

## **Universidad de Salamanca Language & Culture Program**

**15 CONTACT HOURS = 1 SEMESTER CREDIT**

**10 CONTACT HOURS = 1 QUARTER UNIT**

### **Business Spanish (20 contact hours)**

1. The work environment: a) the labor market: ways of looking for employment, b) analysis of job opportunities compared to Europe and other countries, c) professional skills.
2. The business world: a) functions and departments: different models of businesses, b) business, professional, and union associations.
3. Banking: a) the Spanish bank model, b) characteristics, relationships, and functions of private and public banks, c) the oligarchy of the big banks: banking groups.
4. The stock market: a) internal and external financing, b) the market economy: capital, income, and investments, c) market values: types and characteristics.
5. Commercial and industrial world: 1) industry: location and main industrial sectors, b) national and multinational industry, c) problems of the Spanish industry.
6. Marketing: a) marketing, b) the big marketing companies.
7. Tourism: a) Spanish tourist sector, b) new technologies.