



FACULTY-LED
STUDY ABROAD

KIIS Spain I Program, Summer 2027

SPAN 345: Business Spanish

Instructor: Dr. Abraham Prades

Email: Abraham_Prades@georgetowncollege.edu

Instructor's office hours: on site and by appointment

Syllabus subject to change

1. Course Description: This course is designed to enhance students' communicative competence in professional contexts within the Hispanic business world. Building upon prior linguistic knowledge, it emphasizes the practical application of both oral and written Spanish through engagement with authentic, real-world scenarios. Students will be introduced to essential business terminology and linguistic conventions commonly encountered in commercial settings, while developing strategies for effectively comprehending, analyzing, and responding to new information. Furthermore, the course will explore the critical role of cultural competence in conducting business with Spanish-speaking communities, both in Latin America and Spain, as well as with Hispanic populations in the United States.

2. Overall KIIS Program Student Learning Outcomes:

KIIS Study Abroad Mission Statement:

KIIS provides high-quality education abroad programs for students from all diverse backgrounds that promote deep international learning, are integrated into the curriculum, and encourage critical and creative thinking. Our goal is to help students understand the wider world and develop personal and professional skills for lifelong enrichment. We strive to go beyond generalizations and cultural stereotypes to help foster a nuanced appreciation of the world in which we live.

Students participating on KIIS study abroad programs aim to:

- 1) Understand contemporary issues of their host country/countries (i.e. KIIS program location).
- 2) Develop skills to interact comfortably in a global setting.
- 3) Understand other cultures.

Prior to your KIIS study abroad program, and again at the conclusion of your program, KIIS will ask each student to a) answer a few multiple-choice questions, and b) write a short reflective essay (two paragraphs in length) related to the elements detailed above. There is no right or wrong answer, and your responses will not affect your grade in any way. The purpose of the exercise is to help KIIS measure the effectiveness of its study abroad programs.

3. Course Objectives and Specific Learning Outcomes: Upon successful completion of this course, students will be able to:

- Enhance their proficiency in reading, speaking, and writing in Spanish, with particular attention to the appropriate use of formal and informal registers commonly employed in business discourse within Spanish-speaking contexts.
- Design and produce written and visual materials that reflect the practical application of course content to professional settings, with a focus on the cultural conventions of the Hispanic business world.
- Employ advanced critical thinking skills—including problem identification and resolution, strategic decision-making, anticipatory planning, client relations, and negotiation techniques—within the framework of Hispanic commercial practices and intercultural communication.

4. Major Topics covered in the Course:

- Global economy and the Spanish-speaking world
- The enterprise
- Leadership
- The office space
- Human resources and work relations
- Marketing

5. Required Readings and Materials: All course readings and materials are available via **Google Classroom:** (<https://classroom.google.com/c/ODQ5NDExODA5NDc2?cjc=x6p3mlvp>)

6. Graded Assignments:

Assignments:

Attendance and participation	15%
Homework and in-class work	20%
Proyectos	20%
Reflexión final	25%

Work will be graded on this scale:

90 – 100	A
80 – 89	B
70 – 79	C
60 – 69	D
Below 60	E (F)

This course will be graded on this basis, without regard to other scales (i.e., plus-and-minus) which may apply at your college or university. Note KIS/WKU does not award +/- grades, only full letter grades.)

ATTENDANCE AND PARTICIPATION (15%): Attendance is mandatory, no excuses. See bullet point #8 below for more information on this. In order to receive a good participation grade, students must actively participate in class in Spanish.

HOMEWORK AND PREPARATION (20%): Students will be accountable for all assignments, vocabulary, and material covered in class, whether they are present or not. All the homework will be submitted on Google Classroom. Your homework will consist mainly on *Photo* essays and *Casos prácticos*. You may do the online homework from any location, and as such it is expected that you should be able to complete it unless you are gravely ill. As a general rule, no late work will be accepted for homework.

PROYECTOS (20%): At the end of each chapter, you will submit a project which summarizes everything learned in it. The projects will be submitted on Google Classroom. You need to complete several steps before you submit your final product. For your project, you will read about the project assignment, prepare for the assignment, do research, and create a final product.

REFLEXIÓN FINAL (25%): The last day of classes, you will present on your experience throughout the course and the study abroad program in Spain. This presentation will be completed individually. You must focus on highlighting those moments that marked your learning process and your development through the semester. This assignment will be submitted on Google Classroom.

7. Generative AI Policy:

Generative AI is permitted/encouraged in some ways, with proper attribution, but prohibited in other ways.

Students are allowed, encouraged, and even required to use Generative AI in some ways but are prohibited from using it in other ways. Keep in mind that any content produced by generative AI can “hallucinate” (produce false information), so students are responsible for ensuring the accuracy of any AI-generated content. Examples of citing AI are available at: <https://libguides.wku.edu/stylewrite/ai>.

Students are permitted and encouraged to use generative AI in the following ways:

- Brainstorming: You may use generative AI to stimulate creativity, generate ideas, or brainstorm topics for papers, presentations, and discussions. The generated content must serve as a steppingstone, not a final product.
- Citation Assistance: AI tools can be used to manage, format, and organize citations and references, promoting adherence to academic writing standards and specific style guides required for individual assignments.
- Grammar and Style Checking: AI-powered writing enhancement tools may be used to help with spelling, grammar, syntax, and stylistic errors.
- Concept Understanding: Generative AI can be used to explain or simulate concepts taught in class, aiding in a deeper understanding.
- Research Assistance: AI can be used to conduct initial research, compile data, and summarize articles, books, or papers. It should not replace traditional research methods but rather enhance them.

You may not use generative AI in coursework in the following ways:

- Plagiarism: Using AI-generated content as your original work without attribution. This includes essays, papers, presentations, and exam answers.
- Data Manipulation: Using AI tools to alter data or create misleading information.
- Misrepresentation of Skills: Using generative AI to complete tasks that are meant to assess your knowledge and skills.
- Confidentiality Breach: Using AI tools that might violate KHS/university policies or laws related to data privacy and confidentiality.

Metacognitive Reflection. In addition to a proper citation, the student should include the following statement with any assignment where generative AI is used for assistance.

"I used generative AI [INSERT NAME OF PLATFORM] for assistance in the following ways on this assignment: [INSERT WAYS USED, such as brainstorming, citation assistance, grammar and style checking, concept understanding, and research assistance, etc.]."

8. Attendance Policy:

KIIS program participants are expected to be punctual to and in attendance at all classes, presentations, meetings and required excursions, and to remain with the program for the full academic period. Unexcused absences from classes and/or mandatory meetings will result in a lowering of the student's final grade, as will excessive tardiness. Multiple unexcused absences could result in expulsion from the program. Any absence from an academic class session must be excused for medical reasons.

9. Disability Accommodation:

KIIS will make every reasonable effort to provide accommodations for program participants with special needs or disabilities, but we cannot guarantee that we will be able to do so. Be aware that many foreign countries do not have comprehensive legislation comparable to the Americans with Disabilities Act (ADA). As a result, businesses and other establishments operating in foreign countries may not be able to provide accommodations.

If you have a disability accommodation need, we recommend you contact your KIIS Campus Representative, <https://www.kiis.org/about-kiis/contact-us/campus-representatives/> early in your program selection process so that s/he has time to discuss any specific needs, including which KIIS programs may be best suited. You also are welcome to contact KIIS Assistant Director, Maria Canning, maria.canning@wku.edu, to discuss your disability accommodation needs (e.g. housing, transportation, excursions, class schedule, etc.).

Immediately after acceptance, notify KIIS Admissions and Enrollment Specialist, Haley McTaggart, haley.mctaggart@wku.edu, if you have a special need or disability that might require any form of accommodation abroad. Failure to notify KIIS may prevent you from participating on your KIIS program.

If you require any accommodations abroad, you must provide KIIS Admissions and Enrollment Specialist, Haley McTaggart, an accommodation letter from your home campus' disability accommodation office that lists the accommodations you are eligible to receive. Please do not request accommodations directly from your KIIS Program Director or other KIIS Faculty; the KIIS Office will notify your KIIS Program Director and/or Faculty after we have received your above accommodation letter.

In some cases, you may need to make arrangements for a caregiver to join you on your KIIS program, should your physician, campus disability accommodation office, or KIIS make such a recommendation or require it.

10. Title IX / Discrimination & Harassment:

Recent attention to gender discrimination and sexual harassment at colleges and universities reminds us of the importance of adhering to standards of ethical and professional behavior. KIIS Study Abroad is committed to supporting and encouraging safe and equitable educational environments for our students, faculty, and program directors. Students, faculty, and program directors are required to be civil and treat each other with dignity and respect. As such, harassment and/or discrimination of any kind will not be permitted or tolerated.

Sexual misconduct (sexual harassment, sexual assault, and sexual/dating/domestic violence) and sex discrimination are violations of KIIS policies. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to a) KIIS Assistant Director, Maria Canning (+1-859-200-1000) or KIIS Executive Director, John Dizgun (+1-270-227-2288), b) WKU's Title IX Coordinator, Ena Demir (270-745-6867 / ena.demir@wku.edu) or WKU's Title IX Investigator, Michael Crowe (270-745-5429 / michael.crowe@wku.edu). Please note that while you may report an incident of sex/gender based discrimination, harassment and/or sexual misconduct to a KIIS program director and/or faculty member, KIIS program directors and faculty are considered "Responsible Employees" of Western Kentucky University and MUST report what you share to WKU's Title IX Coordinator or Title IX Investigator.

If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU's Counseling and Testing Center, <https://www.wku.edu/heretohelp/> at 270-745-3159.

For more information on KIIS Title IX, see <https://www.kiis.org/students/health-safety/title-ix-clery/>; additional Title IX resources can be found here <https://www.wku.edu/titleix/titleixbrochure2020.pdf>.

Everyone should be able to participate on a KIIS program, attend a KIIS event, or work in a KIIS environment (e.g. KIIS office) without fear of sexual harassment or discrimination of any kind. Be respectful of each other.

~ Plan del curso ~
(Tentative and subject to change.)

Semana 1: Economía, empresa y cultura en el mundo hispano
31 de mayo – 4 de junio

FECHA	PREPARACIÓN PARA LA CLASE	PARA ENTREGAR
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31 lunes	Group arrival to Segovia	
1 martes	1.1. Economía, empresa y cultura en el mundo hispano	
2 miércoles	1.2. Aspectos culturales en los negocios hispanos 1.3. Aspectos económicos en los negocios hispanos	
3 jueves	Excursión a Toledo	<u>Photo essay</u> : Toledo
4 viernes	1.4. Caso práctico: ¿Una ventana a los negocios y la cultura?	<u>Caso práctico 1.4.</u> : trabajo en clase

Semana 2: Creación y establecimiento de una empresa
7 de junio – 11 de junio

7 lunes	2.1. Las bases de una empresa	<u>Proyecto 1</u> : Análisis económico de un país hispano
8 martes	2.2. Los tipos de empresas	
9 miércoles	2.3. La organización empresarial	
10 jueves	Excursión a Salamanca / Ávila	<u>Photo essay</u> : Salamanca y Ávila
11 viernes	2.4. Caso práctico: Una ventana a la creación de una empresa	<u>Caso práctico 2.4.</u> : trabajo en clase

Semana 3: La oficina y prevención de riesgos laborales
14 de junio – 18 de junio

14 lunes	3.1. Organización empresarial: La oficina	<u>Proyecto 2</u> : Una empresa en expansión
15 martes	3.2. La comunicación en la oficina	
16 miércoles	3.3. La prevención de riesgos laborales	
17 jueves	3.4. Caso práctico: Una ventana a la prevención de riesgos en la oficina	<u>Caso práctico 3.4.</u> : trabajo en clase
18 viernes	No hay clase – Fin de semana largo	

Semana 4: Una mirada a los entornos empresariales
21 de junio – 25 de junio

21 lunes	PowerPoint Madness (por la tarde)	
22 martes	4.1. La responsabilidad social corporativa en Latinoamérica	<u>Proyecto 3</u> : Diseño de una oficina
23 miércoles	4.2. Caso práctico: Una ventana a la responsabilidad empresarial	<u>Caso practico 4.2.</u> : trabajo en clase
24 jueves	Excursión a Valladolid	<u>Photo essay</u> : Valladolid
25 viernes	4.3. Recursos útiles y trabajar en reflexión final	

Semana 5: 28 de junio – 29 de junio

28 lunes	<u>Reflexión final</u> : Crea un portafolio	
29 martes	Presentaciones finales	
30 miércoles	Group departure back to the US	