

Languages and Entrepreneurship

\$500 IN PRIZE MONEY — \$500 IN PRIZE MONEY — \$500 IN PRIZE MONEY

The purpose of this course is to organize a seminar for Modern Language and English students in the rapidly growing field of Languages and Entrepreneurship. The course will provide an overview of entrepreneurial activities related to languages, both Foreign languages and English. It will be taught in English and open to Portuguese and French majors as well as Spanish majors and students from the English department.

It will involve hands on experience in developing special materials to teach beginning Spanish, Portuguese, French and English as a second language for business for those students who select this option. Through a series of guest lectures from specialists in the field, the course will also provide first-hand experience and practical application in successfully undertaking an entrepreneurial venture with a Foreign Language or English component.

As a result of the generosity of the Kaufman Foundation for Entrepreneurship, the course will offer three Prizes of \$500 each for the students who present the best business plan for developing a company of this kind. These funds are to be used to incorporate their own company or acquire needed supplies.

NEW
FOL 4935

MAJOR TOPICS

- > MARKETS AND OPPORTUNITIES FOR POSSIBLE BUSINESS RELATED LANGUAGE PROJECTS
- > HOW TO DEVELOP AND ADAPT TEXTS TO TEACH FRENCH, SPANISH AND PORTUGUESE FOR BUSINESS AND ENGLISH AS A SECOND LANGUAGE
- > CROSS CULTURAL ASPECTS OF DEVELOPING LANGUAGE RELATED COMPANIES
- > BUSINESS PROPOSAL DESIGN AND DELIVERY

SPRING 2009

FOL 4935
(CLASS NO. 18224)

Days: Wednesday
Time: 6:25–9:05 PM
Room: DM 110



Florida International
University

Dr. Maida Watson
Modern Languages
11200 SW 8 ST, DM 499
Miami, FL 33199

Phone: (305) 348-2043
Fax: (305) 348-1085
E-mail: watsonm@fiu.edu