

Spanish 220

Business Spanish

Instructor: Irma Salazar, Masters of Business Administration (M.B.A.), Licenciatura in Educational Sciences, and Certificate in teaching Spanish as a second from the Universidad Autónoma del Estado de Morelos (UAEM)

Prerequisite: Completion of Spanish 211 (Intermediate I) or the equivalent.

Course Description

The primary purpose of this course is to enable intermediate and advanced Spanish language students develop proficiency in the vocabulary, grammar, and cultural competencies necessary to successfully conduct business in Spanish-speaking countries. The course structure will follow the structure provided by the book *Negocios sin fronteras: Intermediate Spanish for Business*, which will serve as the primary written text. You will develop an understanding of business and culture in Mexico, as well as in several other Spanish-speaking countries. While learning about similarities and differences in conducting business in Spanish-speaking countries, you will develop the following five language skills: listening, speaking, reading, writing, and cultural sensitivity.

Throughout the course, you will explore a wide variety of business topics such as advertising, business culture, environmental issues, ethics, human resource management and personnel issues, information technology, law, tourism, and travel. Particular emphasis will be placed on topics related to doing business in Mexico, such as exchange rates; tariffs and trade barriers, the impact of NAFTA on small, medium, and large businesses; and Mexican idiosyncrasies in marketing.

Since the course will be taught in Mexico, we have rich opportunities to enhance learning from text books and films by talking with Mexican businesspeople and visiting local businesses. You will also be encouraged to read Mexican newspaper articles and analyze them with regards to themes discussed in this course. Many of the assignments will be practical in nature and will include writing business letters, employment offers, and curriculum vitae in Spanish. Through these experiential, real-world activities, you will develop knowledge of business Spanish that surpasses what you would learn just through the traditional classroom or internet-based learning.

*This course counts toward the major or minor in Spanish at Augsburg College.

Required Texts and Other Recommended Materials

Text: Manny, Karoline, Julie Abella, María, J. Fraser-Molina. *Negocios sin fronteras: Intermediate Spanish for Business*. Prentice Hall College Division, 2002.

Workbook: Manny, Karoline, Julie Abella, María, J. Fraser-Molina. *Negocios sin fronteras: Intermediate Spanish for Business Workbook*. Prentice Hall College Division, 2002.

Dictionary: Sofer, Morry. *Spanish Business Dictionary: Multicultural Business Spanish, 2nd revised edition*. Schreiber Publishing, Inc., 2005.