

COURSE: SPANISH FOR ECONOMICS AND BUSINESS I

Language	Spanish
Minimum level of Spanish language required	From Intermediate
Hours of instruction	45 h
Credits	6 ECTS

Course description

The main aim of the course is to develop language skills in the work and economic environment. The activities are designed to introduce sociocultural codes and to practice specific skills: presentations, meetings, negotiations, debates, written and spoken arguments.

Methodology

The course contents will be introduced through reading of texts, listening exercises, videos and *power point* presentations. Based on this diverse material, students will work on grammatical structures, the vocabulary and appropriate sociocultural contents so that they can interact in real situations. Students will be expected to participate actively in the oral and written activities that are set.



Assessment system

Attendance and participation in class: 20%
 Class activities required by the lecturer: 20%
 Exams: 60%

Programme

- Introduction to the economic world
 - The Spanish economy through its sociocultural and economic diversity. What is the welfare state? Report on social welfare levels in Spain. The welfare state by autonomous community. Social analysis of Spain. How to express the results of a study on levels of well-being in the written press.
 - Quality of life indicators: income, health, education, employment, housing, culture, leisure and tourism. The economy and its direct relation with education, culture consumption and the level of well-being. Interpretation and commentary on data and graphics on Spanish society in the written media. Study of specific vocabulary.
 - Macroeconomics: gross domestic product. The behaviour of the economy through the interpretation of graphs: fluctuations or economic cycles, expectations or phases of the cycle. Study of vocabulary and economic expressions. The current situation of activities and economic sectors in the various autonomous communities: primary, secondary and tertiary sectors.
 - Consumption as an economic indicator. Economic factors on which consumption depends. Necessities and consumer goods. Goods and services. The transformation from traditional society to consumption society. The culture of saving and spending. Surveys and interviews. Public goods. Data and graphs of Spanish consumption in recent years. How to interpret statistical tables.

- Business organisation
 - The company. Types of company.
 - Business sectors: statistics, evolution.
 - The operation of a company: departments and positions.
 - Employment contracts.
 - Company and environment.
 - Labour relations and work environment.
 - Chambers of commerce.
 - Board and trade unions; conflicts, solutions, strikes.

- Human resources (HR)
 - Staff recruitment and hiring.
 - Training (CV) and type of letters.
 - Environment and work conflict.
 - Talent management.
 - Job interview.
 - Personality test.
 - Work-life balance.
 - Case studies.
 - Phrases and anecdotes from the business world.



Bibliography

ALI, M. (2002): *El marketing eficaz*, Grijalbo.

ANES GONZALO (Ed.), (1999): *Historia económica de España. Siglos XIX y XX*, Galaxia Gutenberg, Círculo de Lectores.

BARRENECHEA, J. *et alii*, (1997): *Los contratos más utilizados en la empresa*, Deusto.

CARRERAS, A. y TAFUNELL, X. (2004): *Historia económica de la España contemporánea*, Editorial Crítica.

HINDLE, T. (1998): *La entrevista provechosa*, Grijalbo.

HINDLE, T. (1998): *La presentación convincente*, Grijalbo.

HORNER, D. y AZAOLA-BLAMONT, I., (1994): *1000 palabras de negocios*, Difusión.

PIKETTY, T. (2015): *El capital en el siglo XXI*, RBA

TAMAMES, R y GALLEGRO, S., (2000), *Diccionario de Economía y Finanzas*, Alianza Editorial.

TEPPER, J y MAULDIN, J. (2014): *Código Rojo*, Deusto

Articles from daily newspapers and magazines specialized in economy