

Liverpool John Moores University

Title: SPANISH BUSINESS ENVIRONMENT AND COMMUNICATIONS
Status: Definitive
Code: **5005LASP** (109006)
Version Start Date: 01-08-2011

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

Team	Leader
Constanza Gamez-Sweetman	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	oral presentation	50.0	
Essay	AS3	summary	30.0	
Test	AS2	letter writing	20.0	

Aims

To acquaint the student with different aspects of the contemporary Spanish and Latin American business environment. To enable the student to develop oral/aural and written skills using foreign language registers appropriate to business situations.

Learning Outcomes

After completing the module the student should be able to:

- 1 have gained an insight into contemporary Spanish and Latin American business environment.
- 2 recognise and adapt to the country's differing working practices and behavioral norms and expectations.
- 3 be well equipped linguistically to perform simple business tasks with confidence.

Learning Outcomes of Assessments

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

PRES	1	2	3
ESSAY	1	2	3
TEST	1	2	3

Outline Syllabus

The module, taught in Spanish, will look at the attitudes, values and norms which underpin commercial activities in Spain and Latin America and will explore the relationship between business and determinants of Spain and Latin America's business culture (the government, law, the economy, the labour market, education, training and development).

Through a problem-solving approach, students will be encouraged in the direction of integrated use of their language skills; orally (ability to present and argue a case, negotiate) and in writing (ability to study a brief, write a precis, propose recommendations, etc..)

Learning Activities

Reading Comprehension
Listening Comprehension
Telephone conversations
Commercial letter writing and CVs
Summary Writing
Presentations
Business report

References

Course Material	Book
Author	El País
Publishing Year	0

Title	www.elpais.es
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Abc
Publishing Year	0
Title	www.abc.es
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	El Mundo
Publishing Year	0
Title	www.el-mundo.es
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Collins Spanish Dictionary
Publishing Year	2005
Title	
Subtitle	
Edition	8th
Publisher	Collins
ISBN	

Course Material	Book
Author	Angel Felices (director)
Publishing Year	2005
Title	El español de la economía española y lationamericana
Subtitle	
Edition	
Publisher	Edinumen
ISBN	84-95986-41-8

Notes

This module aims to introduce students to business-related vocabulary as well as give them an insight into the Spanish and Latin American business environment

