



ENTERING THE 'DRAGON'S DEN': A *CREATIVE* APPROACH TO TEACHING SPANISH BUSINESS LANGUAGE

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DRAGON'S DEN / TU OPORTUNIDAD



Presentación - Cloquo

https://www.youtube.com/watch?v=vX4j6_3SWWA

TEACHING & LEARNING CONTEXT

- Second Year (Semester 1)-10 credit module

Challenges

- Post A-Level/Advanced and Ex-Beginners taught together
 - Variation in language level AND cultural knowledge
- In theory = 'Optional' module In reality = Only 'option' available
- What does this mean?
- Relatively large group – for language-based instruction
- Further challenging combinations of students:
 - Interested in 'Business' versus completely disinterested
 - Studying Spanish in combination with Business/Marketing/Tourism versus students studying 'unrelated' programmes
- **How to make the course engaging / accessible to all?**

WIDER CONTEXT: SKILLS

- To foster transferable / employability skills
 - Foreground these skills
 - Encourage students to see the connection between skills gained in the classroom and their 'real world' application
- Enhance the student learning experience
 - Creative and student-led
 - Students as partners
 - Peer mark and feedback as part of assessment
- Collaborative and participatory learning experience

LOGISTICS & ASSESSMENT

- Group Project = 30%
 - Group Presentation (in Spanish) = 15%
 - 10% - tutor evaluation
 - 5% - peer grade [feedback sheet]
 - Individual Portfolio (in Spanish) = 15%
 - All work conducted for the project
 - Can be shared or individual material
 - Includes reflective piece

SP20310 Language of Business & Current Affairs
 Group Work Presentation: Peer Feedback Sheets
 December 14th 2018 (9-10am) Group 6

Criteria	Poor		Fair		Good			Excellent		Superior
	1	2	3	4	5	6	7	8	9	10
Delivery: Was the presentation clear & easy to follow?										
Delivery: Was the presentation engaging?										
Presentational/Visual Aids: Did the team use presentational / visual aids effectively? Were the slides clear and easy to follow? Did the visuals add to the presentation?										
Organization: Was the presentation well organized? Was there a clear introduction, body and conclusion?										
Teamwork: Did the team work well together? Did they support each other? Did it feel like a team effort?										
Familiarity with subject: Did the team demonstrate a good knowledge of the subject?										
Timing: Did the team keep to time? Were the presentational parts divided equally? Did it feel rushed or too slow?										
Professionalism: Did the presentation feel polished? Was it pitched at the right level? Was it appropriate for their business model?										
Convinced by business: Was the business proposal convincing? (Would you use this product/ service?)										
Responses to dragons' questions: Did the team respond well to the questions from the dragons?										

Peer Feedback Sheet

Please make any (constructive) comments about the presentation here. These will be passed on to the team for feedback.

[Please only include comments that will help teams to improve future performance. Do not single out any individual member for praise / criticism. This is a team effort and it is the team performance on which you are providing feedback. Think about the feedback that you would find useful and constructive.]

Comments:

Criteria	Poor		Fair		Good			Excellent		Superior
	1	2	3	4	5	6	7	8	9	10
Delivery: Was the presentation clear & easy to follow?						3	4	6	2	
Delivery: Was the presentation engaging?			2	2	1	5	1	4		
Presentational/Visual Aids: Did the team use presentational / visual aids effectively? Were the slides clear and easy to follow? Did the visuals add to the presentation?				2	2	3	4	1	3	
Organization: Was the presentation well organized? Was there a clear introduction, body and conclusion?					2	1	4	4	2	2
Teamwork: Did the team work well together? Did they support each other? Did it feel like a team effort?				1		2	5	1	1	5
Familiarity with subject: Did the team demonstrate a good knowledge of the subject?							5	5	4	1
Timing: Did the team keep to time? Were the presentational parts divided equally? Did it feel rushed or too slow?				1	1	5	5	1		2
Professionalism: Did the presentation feel polished? Was it pitched at the right level? Was it appropriate for their business model?			1	2	1	3	4	2	2	
Convinced by business: Was the business proposal convincing? (Would you use this product/ service?)			1		3	3	2	4	1	1
Responses to dragons' questions: Did the team respond well to the questions from the dragons?					1	2	3	2	3	4

LOGISTICS & ASSESSMENT

Things to bear in mind:

- Managing student resistance to student-centred learning
 - Shifting the focus of activity from the teacher to the learners often creates student hostility. See: Nonesuch (2008); Felder & Brent (1996); Felder (2011); etc.
 - Student resistance = intrinsic part of the learning process. Reflects move from dependence to intellectual autonomy. See: Kloss (1994).
- Students often express a dislike for group work – common issues
 - See: Taylor (2011); Bentley & Warwick (2013); Allan (2016); LaBeouf *et al* (2016); etc.
- Counteract this via in-built mechanisms / strategies and by acknowledging student concerns.
- For example:
 - Team contracts
 - Support / Guidance mechanisms
 - Peer grade / feedback
 - Individual and group work equally weighted

LOGISTICS & ASSESSMENT

- **Week 1** – Introduction to the project and selection of groups
 - Team Contract
 - Discussion of assessment weighting
 - Expectations and assessment guidelines – marking criteria, etc.
- **Portal PYME:** <http://ipyme.org/es-ES/DecisionEmprender/Paginas/AutodiagnosticoActitudesEmprendedoras.aspx>

Autodiagnóstico de actitudes emprendedoras



Autodiagnóstico de actitudes emprendedoras

Instrumento interactivo que permite dar un diagnóstico a los emprendedores que cumplimenten un cuestionario y, a continuación, ofrecer al emprendedor una serie de recomendaciones que le ayudarán a estar preparado para iniciar su proyecto.

El núcleo del sistema es un cuestionario de 25 preguntas cerradas, distribuidas en siete características del emprendedor (motivación, iniciativa y energía personal, perfil psicológico, capacidad de relación, capacidad de análisis, innovación y creatividad y propensión al riesgo).



Herramientas para el emprendedor:



Herramienta DAFO



Plan de empresa



SIMULA: Simulador de modelos de negocio



Autodiagnóstico de acceso a nuevos mercados

LOGISTICS & ASSESSMENT

- **Week 6** – Scheduled Meeting with Tutor
 - To discuss progress / concerns
 - Groups / Individuals can also arrange to meet with me at any time during the process
- **Weeks 10-11** – Group Presentations
 - Schedule is agreed beforehand in consultation with the groups
 - Two presentations per tutorial
 - Group A – presenters; Group B – dragons
 - Group B – presenters; Group A – dragons
 - Peer Audience = remaining students (attendance is required)

PROJECTS: 2018-19

- **TRAEMELO** – Delivery/Transport service



- **Intel y Ropa** – Intelligent clothing – sports clothes, etc.



Especificaciones del producto

MEDIR LOS PARÁMETROS DE VIDA

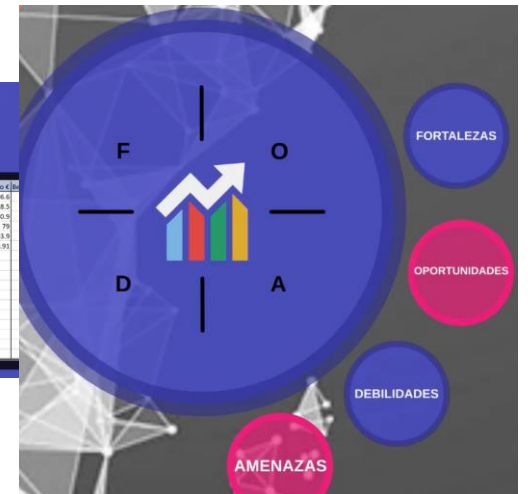
#1 NANOTECNOLOGÍA

#2

#3 IMPERMEABILIZACIÓN

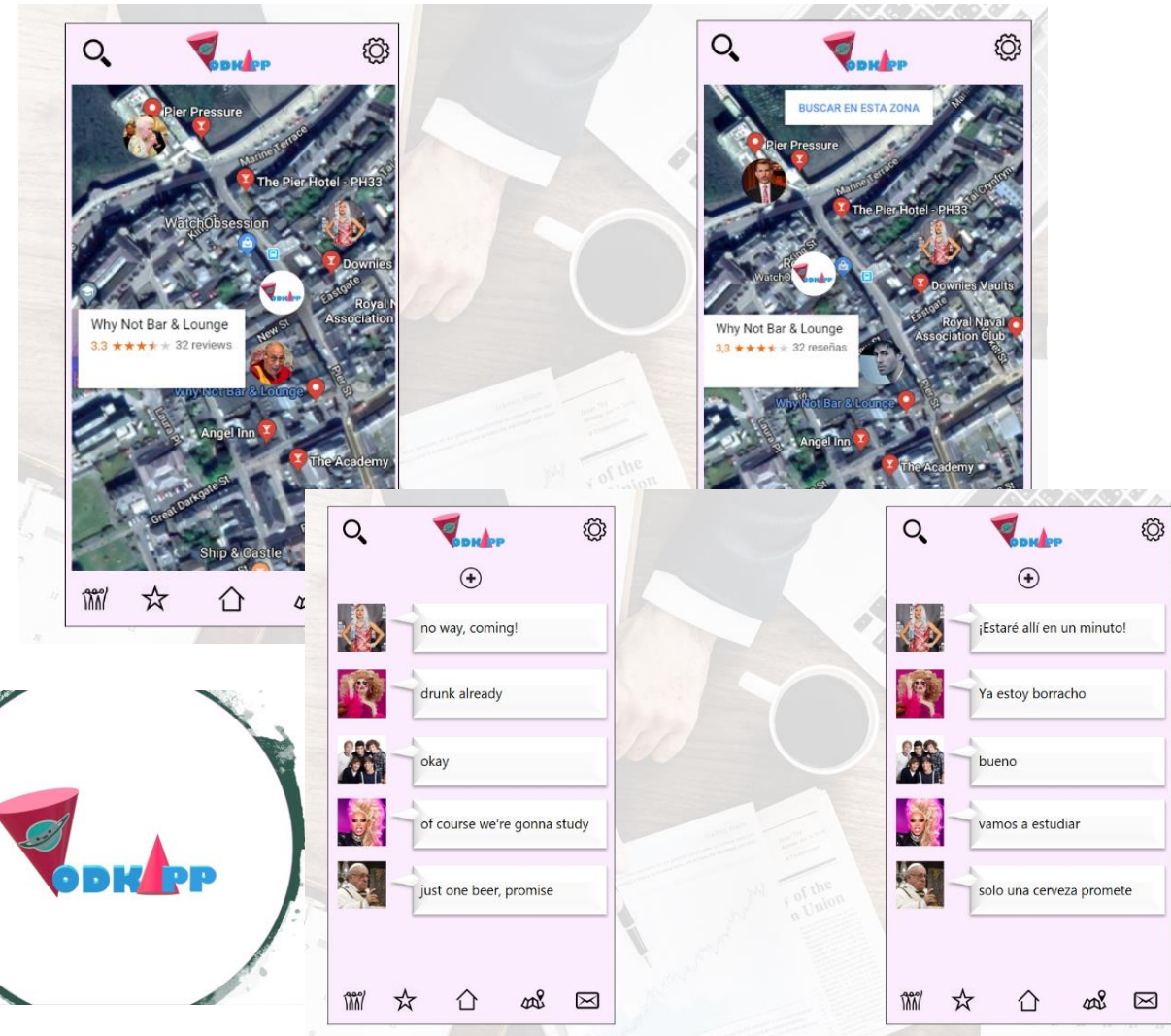
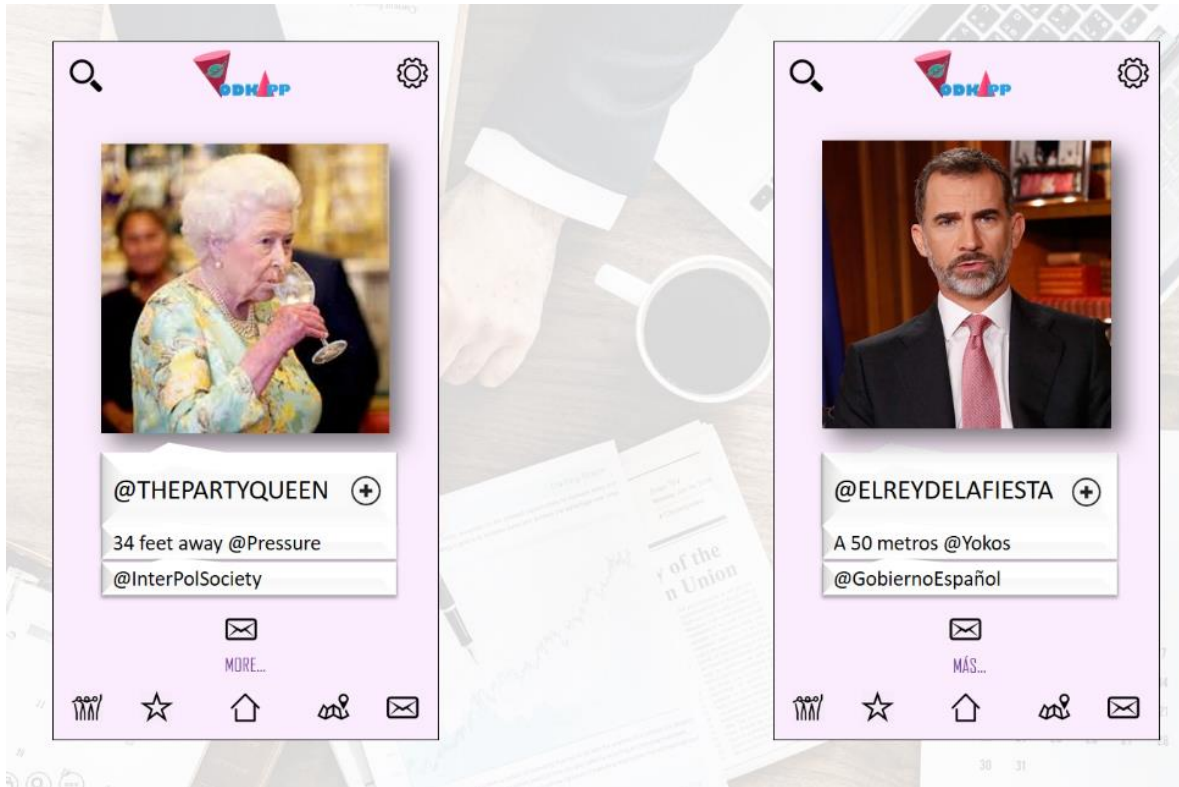
BALANCE ANUAL

Costos fijos	K/mes	Costos variables	K/mes	Costos fijos	Costos variables/productos	Unidades	Beneficio por mes	Previs. K	Materia prima	Beneficio K/mes
electricidad	5000	teleros	27	257900	camisetas/mangas long	1800	1.2	149	43.4	106.6
internet	300	transporte	3000		pañuelos	300	1.5	169	50.5	118.5
seguro	7000	tecnología	30		gorras	100	0.25	79	18.1	50.9
alquiler	10000	paquete	0.05		relojes	200	70	149	79	79
desarrollo	10000				interior	800	1.16	89	43.1	43.9
salarios	100000				ropa	140	0.47	119	28.09	90.91
maquinaria	83000									
logos	1000									
publicidad	45000									
teléfono y agua	3000									
comisiones	3000									
Costos fijos	221480	Costos variables	Volumen de negocio	Beneficio	Beneficio por persona (mensual)	Dragones				
Dragones	1260975.48	5333520	857744.52	13807.72134		197281.2				
	1300000									



PROJECTS: 2018-19

- **ODKPP** – Friends / Party Location App



PROJECTS: 2018-19

- **Envíate** – Food / Person delivery service
 - Community Enterprise – town/gown
 - Eco-friendly Use ‘food waste’
 - Vehicles = tuktuks



¿QUÉ TIPO DE EMPRESA SOMOS?

- Microempresa - <10 trabajadores
- Regional - sólo en Aberystwyth

SMALL BUSINESS

Come In WE'RE OPEN

ABERYSTWYTH

Presentación de la empresa

- Pastelería tradicional que mezcla los productos tradicionales corsos, y los sabores típicos británicos
- El objetivo es crear productos originales y únicos para toda la familia



- **Corsican Cake** – Corsican bakery

GASTOS	BENEFICIOS
200€ materias primarias	5000€ de colaboración con supermercados y hoteles
500€/ mes agua	3000€ ventas 4 veces a semana mercados
2000€/mes electricidad	= 8000€
200/mes de publicidad	
TOTAL= 2900€	Total margen = 5100 €

PROJECTS: 2018-19

- **La pajita última** [The last straw]
 - Straw to prevent drink spiking



NUESTRO EQUIPO

Hablará sobre las finanzas de nuestro producto y los planes o expectativas de futuro que tenemos para el negocio.

Luego hablará sobre cómo el producto es respetuoso con el medio ambiente y cómo nuestra empresa pretende hacer nuestro parte por el medio ambiente.

Hablará sobre los beneficios que los usuarios tendrán de nuestra pajita, especialmente en lo que respecta a las bebidas a las que le han echado.

Informará sobre la industria de la barra, los efectos que nuestro producto tendrá en ella y luego nuestra campaña en los

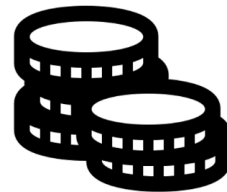


MEDIOAMBIENTAL

- Por de seguridad y ambientales, este producto será beneficiosa.
- El gobierno del Reino Unido reveló SU plan para prohibir la venta de Pajitas de plástico. Su país arroja 8,5 mil millones de pajillas cada año!
- Las pajitas fueron clasificadas la séptima pieza más común de basura recogida en 2017 en playas globales.
- Más de 1 millón de aves marinas mueren cada año por ingerir plástico.
- Creemos que las pajitas de metal son generalmente una gran idea, por lo que desarrollamos esta idea que nos llevó a nuestro producto final "la pajita última".

FINANZAS

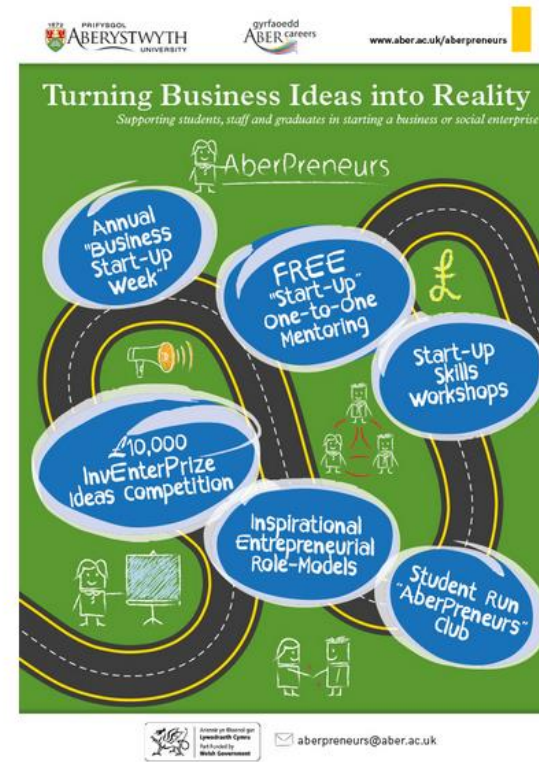
- La tienda promedio vende pajitas de metal de alrededor de £4 a £7 por un paquete de 4.
- Vamos a vender en línea por £6 (por 4), sin embargo, cobraremos diferentes precios por compras a granel, por ejemplo. Para Bares / Restaurantes.
- Espero que los aspectos científicos del producto no cuesten demasiado.
- Necesitaríamos ayuda financiera para este producto, sin embargo, no sabemos exactamente los precios específicos.
- Póngase en contacto con el comprador de nuestro producto para elegir cómo ofrecerían / venderían las pajitas.
- £50,000 para un 5% de negocio compartido
- Una facturación anual de £100.000.



ENCOURAGING ENTREPRENEURSHIP

- Created something concrete
- Could develop into a real business
- Opportunity to be creative

- Applied their knowledge
- Improved linguistic skills
- Built self-confidence



'AberPreneurs' offer a range of activities to support enterprise:

- Business Start-Up and Enterprise Support
- Enterprise Events
- Inspirational Talks
- One-to-one Mentoring
- Funding Advice
- Networking
- Useful Enterprise and Entrepreneurship Websites

THE FUTURE: 2019-20 AND BEYOND

- More work in class related to creating a business
 - 2019-20 - New course book with an up-to-date approach – e-support materials
 - Activities / materials which can feed into the project
- Review assessment %
- Create a more tangible link with AberPreneurs
 - Input / Support
- Suggestions welcome.....

BRIEF BIBLIOGRAPHY

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- Yongmei Bentley & Shamin Warwick, 'Students' experience and perceptions of group assignments' (2013)
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