

## **SPAN2028 – Spanish for Professional Purposes**

**Category: Elective Course**

**Year: Second or third year of study**

**Medium of instruction: Spanish**

**Semester: Offered in the second semester**

### **1. COURSE DESCRIPTION**

SPAN2028 is a Spanish for Specific Purposes course which aims at preparing students to effectively interact with Spanish-speaking commercial or governmental institutions. It is aimed at developing students' communicative competence in all four skills (oral, listening, writing, reading), their grammar knowledge and the necessary intercultural competence that will allow them to successfully interact in common situations encountered during the development of administrative and business activities in Spanish-speaking professional environments. The course covers topics such as job applications and interviews, structure and organisation of companies, publicity, product description and elementary business correspondence. Students will be exposed to articles on Economy and Business at an elementary level, and will write simple texts to conduct business transactions or apply for a job. Face-to-face negotiations will also be conducted at a level suitable for this course. The level of this course is B1.1 of the European Framework of Reference for Languages. Guest speakers from Spanish-speaking institutions and companies located in Hong Kong may be invited to give guest lectures and students may be invited to participate in internships in Spanish-speaking institutions or companies.

#### **1.1 COURSE INTENDED LEARNING OUTCOMES**

<b>By the end of this course, students will be able to:</b>
<ul style="list-style-type: none"> <li>• Understand job applications, advertising and business correspondence</li> </ul>
<ul style="list-style-type: none"> <li>• Describe companies' structure, functions and their products / services in detail</li> </ul>
<ul style="list-style-type: none"> <li>• Give information about trade and business practices in Spanish-speaking countries/areas of the world</li> </ul>
<ul style="list-style-type: none"> <li>• Distinguish common habits in Spanish-speaking companies</li> </ul>
<ul style="list-style-type: none"> <li>• Discuss some differences between Spanish-speaking, non-Spanish European and Chinese business cultures</li> </ul>

## 1.2 PRE-REQUISITES

Students wishing to be admitted to SPAN2028 must have completed SPAN2001.Spanish II.1. Students who have not previously completed SPAN2001.Spanish II.1 will be required to satisfy the Faculty Board through the Head of the School of Modern Languages and Cultures that they have attained elsewhere the required standard.

Exchange students wishing to enrol in this course should contact the Programme Director, Mrs. Rocío Blasco ([roblasco@hku.hk](mailto:roblasco@hku.hk)).

## 1.3 ASSESSMENT

This course is graded on the basis of continuous assessment and is as follows:

- Two written tasks 30% (15% + 15%)
- Design of a company / business website and & oral presentation 30%
- Final written test 30%
- Attendance and participation 10%

## 2. COURSE CONTENTS

The course has 2 contact hours per week. Attendance is expected to all classes and non-attendance may affect students' final grade.

There is a textbook for this course. Students will be able to purchase copies at the University bookshop or elsewhere:

Martínez, Lola & María Lluïsa Sabater (2008). *Socios 2. Libro del alumno*. (New edition)

Other materials will be provided by the teacher in the classroom or via the Moodle platform. The course has an important component of work outside the classroom which serves as either preparation for the next class or reflection about a topic previously seen in class. Work may consist of reading texts and answering questions related to them, posting an opinion on a Moodle forum, doing grammar and vocabulary enhancement exercises, etc.

The following page shows a breakdown of the topics covered in the course:

<b>COURSE TOPICS</b>	
<b>1</b>	Organización y estructura empresarial
<b>2</b>	Buscar un trabajo en / relacionado con el mundo hispanohablante
<b>3</b>	Descripción de productos y servicios
<b>4</b>	Márketing, publicidad y campañas publicitarias
<b>5</b>	Internet y el mundo del trabajo y la empresa
<b>6</b>	Correspondencia comercial: un mismo género con distintos propósitos y fórmulas lingüísticas