

# SPANISH STUDIES FOR BUSINESS STUDENTS, CERTIFICATE

Did you know that by 2050 the United States could have more Spanish speakers than any other country (<http://qz.com/441174/by-2050-united-states-will-have-more-spanish-speakers-than-any-other-country/>)?

Spanish continues to gain ground as a widely spoken, national and international language, making the ability to communicate effectively in both written and spoken Spanish an invaluable intellectual, social, cultural, and professional resource. Spanish is the official or co-official language of 21 countries, and with more than 400 million speakers worldwide (projected increase to about 530 million by 2050), it is the third most widely spoken language on the planet after Mandarin and English.

## HOW TO GET IN

Students must earn admission to the School of Business to be eligible for the certificate in Spanish studies for business majors. The certificate can be declared in consultation with the Spanish undergraduate advisor.

## REQUIREMENTS

### CERTIFICATE REQUIREMENTS

Code	Title	Credits
SPANISH/ INTL BUS 329	Spanish for Business	3
SPANISH 359	Spanish Business Area Studies	3
Select one course from the following:		3
SPANISH 361	Spanish Civilization	
SPANISH 363	Spanish American Civilization	
Select additional credits from Spanish 300-499		6

**Total Credits** 15

### SPANISH COURSES 300–499

Code	Title	Credits
SPANISH 311	Advanced Language Practice	3
SPANISH 319	Topics in Spanish Language Practice	1-3
SPANISH 320	Spanish Phonetics	3
SPANISH 321	The Structure of Modern Spanish	3
SPANISH 322	Survey of Early Hispanic Literature	3
SPANISH 323	Advanced Language Practice with Emphasis on Expository Writing	3
SPANISH 324	Survey of Modern Spanish Literature	3
SPANISH 325	Advanced Conversation	3
SPANISH 326	Survey of Spanish American Literature	3
SPANISH 327	Introduction to Spanish Linguistics	3
SPANISH 331	Spanish Applied Linguistics	3

SPANISH/ MEDIEVAL 414	Literatura de la Edad Media Castellana (ss. XII-XV)	3
SPANISH 417	Literatura del Siglo de Oro	3-4
SPANISH/ FRENCH/ITALIAN/ PORTUG 429	Introduction to the Romance Languages	3
SPANISH 435	Cervantes	3
SPANISH 446	Topics in Spanish Linguistics	3
SPANISH 451	Literature of the Eighteenth and Nineteenth Centuries	3
SPANISH 453	Literature of the Twentieth Century	3
SPANISH 460	Literatura Hispanoamericana	3
SPANISH 461	The Spanish American Short Story	3
SPANISH 462	Spanish American Theater and Drama	3
SPANISH 463		3
SPANISH 464	Spanish American Poetry and Essay	3
SPANISH 466	Topics in Spanish American Literature	1
SPANISH/ CHICLA 467	US Latino Literature	3
SPANISH 468	Topics in Hispanic Culture	3
SPANISH/ CHICLA 469	Topics in Latinx Culture	3
SPANISH 470	Undergraduate Seminars in Hispanic Literature/Culture/Linguistics	3
SPANISH 471		3
SPANISH 472	Hispanic Screen Studies	3
SPANISH 473	Study Abroad in Spanish Language Practice	1-4
SPANISH 474	Study Abroad in Spanish Linguistics	1-4
SPANISH 475	Study Abroad in Hispanic Literatures	1-4
SPANISH 476	Study Abroad in Hispanic Cultures	1-4

### RESIDENCE AND QUALITY OF WORK

- Minimum 3.000 GPA in all Certificate courses
- 8 SPANISH credits in residence
- 6 SPANISH credits, taken at UW–Madison

### CERTIFICATE COMPLETION REQUIREMENT

This undergraduate certificate must be completed concurrently with the student's undergraduate degree. Students cannot delay degree completion to complete the certificate.

### LEARNING OUTCOMES

1. Develop communication skills in Spanish; integrate these skills to exchange and assess ideas effectively and with level-appropriate accuracy; and practice pragmatic, linguistic and stylistic norms in a formal, professional register of standard Spanish in a variety of written and oral assignments.

2. Acquire specialized vocabulary related to business and commerce; analyze authentic informational, financial and marketing materials in Spanish; and incorporate the newly-acquired vocabulary and business-related knowledge into their speech and writing.
3. Demonstrate knowledge of Hispanic cultures, including awareness of the social, cultural, and linguistic diversity that characterizes the Spanish-speaking world, as well as familiarity with basic methods of literary, cultural and/or linguistic analysis.

## ADVISING AND CAREERS

### ADVISING

#### Karen Francis, Undergraduate Advisor

karen.francis@wisc.edu  
608-265-3183  
1008 Van Hise Hall  
1220 Linden Drive  
Spanish & Portuguese Undergraduate Advising (<https://spanport.wisc.edu/undergrad-advising/>)

### CAREERS

myBiz Careers and Internships (<https://wsb.wisc.edu/programs-degrees/undergraduate-bba/careers/>)

### L&S CAREER RESOURCES

Every L&S major opens a world of possibilities. SuccessWorks (<https://successworks.wisc.edu/>) at the College of Letters & Science helps students turn the academic skills learned in their major, certificates, and other coursework into fulfilling lives after graduation, whether that means jobs, public service, graduate school or other career pursuits.

In addition to providing basic support like resume reviews and interview practice, SuccessWorks offers ways to explore interests and build career skills from their very first semester/term at UW all the way through graduation and beyond.

Students can explore careers in one-on-one advising, try out different career paths, complete internships, prepare for the job search and/or graduate school applications, and connect with supportive alumni and even employers in the fields that inspire them.

- SuccessWorks (<https://careers.ls.wisc.edu/>)
- Set up a career advising appointment (<https://successworks.wisc.edu/make-an-appointment/>)
- Enroll in a Career Course (<https://successworks.wisc.edu/career-courses/>) - a great idea for first- and second-year students:
  - INTER-LS 210 L&S Career Development: Taking Initiative (1 credit)
  - INTER-LS 215 Communicating About Careers (3 credits, fulfills Comm B General Education Requirement)
- Learn about internships and internship funding (<https://successworks.wisc.edu/finding-a-job-or-internship/>)
- Activate your Handshake account (<https://successworks.wisc.edu/handshake/>) to apply for jobs and internships from 200,000+ employers recruiting UW-Madison students
- Learn about the impact SuccessWorks has on students' lives (<https://successworks.wisc.edu/about/mission/>)

### PEOPLE

Professors Alcalá-Galán, Beilin, Bilbija, Close, De Ferrari, Egea, Goldgel-Carballo, Hernández, Hutchinson, Medina, Podestá, Sanchez, Sapega, Tejedó Herrera

Associate Professors Ancos-García, Armstrong, Cerezo Paredes, Pellegrini, Rao, Stafford

Lecturers Álvarez Oquendo, Mercado

Teaching Faculty Fondow, Neumayer, Pujol, Rodríguez-Guridi

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Undergraduate Advisor Francis