Spanish: Business and Public Communication II (A704048)

Due to Covid 19, the education and evaluation methods may vary from the information displayed in the schedules and course details. Any changes will be communicated on Ufora.

Course Specifications
Valid as from the academic year 2020-2021

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

<table>
<thead>
<tr>
<th>Credits</th>
<th>Study time (h)</th>
<th>Contact hrs (h)</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.0</td>
<td>120</td>
<td>60</td>
</tr>
</tbody>
</table>

Course offerings and teaching methods in academic year 2020-2021

A (semester 2)  Dutch, Spanish  Gent  self-reliant study  15.0 h activities

Lecturers in academic year 2020-2021

Goethals, Patrick  LW22  lecturer-in-charge
De Wilde, July  LW22  co-lecturer

Offered in the following programmes in 2020-2021

<table>
<thead>
<tr>
<th>Programme</th>
<th>crds</th>
<th>offering</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of Science in Teaching in Languages (main subject Applied Language Studies)</td>
<td>4</td>
<td>A</td>
</tr>
<tr>
<td>Master of Arts in Multilingual Communication: a combination of at least two languages (main subject Dutch, English, Spanish)</td>
<td>4</td>
<td>A</td>
</tr>
<tr>
<td>Master of Arts in Multilingual Communication: a combination of at least two languages (main subject Dutch, French, Spanish)</td>
<td>4</td>
<td>A</td>
</tr>
<tr>
<td>Master of Arts in Multilingual Communication: a combination of at least two languages (main subject Dutch, German, Spanish)</td>
<td>4</td>
<td>A</td>
</tr>
<tr>
<td>Exchange Programme Applied Language Studies</td>
<td>4</td>
<td>A</td>
</tr>
</tbody>
</table>

Teaching languages

Dutch, Spanish

Keywords

Spanish, Business communication, Intercultural communication

Position of the course

The course unit “Spanish: Business and Public Communication II“ aims to train students adequately in the use of the communicative tools that are used in companies and organisations. The student learns to use these communicative tools 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 II“ focuses on a number of communicative tools which are used in the communication of companies and organisations. On the basis of practical assignments which are concomitant with the concrete setting, these tools are taught and put into practice. 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; not 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, self-reliant study activities, online seminar

Extra information on the teaching methods

Seminar: practical PC room classes: information transfer + exercises
Independent work: portfolio which comprises (oral and written) assignments

Learning materials and price

Course material is made available through the electronic learning environment.
Students are expected to bring a laptop to class if required.
Hand-outs.

References

See Ufora

Course content-related study coaching

Feedback during the lectures.
Students can contact the teacher by email and by appointment.

Evaluation methods

continuous assessment

Examination methods in case of periodic evaluation during the first examination period

Examination methods in case of periodic evaluation during the second examination period

Examination methods in case of permanent evaluation

Portfolio

Possibilities of retake in case of permanent evaluation

evaluation during the second examination period is possible

Extra information on the examination methods

Assignment (100%):
Portfolio which comprises (oral and written) assignments; participation in the evaluation activities is required.

Second session
Assignment (100%): modified portfolio

Calculation of the examination mark

Assignment: 100%

(Approved)
Facilities for Working Students
  - Participation in the evaluation activities is required
  - Feedback can be given by appointment