

## COURSE: SPANISH FOR ECONOMICS AND BUSINESS II

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
  - 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.
  - The financial system: saving and investment. Domestic economies and companies. Savings instruments and the risk profile of the investor. Habits and trends in Spanish savers. How to invest capital. Interpret and comment on data and graphics in the written press: structure and organisation of the text, objectification and subjectification mechanisms. Study of specific and metaphoric vocabulary in the mass media.

- Business organisation
  - The true entrepreneurs. Steps in setting up a company.
  - The impact of social networks in the development of the company.
  - Competition between companies and the crises of companies.
  - Jobs and their illnesses. The prevention of occupational hazards. Work leave.
  - The retirement age and pensions in Spain.
  - The privatisation of public companies. Consequences for employees and employers.
  - Productivity in Spain. Cultural aspects that contrast with other countries.
  - The interpretation of a company's graphics and numerical data.
  - What will the jobs of the future be like? What are the mechanisms of job creation?
  
- Marketing and advertising
  - Identity and management of brands.
  - Marketing tactics.
  - Product life cycle.
  - Plan and marketing mix.
  - Estimation of demand.
  - Relaunch of products.
  - Advertising media and tools.
  - Sales team.
  - Distribution channels.



### 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.