



CENTRO ECUATORIANO NORTEAMERICANO
PROGRAMA DE ESPAÑOL PARA EXTRANJEROS
SPN 400: BUSINESS SPANISH

COURSE DESCRIPTION

A study of Spanish in its application to business, including terminology with respect to office procedures and international marketing. This course is taught primarily in Spanish.

Prerequisite: Intermediate-Advanced proficiency in Spanish

COURSE OBJECTIVES

A. Course Goals

To furnish students who are familiar with the basic grammatical principles of Spanish with the fundamentals of practical commercial Spanish correspondence.

B. Terminal Objectives

Upon successful completion of this course the student will be able to do the following:

1. Participate in class discussions and act in certain role-playing situations.
2. Translate basic commercial information from English to Spanish and vice versa, using specialized business vocabulary.
3. Write business letters and personal *resumes* in Spanish.
4. Write advertisements, faxes, and cable communications in Spanish.
5. Discuss import/export regulations, questions of international finance, banking systems, and be able to open accounts, make deposits, withdrawals, checks, drafts, loan requests and letters of credit.
6. Discuss the metric system and foreign exchange.
7. Discuss economic relations between Latin America and the USA.
8. Place orders, make invoices, write receipts and handle shipping procedures.
9. Translate contracts and file legal suits.
10. Make travel arrangements for a trip to a Spanish country and cope with difficulties while traveling.
11. Explain the importance of marketing and write or translate slogans for ads.
12. Use specialized vocabulary in such areas as real estate, income tax, bookkeeping insurance, and computers.
13. Discuss the importance of Spanish in technical fields and other areas of the business world.
14. Research assignments on various Spanish business websites.

C. Unit Objectives

Each unit has specific vocabulary to be learned related to topics outlined in the following calendar. Mastery of these topics will be determined through class participation, oral and written assignments and exams.

COURSE MATERIALS

Business Spanish Handbook (prepared by professor)

Suggested Text:

Ana Jarvis & Luis Lebrede. Spanish for Business & Finance, 5th ed. Lexington: D.C. Heath, 1996.

TOPICS

- Importance of Spanish in the Business World
- Job Hunting (want ads, interviews, resumes, letters)
- Business Letters
- Business Trip & Tourism
- Transportation
- Communications
- Imports & Exports
- Corporations
- Management
- Methods of Payment
- Marketing & Advertising
- Accounting & Filing
- Banking
- Real Estate
- Legal Matters, Lawsuits, Wills
- Insurance