

SPANISH STUDIES FOR BUSINESS STUDENTS, 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.