

## Spanish: Business and Public Communication I (A005967)

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

**Credits 5.0**

**Study time 150 h**

**Course offerings in academic year 2026-2027**

A (semester 1)

Dutch

Gent

**Lecturers in academic year 2026-2027**

Marcos Miguel, Nausica

LW22

lecturer-in-charge

De Grootte, Carine

LW22

co-lecturer

**Offered in the following programmes in 2026-2027**

	crdts	offering
Master of Science in Teaching in Languages(main subject Applied Language Studies)	5	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, Spanish)	5	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French, Spanish)	5	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, German, Spanish)	5	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, Spanish)	5	A
Exchange Programme Applied Language Studies	5	A

**Teaching languages**

Spanish, Dutch

**Keywords**

Spanish, Business communication, Intercultural communication

**Position of the course**

The course unit "Spanish: Business and Public Communication I" aims to train students adequately in the use of the communicative strategies that are used in companies and organisations. The student learns to use these communicative strategies and skills in flawless written and spoken Spanish. The course unit has a double goal: teaching and fine-tuning the skills that are used in the communication of companies and organisations in general and in the foreign language, in particular.

**Contents**

Starting from a concrete setting, the course unit "Spanish: Business and Public Communication I" focuses on a number of communicative strategies which are used in the communication of companies and organisations. On the basis of practical assignments which are concomitant with the concrete setting, these strategies are taught and put into practice. The course unit is conceptualised as a coherent communication project which integrates various spoken and written communicative skills. The setting and tools in question are introduced as the course unit progresses.

**Initial competences**

Students:

- are able to produce written Spanish texts of more than average difficulty, as appropriate in professional contexts;
- are able to express themselves fluently in spoken Spanish, as appropriate in professional contexts;
- can make adequate and critical use of the relevant heuristic resources needed for

the above-mentioned tasks

### **Final competences**

- 1 Having a command of Spanish at C1+ level of the Common European Framework of Reference for Languages for comprehension (listening and reading), oral skills (production and interaction) and writing skills [MC.1.1; assessed]
- 2 Judging and acting with the necessary dose of critical self-reflection in specialist contexts [MC.3.3; assessed]
- 3 As a multilingual communications specialist, functioning effectively in a multidisciplinary and international environment, both independently and in a team [MC.4.1; assessed]
- 4 Integrating language and culture sensitivity and respect for diversity into the professional environment [MC.5.2; not assessed]
- 5 In the context of communication strategies of organisations, providing effective written and oral communication in Spanish [MC.6.1; assessed]
- 6 In the communication process, taking into account contextual variables, text types and text strategies [MC.6.2; assessed]
- 7 Making adequate use of the acquired insights into the communication of organisations [MC.6.3; not assessed]
- 8 During the communication process, making adequate use of an advanced level of encyclopaedic, topical and cultural expertise and of an advanced understanding of intercultural aspects [MC.6.5; not assessed]
- 9 During the communication process, making use of traditional and electronic resources, as well as specific technological tools [MC.6.6; not assessed]
- 10 Managing the communication process within the set time boundaries, thanks to sound planning and adequate stress and time management, both independently and as part of a team [MC.6.7; not assessed]

### **Conditions for credit contract**

Access to this course unit via a credit contract is determined after successful competences assessment

### **Conditions for exam contract**

This course unit cannot be taken via an exam contract

### **Teaching methods**

Seminar, Independent work

### **Extra information on the teaching methods**

Seminar: information transfer + exercises (students make assignments individually or in groups);  
Self-reliant study activities: portfolio which comprises (oral and written) assignments

### **Study material**

Type: Slides

Name: Class materials

Indicative price: Free or paid by faculty

Optional: no

### **References**

see course material on the electronic learning environment

### **Course content-related study coaching**

Feedback during the lectures.

Students can contact the teacher by email and/or by appointment.

### **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**

Assignment

**Possibilities of retake in case of permanent assessment**

examination during the second examination period is possible

**Extra information on the examination methods**

Assignment (100%):

portfolio which comprises (oral and written) assignments and vocabulary tests. For some assignments, attendance is required. Makeup assignments will only be given for documented absences.

Second session

assignment (100%): modified portfolio

**Calculation of the examination mark**

Assignment: 100%

**Facilities for Working Students**

Class attendance is not required.

Examinations can be re-scheduled.

Feedback can be given by appointment.