



Department of World Languages and Cultures

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## **Professional Certificate in Business Spanish**

**Rationale:** Hispanic consumers are the fastest-growing market segment in North America. According to Census Bureau projections, the Hispanic population will account for 30.2% of the U.S. population by 2050. As the buying power of Spanish-speaking customers is skyrocketing, so is the rise of Hispanic-owned businesses, which are growing at twice the rate of other U.S. firms. A 2021 study by the McKinsey consulting firm finds Hispanics to be an “economic engine for the U.S.” with the highest rate of entrepreneurship of any segment of the population. Over the past five years, Hispanic-owned businesses have grown by 12.5 percent compared to 5.3 percent for White-owned businesses. Today, about 1 out of every 7 businesses is run by a Hispanic American entrepreneur. The Professional Certificate in Business Spanish will help students gain the skills to interact with this expanding market, where Spanish is the emerging language of economic collaboration.

### **The Professional Certificate in Business Spanish will be of interest to:**

- Students who wish to expand their career opportunities by acquiring the ability to work cross-culturally.
- Students who are considering careers in international business, marketing, management, or human resources.
- Students who want to work with NGOs and government organizations that work with Spanish-speaking countries.
- Business majors, International Studies students, and working professionals who wish to build their language and intercultural skills.
- Any undergraduates looking to prepare themselves for a competitive global market.

Students who complete the Business Spanish Certificate will greatly improve their professional language and writing proficiency in Spanish and gain the cultural knowledge they need to both to conduct business in Spain and Latin America and to connect with Spanish-speaking populations in the U.S. The certificate consists of three competency-based Spanish courses to develop students’ writing and oral competencies in Spanish and their multicultural literacy to help them work in Spanish in marketing, management, finance, international business, or other professional areas related to business. Students will learn to communicate professionally via email, telephone, videoconferencing, and in-person, and will create professional presentations tailored to their particular interests. Through writing, speaking, and role-play activities students gain an appreciation for Spanish and Latin American culture and for the cultural differences pertaining to how Spanish-speaking organizations do business. Finally, students will learn that Spanish-speaking countries are not monolithic and will learn cultural differences to help them connect and communicate appropriately in diverse business settings.

## Required Courses

The first required course in the certificate is **SPA 203 (Intermediate Oral Proficiency) or SPA 210 (Spanish for Heritage Speakers)**,

**SPA 203** boosts non-native students' language proficiency to at least the intermediate-mid level, so that they are prepared for more specialized professionally oriented courses.

**SPA 210** helps to fill gaps and improve heritage speakers' written Spanish ability so they can more easily become bilingual professionals.

**SPA 211 (Intermediate Writing Proficiency)**

**SPA 211** supports students' continued development of oral proficiency but focuses more heavily on developing their ability to write Spanish in an appropriate way with greater control of structures of the language.

### **SPA 218 (Business Spanish)**

SPA 218 provides students with technical vocabulary, communicative skills, and cultural insights related to the Spanish-speaking business environment. Through essays, articles, research, discussions, case studies, role-plays, audio and video recordings, and the web, students take an in-depth look at the corporate dynamics of Latin American and Spanish societies.

## **Spanish for the Professions Certificate Pathways**

Spanish for Law & Justice Practitioners	Spanish for Healthcare Professionals	Business Spanish	Spanish for Counseling & Human Services
<b>Required Core Classes:</b> <i>SPA 203 Intermediate Oral Proficiency (Fall &amp; Spring), SPA 210 Spanish for Heritage Speakers (Fall), or credit by examination by WLC department</i>			
<i>SPA 228 Spanish for Law, Justice, and Human Services (Fall)</i> (Satisfies Global requirement)	<i>SPA 219 Spanish for Medical Purposes (Spring)</i>	<i>SPA 211 Intermediate Writing Prof (Fall &amp; Spring)</i>	<i>SPA 219 Spanish for Medical Purposes (Spring)</i>
<i>WLC 238 (in English) Latin American Cultural Perspectives (Spring)</i> (Satisfies Global requirement)  <i>Or SPA 216 Current Events in the Spanish-Speaking World or SPA 217 Introduction to Hispanic Cultures</i>	<i>SPA 319 English/Spanish Medical Interpreting (Fall)</i>	<i>SPA 218 Business Spanish (Spring)</i>	<i>SPA 228 Spanish for Law, Justice, and Human Services (Fall)</i>
Second two classes for the certificate can be taken in any order	SPA 219 needs to be taken prior to 319	Second two classes for the certificate can be taken in any order	Second two classes for the certificate can be taken in any order