

INTERNSHIP PROGRAM IN COMPANIES

General description

Students are expected to:

- Reflect on which elements define the corporate culture of a multinational company, and all the areas that form part of it.
- Reflect on the corporate world and the role of companies in society. Learn about the origin of corporations, their evolution and objectives. Also take a look at the obligations and corporate social responsibility of a company as an institution at the service of society.
- Establish which areas in a multinational company need vigilance so as to prevent potential cultural clashes.
- Learn about some of the key components of Spanish corporate culture and establish what aspects differ from the corporate culture in the students' own country.
- Develop strategies to successfully interact with native speakers in conflicts arising in the workplace
- Broaden their vocabulary of terms used in the business world and express themselves with a better grasp of the jargon used in the workplace and the labour market.
- Widen their knowledge of what elements and stages need to be considered when facing a job interview.

Content

INTRODUCTION: Zara: corporate culture in Spain and internationalization

1.- CORPORATIVE CULTURE IN SPAIN:

1.1.- Communication style, leadership and status in Spain.

2.- INTERCULTURAL COMPETITION:

2.1.- Resolution and mediation in labour disputes: management styles.

2.2.- Emotions and neutrality in the workplace.

3.- BASIC NOTIONS:

3.1.- Grammatical competence, lexical competence.

3.2.- Grammatical competence, lexical competence.

3.3.- Grammatical competence, lexical competence.

4.- THE BUSINESS WORLD: In this module aspects related to the business world will be dealt with as well as Hispanic corporate culture such as a job interview, job satisfaction, the corporation as a social institution, etc.

Assessment

The grade obtained in the written project

Bibliography

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