

Liverpool John Moores University

Title: CONDUCTING BUSINESS IN THE SPANISH SPEAKING WORLD
Status: Definitive
Code: **5000LASP** (108348)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Liverpool Business School

Team	Leader
William Haworth	Y

Academic Level: FHEQ5
Credit Value: 12.00
Total Delivered Hours: 24.00
Total Learning Hours: 120
Private Study: 96

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	12.000
Seminar	12.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	Seminar presentation	40.0	
Test	AS2	Language test in class	20.0	
Report	AS3	Written assignment	40.0	

Aims

This module aims to provide students with an understanding of the key factors that underpin business practice in the Spanish-speaking world, and the strategies that should be adopted to achieve success there.

Learning Outcomes

After completing the module the student should be able to:

- 1 recognise the range and diversity of the economies of the Spanish-speaking world within the global economy
- 2 understand the key drivers behind the major economies within the Spanish-speaking world (Spain, Mexico, Chile, Argentina, Venezuela and Colombia)
- 3 identify key cultural issues critical to business success in the Spanish-speaking world
- 4 apply appropriate linguistic strategies for simple communicative functions in Spanish

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

15 minute presentation	1	2	3
Language test	4		
Written report	2	3	

Outline Syllabus

- *Introduction to economies of the Spanish-speaking world under 4 groups:*

- o Spain*

- o South America*

- o Central America*

- o Caribbean*

For each group:

- o overview of what the economies are based on:*

- population profile*

- resources*

- major products*

- markets*

- companies*

- status in world trade*

- current economic indicators: active population, unemployment, GDP, inflation*

- o role of the State – identification of political influence on the economy*

- o projection of development for coming decade*

- o sources for further information*

- *Spanish language skills for business*

- o Key expressions and phrases for business meetings*

- o exchange of personal information*

- o "survival" level competence in everyday situations*

- o basic telephone language.*

- *Business practices, protocols and customs*

Understanding the cultural norms of business within the Spanish-speaking world

o intercultural awareness as part of business success

o do's and don't's of business practice

o what is the basis of a successful business relationship (e.g. personal relationships, efficiency, hierarchy, politeness etc)

Learning Activities

Lecture, seminar, group work, presentation, small research project, viewing videos

References

Course Material	Book
Author	Economist
Publishing Year	2008
Title	Country Profiles
Subtitle	Spain, Mexico, Chile, Argentina, Venezuela and Colombia
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Economist Intelligence Unit
Publishing Year	2008
Title	Country Reports
Subtitle	Spain, Mexico, Chile, Argentina, Venezuela and Colombia
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Terri Morrison, Wayne A. Conaway
Publishing Year	2006
Title	Latin America: How to Do Business in 18 Latin American Countries
Subtitle	
Edition	
Publisher	Adams Media Corporation
ISBN	

Course Material	Book
Author	Wallace V. Schmidt, Roger Conaway, Susan S. Easton,

	and William J. Wardrope
Publishing Year	2007
Title	Communicating Globally: Intercultural Communication and International Business
Subtitle	
Edition	
Publisher	Sage Publications
ISBN	

Course Material	Book
Author	USA International Business Publications
Publishing Year	2007
Title	Doing Business and Investing in Spain Guide
Subtitle	
Edition	
Publisher	World Strategic and Business Information Library
ISBN	

Course Material	Book
Author	Kevin Bruton
Publishing Year	1994
Title	The Business Culture in Spain
Subtitle	
Edition	
Publisher	Butterworth-Heinemann, London
ISBN	

Course Material	Book
Author	Doing Business in Spain 2008
Publishing Year	0
Title	http://www.doingbusinessinspain.org/
Subtitle	
Edition	
Publisher	
ISBN	

Notes

The module is designed to appeal to students who wish to develop intercultural awareness and business competencies in the Spanish-speaking world, and who are not already specialising in the language of the countries of study.