





FOREIGN LANGUAGE 2: SPANISH - M1

 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 M1
Teacher's name	José María CUENCA MONTESINO
Presentation and learning objectives	The aim of this course is to consolidate the general language in the professional context of the course (management and international trade, marketing and tourism)
Bibliography	Alonso Raya & allii (2008) : Gramática básica del estudiante de español, French edition. Éditions Maison des Langues.

Syllabus	Active methods over eight two-hour sessions. Study of written and oral documents relating to the business world, the economy, the society and culture of Spanish-speaking countries. Specialised themes: business, product development, communication and marketing strategies, international communications and marketing strategies, etc. Discovery and in-depth study of concepts in the fields of economics, industry in Spanish-speaking countries, marketing and e-commerce. General themes: professional textual and discursive practices, presentations, speeches, negotiations and intercultural skills. Managing the practical aspects of tasks to be carried out, recognising and solving problems.
Skills	Consolidation of the five communicative language activities Acquisition of lexical competence in the following thematic areas: Getting to know yourself and others Entrepreneurial creativity Intercultural communication Development of social, intercultural and ethical skills in the field of business.

