COURSE: **SPANISH FOR ECONOMICS AND BUSINESS II**

<table>
<thead>
<tr>
<th>Language</th>
<th>Spanish</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum level of Spanish language required</td>
<td>From Intermediate</td>
</tr>
<tr>
<td>Hours of instruction</td>
<td>45 h</td>
</tr>
<tr>
<td>Credits</td>
<td>6 ECTS</td>
</tr>
</tbody>
</table>

**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
  - Employment as an economic indicator. The job market situation from a historical and current perspective. Reasons for the high unemployment rate. Interpretation of graphs in the written press. An approach to the specific and metaphorical vocabulary of the mass media.
  - Construction as an economic indicator. Young people and the current housing situation from a historical and current perspective. Factors involved in deciding whether to purchase or rent a home from an economic and sociocultural perspective.
  - Financing to purchase a dwelling: mortgage loans. Relevant vocabulary in the area of the real estate market.
• Business organisation
  o The true entrepreneurs. Steps in setting up a company.
  o The impact of social networks in the development of the company.
  o Competition between companies and the crises of companies.
  o The retirement age and pensions in Spain.
  o The privatisation of public companies. Consequences for employees and employers.
  o Productivity in Spain. Cultural aspects that contrast with other countries.
  o The interpretation of a company’s graphics and numerical data.
  o What will the jobs of the future be like? What are the mechanisms of job creation?

• Marketing and advertising
  o Identity and management of brands.
  o Marketing tactics.
  o Product life cycle.
  o Plan and marketing mix.
  o Estimation of demand.
  o Relaunch of products.
  o Advertising media and tools.
  o Sales team.
  o Distribution channels.

Bibliography

Articles from daily newspapers and magazines specialized in economy.