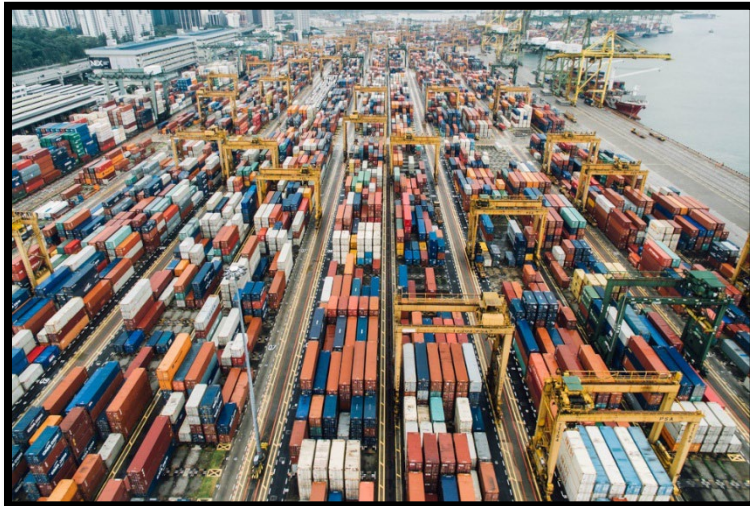


Department of Romance Languages  
Hunter College-CUNY  
**SPAN 215**  
Summer 2025 – Canary Islands  
**Spanish for Business and Economics**



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Prerequisite: SPAN 202 or SPAN 208

**Course Description**

Spanish for Business and Economics addresses the growing demand for Spanish proficiency in professional settings, focusing on the U.S. Hispanic population (over 65.2 million) and the global Spanish-speaking community (600 million). Designed for Hunter College students, this course provides practical Spanish skills for business and economics, emphasizing U.S. and Latin American markets. Students will explore global economics, marketing, management, and international trade while developing cultural awareness and ethical leadership.

The Canary Islands have played a historic role in international commerce, serving as a strategic link between Spain, Africa, and the Americas. The archipelago was Spain's first colonial experiment, a key stop in transatlantic trade, and an economic hub for industries such as tourism, agriculture, and international logistics. By examining the Canary Islands as a case study, students will gain insight into the intersections of language, business, and culture in a transatlantic context.

This course will combine interactive lectures, discussions, and field trips across Gran Canaria to provide a comprehensive understanding of business and economics in the Hispanic world. From Monday to Thursday, students will meet for a total of 45 hours, with 14 sessions running from

40:00 PM - 7:00 PM. The midterm and final exams will be held on designated days and will last 1.5 hours each.

This course aligns with Hunter College's mission to equip students with the language proficiency and cultural competence needed to excel in international business, offering career-enhancing skills valued by employers worldwide.

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### **Course Goals**

- **Develop** advanced Spanish skills for business contexts.
- **Master** business communication, including negotiations and presentations.
- **Enhance** cultural intelligence for Hispanic business environments.
- **Acquire** industry-specific vocabulary (finance, marketing, trade).
- **Apply** practical skills in professional writing, email etiquette, and presentations.

### **Learning Outcomes**

- By the end of the course, students will:
  - Use advanced business Spanish, including specialized vocabulary and grammar.
  - Write professional emails, reports, and deliver presentations in Spanish.
  - Integrate knowledge of economics, culture, and linguistics in business contexts.
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### **Participation**

Attendance and active participation are mandatory. Students must complete readings and assignments before class. Unexcused absences will affect grades.

### **Assignments**

All assignments must be submitted on time. Late work is not accepted unless due to an excused absence, in which case it must be submitted before the next class.

### **Presentations**

Students will work in groups to deliver a 5-10 minute PowerPoint presentation as part of the Final Project, focusing on a business or economic topic related to the Canary Islands.

### **Midterm and Final Exam**

Both exams will cover key business concepts. The Final Exam is mandatory and cumulative.

### **Final Project**

A group-based research project on a business or economic activity in the Canary Islands, consisting of:

1. A written report (5 pages, MLA format).
  2. An oral presentation (5-10 minutes).
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### **Materials**

*Éxito comercial*

Authors: Michael Scott Doyle, T. Bruce Fryer  
Publisher: Cengage  
Edition: 7th  
ISBN-13: 9781337554978

### **Additional Readings:**

Additional readings on commerce and the economy of the Canary Islands will be assigned throughout the course. These materials will be provided to students and are essential for discussions and assignments.

### **Evaluation**

<b>Category</b>	<b>Weight</b>	<b>Description</b>
Homework & Discussions	25%	Short assignments and online discussions on business and economics in the Canary Islands.
Midterm Exam	25%	In-class exam covering key concepts.
Final Project	25%	Group-based research project on business or economic activity in the Canary Islands. Each group will submit a written report and deliver an oral presentation.
Final Exam	25%	Comprehensive exam at the end of the program.

### **Course Schedule**

<b>When</b>	<b>Topic</b>	<b>Notes</b>
<b>Sunday, July 13</b>	Arrival in Gran Canaria and accommodation	
<b>Monday, July 14</b>	Introduction to the course / Global business landscape in Spanish-speaking markets	Visit to the University of Las Palmas and historic tour of Vegueta
<b>Tuesday, July 15</b>	Companies and their environment in Spain and Latin America	
<b>Wednesday, July 16</b>	Management and leadership in Hispanic contexts	
<b>Thursday, July 17</b>	The history and economy of the Canary Islands in global trade	Visit to the Museo Canario

<b>Monday, July 21</b>	Finance and banking in the Hispanic world	
<b>Tuesday, July 22</b>	Real estate and trade in Spain and Latin America	
<b>Wednesday, July 23</b>	Human resources and labor relations in Hispanic environments	
<b>Thursday, July 24</b>	Economic impact of the Canary Islands in commercial expansion	Visit to the Casa de Colón
<b>Monday, July 28</b>	<b>MIDTERM EXAM</b> (1.5 hours)	
<b>Tuesday, July 29</b>	Marketing and advertising in the Hispanic world	
<b>Wednesday, July 30</b>	International trade and logistics in the Canary Islands and Latin America	
<b>Thursday, July 31</b>	Tourism economy and business development in the Canary Islands	Visit to Roque Bentayga
<b>Monday, August 4</b>	Business culture and negotiation in the Hispanic world	
<b>Tuesday, August 5</b>	Sustainable businesses and corporate social responsibility in Hispanic markets	
<b>Wednesday, August 7</b>	Final project presentations	
<b>Thursday, August 8</b>	<b>FINAL EXAM</b> (1.5 hours)	Course conclusions and closing
<b>Friday, August 9</b>	Departure	

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## **ACADEMIC INTEGRITY & STUDENTS WITH DISSABILITIES ACT**

Academic integrity refers to the honesty with which students do all their academic work and live their academic lives—from their studies to doing their own work to taking their own quizzes, exams, and their lab work.

"Hunter College regards acts of academic dishonesty (e.g., plagiarism, cheating on examinations, obtaining unfair advantage, and falsification of records and official documents) as serious offenses against the values of intellectual honesty. The College is committed to enforcing the CUNY Policy on Academic Integrity and will pursue cases of academic dishonesty according to the Hunter College Academic Integrity Procedures"

Please check CUNY Policy on Academic Integrity at:

<http://catalog.hunter.cuny.edu/content.php?catoid=15&navoid=1448>

"In compliance with the American Disability Act of 1990 (ADA) and with Section 504 of the Rehabilitation Act of 1973, Hunter College is committed to ensuring educational parity and accommodations for all students with documented disabilities and/or medical conditions. It is recommended that all students with documented disabilities (Emotional, Medical, Physical and/or Learning) consult the Office of AccessABILITY located in Room E214 to secure necessary academic accommodations. For further information and assistance please call (212-772-4857 / (212 -650-3230)". Or check:

<http://studentservices.hunter.cuny.edu/DisabilitiesOffice.html>

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## **ANNEX TITLE IX**

In compliance with the CUNY Policy on Sexual Misconduct, Hunter College reaffirms the prohibition of any sexual misconduct, which includes sexual violence, sexual harassment, and gender-based harassment retaliation against students, employees, or visitors, as well as certain intimate relationships. Students who have experienced any form of sexual violence on or off campus (including CUNY-sponsored trips and events) are entitled to the rights outlined in the Bill of Rights for Hunter College. a. Sexual Violence: Students are strongly encouraged to immediately report the incident by calling 911, contacting NYPD Special Victims Division Hotline (646-610-7272) or their local police precinct, or contacting the College's Public Safety Office (212-772-4444). b. All Other Forms of Sexual Misconduct: Students are also encouraged to contact the College's Title IX Campus Coordinator, Dean John Rose (jtrose@hunter.cuny.edu or 212-650-3262) or Colleen Barry (colleen.barry@hunter.cuny.edu or 212-772-4534) and seek complimentary services through the Counseling and Wellness Services Office, Hunter East 1123. CUNY Policy on Sexual Misconduct Link:

<http://www.cuny.edu/about/administration/offices/la/Policy-onSexual-Misconduct-12-1-14-with-links.pdf>

