Course Title: Spanish for International Business in Latin America

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Course Description:

Course Prerequisite(s):
Spanish II student and/or Spanish-speaking ability

Course Objectives:
1. Adapt grammatical rules for business Spanish
2. Employ new vocabulary for business Spanish
3. Perform classic business operations in Spanish
4. Negotiate business in Spanish
5. Implement cultural differences, understanding of government processes and standard business practices of Latin America.

Textbook(s):

Lesson Plan – by week or session
Session 1: Student Data Forms  
   Introductions  
   Doing business across cultures  
   Cultural stereotypes
Session 2: Geography  
   Political division  
   Main industrial business cities
Session 3: Government  
   Powers
Session 4: History  
   Aztecs, Mayas, Spaniards, French, Jewish, Europeans, Asians and South America
Session 5: Economy  
   Oil - Gas  
   Mexico as a supplier to the U.S.
Session 6: Trades  
   NAFTA
Session 7: Tourist Places  
   Beaches  
   Colonial places
Session 8: Holidays  
   "Independence Day" -September - Spain
"5 de Mayo" - France
Others

Session 9: Religious - Holidays
"Day of the Dead"
"Half Month of December"
Others

Session 10: Strategies to Succeed
Friendship
Time
Respect
Attire
Respect

Session 11: Strategies to Succeed
Meetings
Attire
Respect

Session 12: Strategies to Succeed
Food
Language
Student Evaluation of Instruction