

SPAN3028 – Spanish for Business and Intercultural Communication

Category: Elective Course

Year: Third or fourth year of study

Medium of Instruction: Spanish

Semester: Offered in the first semester

1. COURSE DESCRIPTION

This is a Spanish for Specific Purposes course which aims at preparing students to effectively interact with Spanish-speaking companies and institutions. It is a CLIL (Content and Language Integrated Learning) course which combines the learning of specific linguistic skills (reading, writing, listening and speaking) at a B1 level with the study of cultural and socio-economic aspects that are relevant for the development of commercial and intercultural relations between Spanish-speaking and East-Asian countries. Topics discussed in this course include trade negotiations, etiquette, banking transactions, product promotion and publicity, commercial fairs, the current state of relations between Spanish-speaking and East-Asian governments and organizations, and opportunities for the promotion of business partnerships between companies in East Asia and the Spanish-speaking world. Guest speakers from Spanish-speaking institutions and companies located in Hong Kong are regularly invited to the classes.

1.1 COURSE INTENDED LEARNING OUTCOMES

By the end of the course, students will be able to:
<ul style="list-style-type: none"> • Make presentations and conduct professional talks in Spanish
<ul style="list-style-type: none"> • Demonstrate intercultural competence between Chinese and Spanish-speaking cultures in professional contexts
<ul style="list-style-type: none"> • Use Spanish to conduct simple banking transactions
<ul style="list-style-type: none"> • Serve Spanish-speaking customers at fairs
<ul style="list-style-type: none"> • Demonstrate knowledge about trade between China and some Spanish-speaking countries
<ul style="list-style-type: none"> • Negotiate business deals in Spanish

1.2 PRE-REQUISITES

Students wishing to be admitted to SPAN3028 must have completed SPAN2002. Spanish II.2. Students wishing to be admitted to SPAN3028 without having previously completed SPAN2002 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).

1.3 ASSESSMENT

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

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| • Two in-class tests | 30% (15% + 15%) |
| • Reading and writing tasks | 50% |
| • Active participation in class | 10% |
| • Oral presentation of a group project | 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 and María Lluïsa Sabater. *Socios 2. Libro del alumno*. (Nueva Edición). Editorial Difusión, 2008.

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 table shows a breakdown of the topics covered in the course:

COURSE TOPICS	
1	Correspondencia comercial: pedidos, facturas, cartas informativas, reclamaciones, etc.
2	Negociaciones presenciales y telefónicas: hacer propuestas, presentar condiciones, pedir aclaraciones, tranquilizar al interlocutor, resaltar una información, etc.
3	Presentaciones y conferencias: empezar y terminar una presentación con profesionalidad, presentar a un conferenciante, controlar la comunicación, dar las gracias, atraer la atención del público, etc.
4	Banca y seguros: formularios de solicitud, documentos usados en banca y seguros, consejos para distinguir servicios bancarios como créditos, extractos bancarios, publicidad de entidades financieras y compañías de seguros, circulares, etc.
5	Ferias: cartas de confirmación de asistencia a una feria, tarjetas de visita, organización de un stand, contar anécdotas, informes internos y entrevistas
6	Conciencia intercultural y publicidad: importancia del conocimiento de otras culturas en el mundo de los negocios. Aplicación de este conocimiento a la publicidad