

Syllabus

IBU2092S Economía, instituciones, sociedad y el mundo laboral en países hispanohablantes

Loreto Aravena-Martínez

Summer Semester 2024

| | | |
|------------------------------|---|--|
| Level | Bachelor | |
| Credits | 6 ECTS | |
| Student Contact Hours | 4 SWS | |
| Workload | 180 Hours | |
| Prerequisites | A high proficiency in Spanish is required. This is not a language course. | |
| Time | See LSF/Moodle | |
| Room | See LSF/Moodle | |
| Start Date | See LSF/Moodle | |
| Lecturer | Name | Loreto Aravena-Martínez |
| | Office | W2.4.24 |
| | Virtual Office | - |
| | Office Hours | - |
| | Phone | 07231/28-6085 |
| | Email | loreta.aravena@hs-pforzheim.de |

Outline of the Course

During a semester 14 sessions are available to consider the following main topics

Contenidos:

“España”: Perfil del país. Reseña Histórica y enfoques en la actualidad

- Actividades productivas (“Lecciones de economía española” Delgado / Myro. 13a. Edición.)
- Sector Agrario: Pág 143-144 / 149-150 **Importancia del 1er Sector en la UE**
- El PAC: Pág 155-161
- Sector Servicios
- Mercado Laboral
- El Paro (la cesantía)
- **Informe España 2020-2022 Interpretación de su realidad social**
- **Conyuntura económica y social actual**
- Estructura demográfica: pág 81-88 Conceptos básicos: Pág 92
- España y movimientos migratorios: Emigración, Inmigración y otros aspectos

“Latinoamérica”: Desarrollo humano y económico

- Latinoamérica: Introducción al Desarrollo Humano y Económico IHD
- Economías receptoras de Inversiones
- Litio en Latinoamérica, transición energética.
- Visión de la Seguridad Social en Latinoamérica ,

“La Empresa” La empresa española frente al Mercado Único Europeo

- La PyME: Introducción
- Análisis Foda
- Estudio de casos

Course Intended Learning Outcomes and their Contribution to Program Intended Learning Outcomes / Program Goals

| Program Intended Learning Outcomes | | Course Intended Learning Outcomes | Assessment Methods | | |
|--|---|---|--------------------|-----------------|--------------------------------|
| After completion of the program the students will be able... | | After completion of the course the students will be able... | Presenta- tion | Term Pa- per | Participa- tion in Class |
| | | | 50% | 40% | 10% |
| | | | Collective | Individual | Individual |
| 1 Expert Knowledge | | | | | |
| 1.1 | ...to demonstrate their distinguished and sound competencies in General Business Administration. | ...to distinguish and classify different types of companies by size, sector, etc. ...to know the basics of business administration in Spanish and Latin American. | X | X | X |
| 1.2 | ...to demonstrate their distinguished and sound competencies in Economics. | ...to analyse the Spanish and Latin American economy through case studies. ...to contact companies at home and abroad. | X | X | X |
| 1.3 | ...to have command of legal methodology for case solutions on basis of claims. | ...to analyse and understand texts from the relevant specialized literature. ...to research and analyse SMEs in the respective region, to master various topics from the field of economics and foreign trade. | X | X | X |
| 2 Digital Skills | | | | | |
| 2.1 | ...to know and understand relevant IT software tools used in business and their features and have a solid understanding of digital technologies. | ...to use technology for email communication and video conferencing. The student will be able to compose texts and elaborations, communicate and present confidently in Spanish. | | X | X |
| 3 Critical Thinking and Analytical Competence | | | | | |
| 3.1 | ...to implement adequate methods in a competent manner and to apply them to complex problems. | ...to think independently, to learn to argue, to allow for feedback, to deal with differing opinions, to develop expertise. | X | X | X |
| 3.2 | ...to critically reflect and interpret findings and to develop comprehensive solutions for complex problems. | ...to apply scientific methods of data collection and evaluation. | X | X | X |
| 4 Ethical Awareness | | | | | |
| | ...to develop sound strategies in the areas of ethics, sustainable development and social responsibility and are able to apply them to typical economic decision-making problems. | ...to differentiate ethics and sustainable thinking through case studies and Latin American Human Development Index publications. | X | X | X |
| 5 Communication and Collaboration Skills | | | | | |
| 5.1 | ...to express complex issues effectively in writing. | ...express complex issues clearly and concisely in writing in Spanish. | X | X | X |
| 5.2 | ...to demonstrate their oral communication skills in presentations. | ...to master their oral expression skills in Spanish through convincing presentations and in corporate communications. | X | X | X |
| 5.3 | ...to work successfully in a team by performing practical tasks. | ...to work in Spanish in a multicultural team and to present and negotiate knowledge of the linguistic structures. | | X | X |
| 6 Internationalization | | | | | |
| 6.1 | ...to understand and explain business challenges in an international context. | ...to know the current situation of Spanish and Latin American SMEs and their position in the European Union and in the international market. | X | X | X |
| 6.2 | ...to articulate themselves in a professional manner in international business. | ...to acquire intercultural competencies. | X | X | X |

Teaching and Learning Approach

This module provides students with the fundamental concepts and the role that institutions play in the economic, political and social reality of Spain and Latin America and thus adopt a global and integrating vision. Students will be provided with tools to acquire skills to better face a job interview in the Spanish-speaking labour market before, during and after the application.

The Spanish language and its uses in the commercial environment will receive the main attention, supported by presentations on topics of interest to the class, student participation will be of vital importance to develop a confident, fluent and enriched vocabulary.

Literature and Course Materials

Basic reading

Schnitzer, J., & Schatzl, B. (2014). Übungsbuch zu Wirtschaftsspanisch: Terminologisches Handbuch/Manual de lenguaje económico. Walter de Gruyter GmbH & Co KG.

Delgado, J. L. G., Muñoz, C., & Serrano, J. A. M. (2021). Lecciones de economía española. (16. Edition). Civitas-Thomson Reuters.

Lucio Fernández, J. (2018). La internacionalización de la empresa Española: Situación y propuestas. Civitas-Thomson Reuters.

- Instituto Nacional de Estadística español <http://www.ine.es>
- www.lacaixa.comunicacions.com/se/index.php?idioma=esp
- www.eclac.org CEPAL - COMISION ECONOMICA PARA AMERICA LATINA Y EL CARIBE.

Recommended literature

- Dr. Jürgen Volkert (Hrsg.) **“Armut und Reichtum an Verwirklichungschancen”** ISBN 3531146750
- **EL SISTEMA DE SEGURIDAD SOCIAL CHILENO** Autor : Hugo Cifuentes Lillo
Edición : Mayo 2018
Formato : 1 Tomo - 103 Páginas
ISBN : 978-956-14-2227-8
Editorial : Ediciones UC

Assessment

50% of the grade: Group presentation. Topic will be announced and distributed in class: individual grade, 15 min. per person. Multimedia presentation, Spanish language (min. B2 advanced), adequate use of language in relation to the subject matter will be evaluated. Handout DIN A4 for those present. Time management. Personal presentation in formal business attire.

40% of the grade: Individual presentation with delivery of written report (with resources such as case studies, reports, publications and academic bulletins). **Academic Written Structure will be presented in class.**

10% of the grade: Active weekly participation in class (discussions, debates according to the topic covered).

Mandatory attendance and active participation in class. With more than 20% of non-attendance the module will be failed.

The grading is as follows:

- 1.0 Very good, a performance significantly above the average
- 2.0 Good, an above average performance
- 3.0 Satisfactory, an average performance
- 4.0 Adequate, a below average performance with noticeable shortcomings
- 5.0 Fail, an unacceptable performance

Code of Conduct for online Teaching

[Link to the Code of Conduct for online Teaching](#)