

Business Communication in Spanish (A002352)

Course size *(nominal values; actual values may depend on programme)*

Credits 3.0 **Study time 90 h**

Course offerings and teaching methods in academic year 2024-2025

A (semester 2) Spanish Gent seminar

Lecturers in academic year 2024-2025

Vandenbulcke, Liesbeth	LW06	staff member
Enghels, Renata	LW06	lecturer-in-charge

Offered in the following programmes in 2024-2025

Master of Arts in Multilingual Business Communication	crdts	offering
	3	A

Teaching languages

Spanish

Keywords

Spanish, corporate communication, economic lexicon, LSP

Position of the course

- To develop the students' written and oral skills relevant to Spanish business communication.
- To broaden their knowledge of economic and business vocabulary.

Contents

The course covers written and oral communication strategies in commercial transactions and a variety of topics in a business-related context within the context of the Spanish speaking culture.

Initial competences

Good knowledge of Spanish (C1 level).

Final competences

- 1 To have advanced knowledge of business Spanish
- 2 To have advanced business communication skills in Spanish.

Conditions for credit contract

This course unit cannot be taken via a credit contract

Conditions for exam contract

This course unit cannot be taken via an exam contract

Teaching methods

Seminar

Extra information on the teaching methods

Seminar: redaction exercises and presentations to improve the written and oral proficiency in Spanish, more particularly related to communication strategies in company context (informative and persuasive communication structures).

Study material

Type: Syllabus

Name: Bedrijfscommunicatie in het Spaans -syllabus

Indicative price: Free or paid by faculty

Optional: no

Language : Other

Number of Pages : 100
Oldest Usable Edition : 2024
Available on Ufora : Yes
Online Available : No
Available in the Library : No
Available through Student Association : No

Type: Slides

Name: Bedrijfscommunicatie in het Spaans -powerpoints
Indicative price: Free or paid by faculty
Optional: no
Language : Other
Number of Slides : 150
Oldest Usable Edition : 2024
Available on Ufora : Yes
Online Available : No
Available in the Library : No
Available through Student Association : No

Type: Reader

Name: Economía Rosquilla, Kate Raworth
Indicative price: € 21
Optional: no
Language : Other
Number of Pages : 384
Oldest Usable Edition : 2018
Available on Ufora : No
Online Available : Yes
Available in the Library : Yes
Available through Student Association : No

References

To be announced during classes.

Course content-related study coaching

Teaching assistant.

Assessment moments

continuous assessment

Examination methods in case of periodic assessment during the first examination period

Examination methods in case of periodic assessment during the second examination period

Examination methods in case of permanent assessment

Oral assessment, Participation, Written assessment, Assignment

Possibilities of retake in case of permanent assessment

examination during the second examination period is possible in modified form

Extra information on the examination methods

NPE comprises: presentation of a news item, writing a persuasive text (with responsible use of GenAI when necessary and relevant), active participation during oral exercises in class, a written test on the topics that have been discussed in class.

Calculation of the examination mark

100% non-periodical

Facilities for Working Students

Facilities:

- 1 Student attendance during educational activities is required
- 2 Possible rescheduling of an oral examination to a different time in the same academic year
- 3 No alternative time for feedback

