectives of marketing.
- Characteristics of advertising language.
- Creation of an advertisement.
- Misleading advertising.

Topic 6. The Tax System.

- Basic concepts.
- Taxes.
- Direct and indirect taxes.
- State income.
- VAT.
- Income tax.

Topic 7. Exportation and importation.

- Basic concepts.
- Exporting from small and medium-sized businesses.
- Selection of exportable products and their markets.
- Importation process.
- Some problems on exporting or importing.

Activities

The class system is based on a mixture of lectures with ample student participation, given that they will have been able to read and do, at home, certain activities and reading previously provided by the teacher. Also these classes will be active, as the students will analyse articles, extra material and activities in groups, and will be presented to the rest of the class. Also, in pairs, the students will do an oral presentation on a Spanish company of their choice, commenting on its setting-up, organisation, turnover, etc. Also, in groups, the students will create an end-of-term project where, using their imagination, they will consider themselves future businessmen and women and will create their own business.

Assessment

In order to pass this course class attendance and participation is compulsory and this will motivate the students to be attentive, think, reason and develop their ideas with the other classmates and the teacher and also use and practise specific vocabulary related to business. This will make up 15% of the final mark. The oral presentation will be 15%. The end-of-term project will be 20% of the final mark. And finally, the students will do a written mid-term exam and an end-of-term exam, on the class topics and the student must obtain a minimum mark of five and have attended 80% of the classes, according to the norms of the Centre, so that attendance, class participation, the oral presentation and the end-of-term project can all be taken into account.

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