

SPAN 448 Span Language & Culture for Business 53675 1000 Course Description

This course provides specialized training in language and culture and aimed at students interested in business and international relations.

Part of the course will introduce the vocabulary and concepts related to commerce, trade, and business in a general sense. The cultural component of this class examines topics such as how individuals from Spanish American countries negotiate their sense of identity, how outsiders adapt to Spanish American societies, how they manage their place in a new cultural context, how different groups in Spanish America perceive business and the complex and long history of trade.

The course syllabus includes brief readings on literature, history, journalism, social analysis, and popular culture. Theoretical presentations by the instructor and course tasks will help students develop skills for analyzing cultural texts and dilemmas. The course will explore Latin American history and Spanish-American perceptions of foreigners conducting business in a Spanish-American context.

Span 448 is a Spanish class and not a business class; it neither requests expert knowledge in business nor aims to teach advanced business content already provided by courses in the School of Business. The textbook covers functional areas of the business curriculum, and it provides a context in which students with a business interest can learn specialized vocabulary and acquire additional cultural knowledge regarding topics of interest for their major(s) or minor(s).

Students majoring or minoring in fields such as Latin American Studies, Sociology, Journalism, or Social Welfare or those interested in learning formal and professional Spanish composition, will find the course rewarding. Readings may include nuanced points of view regarding hot topics such as free trade, fair trade, benefits and harms of globalization, among other current issues.