



Business Spanish: A Case Study

Tailored one-to-one Spanish course for senior business executive and lawyer in the media & entertainment sector

Background

The delegate:

English native speaker; senior lawyer in a major entertainment company

Target language: Spanish

Pre-course level: Upper Elementary (A1+)

Post-course level: Upper Working Knowledge (B1+)

Language background: Advanced level in French, German and Italian



The requirements:

In his role as senior lawyer, the delegate advises businesses across the European region, therefore he needs to be able to communicate in a number of languages.

Trips to Barcelona require him to liaise in Spanish at an operational level with colleagues. His role also involves reading legal documents in Spanish, therefore learning legal terminology and developing his reading skills would be beneficial and could prevent the need for translation.



Our assessment

Our assessment and needs analysis identified that the learner had informally picked up basic Spanish on trips to Spain and Latin America. In order to build on this elementary level, it was important to consolidate both grammar and vocabulary – and learn new structures and lexis needed to advance the learner's level as swiftly as possible.



Our approach

The learner was matched with a trainer with extensive experience teaching learners from his industry. A detailed course plan was written based on his assessment and needs analysis. This plan set business objectives for the course and identified all content and business competencies to be covered.



The trainer selected a rich mix of materials to use in lessons, including current news articles and videos on current affairs and cultural themes. These authentic materials were complemented with a course book, providing valuable structure and balance to the lessons.

The trainer used the course plan to steer lesson planning. In each class, there was a mix of:

- conversation – developing listening and speaking skills
- grammar focus and exercises
- reading business correspondence and legal documents in Spanish
- vocabulary development



Lessons generally began with conversation with the trainer noting vocabulary or grammar points requiring attention – and providing feedback and practice on these later in the lesson. This promoted fluency development and confidence in speaking.

All homework assignments targeted teaching points from the lesson, allowing the delegate to consolidate his learning.



Outcome

The learner's overall language skills significantly improved. By the end of the course, he could enter unprepared into conversations on familiar topics relating to everyday, business and current affairs. He reinforced his grammar and was able to speak with a much higher level of accuracy. His fluency also significantly improved, allowing him to produce long stretches of language and have strategies to promote fluid communication with Spanish speakers. In terms of listening skills, by the end of the course the learner could understand straightforward and factual information on common and everyday topics.



Overall, the learner achieved level B1+ (Upper Working Knowledge) by the conclusion of his lessons.

Learner Feedback

The delegate was very satisfied with the outcomes of his course and gave particularly positive feedback on:



- allocation of an expert language trainer with experience teaching learners from his industry
- his rapid progress
- the variety of exercises used, which meant the lessons were always engaging and stimulating
- the rich mix of materials used, including audio and visual media as well as a thorough course book
- the format of lessons
- correction techniques utilised
- well thought-through and informative progress reporting
- a dedicated Account Manager who was always helpful and responsive



The learner concluded that, 'I have also used Language Services Direct for training in two other languages, and would happily recommend them to anyone wanting to pursue their language studies.'

