

*CREATIVITY and INNOVATION
in
LANGUAGE STUDIES
1st International CILS Conference*

Intercultural Competence and CLIL as a way to business orientation in Spanish Foreign Language

Erwin Snauwaert

Abstract

In the Commercial Sciences and Commercial Engineering curricula at the HUB, which involve three foreign languages, the Spanish course tackles from the very beginning intercultural competence. Beside the necessary grammar and vocabulary, we offer the students cultural contents about Spain and Latin America and we familiarize them with situations that are paramount in negotiations with these countries.

In the third bachelor year of the Commercial Science curriculum we relate these contents to the global principles of intercultural communication as they are formulated by Hofstede and illustrate them by tracing intercultural references in comics and giving presentations about Spanish cities and Latin American countries. At the same time, we broaden the students' lexicon towards specific business language.

In the same year we put these aspects into practice by organizing a five day travel course to Madrid. There, the students are supposed to assist at company visits they have prepared at home collecting relevant foreknowledge and formulating questions. They also have to contact a company by themselves and maintain e-mail correspondence as to making appointments for an interview with the managers. Afterwards they summarize their Spanish business experiences in a personal written report.

*Università della Calabria - Italy
December 14th - 16th, 2009*

*CREATIVITY and INNOVATION
in
LANGUAGE STUDIES
1st International CILS Conference*

In the master year of the Commercial Engineering curriculum, the same approach is used as far theory of intercultural communication and learning of economic terminology are concerned. As this curriculum is more theoretical, we try to link the practical part to a deeper desk research that focuses on Latin American reality. Then, we invite guest professors who deal with the recent macroeconomic situation and businessmen who give testimonies about working in international companies that currently operate in the Latin American area. As these economic contents are taught in Spanish, students finish off their business studies with a CLIL-experience that prepares them thoroughly for an international business career.

*Università della Calabria - Italy
December 14th - 16th, 2009*