International negotiations in Spanish: linguistic and cultural issues

Fact Sheet

Project Information

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<tr>
<th>INES</th>
<th>Funded under</th>
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<td>Action programme for the implementation of a</td>
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<td>European Community vocational training policy</td>
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<th>Start date</th>
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| Total cost | € 0,00 |
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| EU contribution | € 0,00 |
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<td>FUNDACIÓN ESADE</td>
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Objective

This project focuses on helping non Spanish speakers in the international business relations field develop cross-cultural negotiating skills in Spanish addresses through new linguistic/intercultural skills. More specifically, the objectives are to research the linguistic and cultural factors that influence negotiating processes, and prepare teaching materials that focus on the linguistic and cultural awareness skills needed for negotiating in Spanish.
During the first phase, the partners will undertake a detailed study and analysis of linguistic and cultural aspects relevant to negotiations with Spanish speakers. The study will include interviews with members of the business community and a review of negotiating situations. The second phase will focus on the development of a package of appropriate teaching materials, including:

- a guide to negotiations, which will include theoretical background, language exercises and cultural awareness-raising tasks;
- material for simulating negotiating processes (business role play);
- audio tapes and related exercises;
- audio-visual cassettes and related exercises
- a CD-ROM for use as self-learning tool.

Impact
The project will build a bridge between traditional Spanish language teaching and the realities of the business world.

Contract number: E/97/1/21004/PI/III.1.a/CONT

Domaine: Life long learning

Contents:
Language skills
Vocational qualifications
Self-training and distance learning

Products:
Training modules
Group training with tutor
Self-training

Public:
Students
Teachers
Workers in companies

Programme(s)


Topic(s)
III.1.a - Support for the development of language skills

**Call for proposal**

Data not available

**Funding Scheme**

*CSC - Cost-sharing contracts*

**Coordinator**

FUNDACIÓN ESADE

*Address*

*Avda. de esplugues 92-96*

*08034 Barcelona*

*Spain*

EU contribution

€ 0,00

**Participants (5)**

AIJEC / ASSOCIACIO INDEPENDANT DE JOVES EMPRESARIS DE CATALUMIA

*Address*

*Londres, 35, pral. 2a*

*08034 Barcelona*
Copenhage Business School

DENMARK
EU contribution
€ 0,00
Address
Dalgas have 15
2000 Copenhagen

FOMENTO DEL TRABAJO NACIONAL

SPAIN
EU contribution
€ 0,00
Address
Via layetana 32
08003 Barcelona

Fundacion ESADE

SPAIN
EU contribution
€ 0,00
Address
Av. pedralbes, 60-62
08034 Barcelona

Wirtschafts-universität Wien

AUSTRIA
EU contribution
€ 0,00
Address