





FOREIGN LANGUAGE 2: SPANISH - L3

 Level	 Location	 Number of hours	 Time of year
L3 (3rd year of degree) Master 1 Master 2	IAE of Poitiers	from 16h to 32 h depending on the course	Semestre 1 Semestre 2

Course	Spanish L3
Teacher's name	José-María CUENCA MONTESINO Andrés VAZQUEZ LUCENA
Presentation and learning objectives	<p>This course is aimed at non-beginner students wishing to acquire specialised Spanish in the field of business management. The aim of this course is to achieve CERCL level B2 in the 5 linguistic communication activities.</p> <p>Fundamental questions relating to the Spanish and Hispano-American business world will be addressed through a series of authentic documents (written and oral).</p>
Bibliography	<p>ALONSO RAYA, R. et als (2021): "Gramática básica del estudiante de español", Barcelona, Editorial Difusión CHINE-LEHMANN, D. et als (2018): "Les essentiels du Sup : Espagnol des affaires", Paris, Editions Vuibert</p>

Syllabus	<p>The business concept. Spanish and Spanish-American companies worldwide. The job market in the Spanish-speaking world.</p> <p>Preparing for a job interview (looking for an internship, CV in Spanish, video CV, covering letter, online recruitment) Intercultural differences in the professional environment of Spanish and Hispano-American companies.</p>
Skills	<p>Discursive and textual skills Introducing yourself and presenting an organisation, a product or a service in order to promote it. Justifying one's personal opinion and arguing one's point of view. Giving a moral portrait of a company or an entrepreneur. Writing a professional document related to job hunting, marketing, sales or international trade. Taking part in a conversation in a professional context related to job-seeking, marketing, sales or international trade.</p> <p>Grammatical skills Being able to use : Numbers, numeration and the idea of quantity; gender, number and the triple gradation of the adjective; verbal conjugation (regular and irregular verbs), pronominalization and the enclitic; past tenses; the temporal connectors desde, desde hace and hace; the verbs ser, estar and haber; psychological verbs; discourse connectors; the modal correlation of the subordinate sentence; gerund periphrases.</p> <p>Lexical competence Appropriate use of specialist language in the fields of marketing, sales, management, business and international trade.</p> <p>Phonological competence Acquiring the idiosyncratic sounds of Spanish</p> <p>(Inter/trans)cultural competence Being able to take account of intercultural differences in a socio-professional environment; being able to justify strategic marketing choices for the sale of a product or service (Spanish or Hispano-American) in France or vice-versa.</p>

