

EXECUTIVE CURRICULUM

Corporate Spanish

Americas & EU Access

Fee: ₹35,999

Duration: 48 Weeks (Intensive)

Focus: Corporate Communication, Trade & Negotiation

Markets: Latin America & European Union

TightLipTraders Institute

CEO / Founder: Mr. Ashish Bansal

ES

PHASE 1: ABSOLUTE BEGINNER

Weeks 1–8 | Business Language Foundations

Week 1: Phonetics & Neutrality

Level: Zero

Objective: Master clear pronunciation suitable for both EU and LATAM markets. **Structures:** Vowels, Consonants (c/z/s distinction basics), Stress rules. **Vocab:** *Empresa, Negocio, Oficina, Madrid, Ciudad de México*. **Application:** Formal introductions at an international trade fair. **Outcome:** Ability to spell email addresses and company names accurately.

Week 2: Identity & Roles (Ser)

Level: Zero

Objective: Introduce oneself and define professional roles. **Structures:** Verb *Ser* (to be), Subject Pronouns (Focus on *Usted*). **Vocab:** *Director, Gerente, Consultor, Cliente, Proveedor*. **Application:** Exchanging business cards and stating titles clearly. **Outcome:** "Soy el Director de Ventas." (I am the Sales Director).

Week 3: Numbers, Currency & Time

Level: Zero

Objective: Handle basic numerical data and schedules. **Structures:** Numbers 0-1,000, Currencies, Time formats. **Vocab:** *Precio, Costo, Reunión, Horario, Dólares, Euros*. **Application:** Confirming appointment times and basic price quotes. **Outcome:** Precision in stating figures and deadlines.

Week 4: Location & State (Estar)

Level: Zero

Objective: Locate offices and describe temporary states. **Structures:** Verb *Estar* (Location/State), Prepositions of place. **Vocab:** *Sede (HQ), Sucursal (Branch), Disponible, Ocupado*. **Application:** Navigating a corporate campus or confirming presence. **Outcome:** "¿Dónde está la sala de conferencias?"

Week 5: The Office Environment

Level: Zero

Objective: Identify and request office resources. **Structures:** Gender of Nouns, Articles, *Hay* (There is). **Vocab:** *Informe (Report), Contrato, Firma, Computadora*. **Application:** Identifying missing items in a meeting room setup. **Outcome:** "Hay un error en el documento."

Week 6: Basic Interaction & Politeness

Level: Zero

Objective: Manage basic social interactions professionally. **Structures:** Negation, Interrogatives, Basic *Querer/Poder*. **Vocab:** *Por favor, Gracias, Disculpe, Propuesta*. **Application:** Making simple requests to administrative staff. **Outcome:** Polite, functional requests.

Week 7: Describing Products

Level: Zero

Objective: Describe attributes of goods or services. **Structures:** Adjective placement and agreement. **Vocab:** *Nuevo, Eficiente, Caro, Barato, Calidad*. **Application:** Describing a product sample to a client. **Outcome:** Basic product presentation skills.

Objective: Consolidate foundational skills. **Task:** Simulated first meeting scenario. **Focus:** Greetings, Role Definition, Logistics. **Outcome:** Readiness for A1 grammar structures.

PHASE 2: CORPORATE FOUNDATION

Weeks 9–16 | A1 - Workplace Usability

Week 9: Routine Operations

Level: A1

Objective: Describe company activities and services. **Structures:** Regular -AR verbs (*Trabajar, Comprar, Exportar*). **Vocab:** *Departamento, Ventas, Marketing, Finanzas*. **Application:** Explaining the company's core business in a pitch.

Week 10: Processes & Manufacturing

Level: A1

Objective: Discuss production and operational steps. **Structures:** Regular -ER/-IR verbs (*Vender, Escribir*). **Vocab:** *Producto, Servicio, Cantidad, Pedido*. **Application:** Describing a supply chain process simply.

Week 11: Logistics (The "Go" Verbs)

Level: A1

Objective: Discuss movement and possession. **Structures:** *Tener, Ir, Venir* (Irregular present). **Vocab:** *Requisito, Plazo (Deadline), Cita, Viaje*. **Application:** Scheduling and logistics for client visits.

Week 12: Preferences & Markets

Level: A1

Objective: Express business preferences and needs. **Structures:** Verbs like *Gustar, Interesar, Importar*. **Vocab:** *Mercado, Tendencia, Inversión, Rentabilidad*. **Application:** Discussing market expansion priorities.

Week 13: Frequency & Schedules

Level: A1

Objective: Discuss report timing and routines. **Structures:** Adverbs of frequency. **Vocab:** *Trimestre (Quarter), Anual, Semanal, Diario*. **Application:** Establishing reporting protocols.

Week 14: Obligation & Necessity

Level: A1

Objective: State requirements and mandatory actions. **Structures:** *Tener que + Infinitive, Deber*. **Vocab:** *Normativa, Cumplimiento, Impuestos, Ley*. **Application:** Discussing compliance requirements.

Week 15: Basic Email Writing

Level: A1

Objective: Compose clear, professional emails. **Structures:** Formal salutations and closings. **Vocab:** *Adjunto, Asunto, Confirmación, Solicitud*. **Application:** Drafting a follow-up email after a call.

Week 16: Phase 2 Assessment

Level: A1

Objective: Validate A1 proficiency. **Task:** Roleplay: Scheduling and confirming a meeting. **Outcome:** Functional independence in daily tasks.

PHASE 3: BUSINESS OPERATIONS

Weeks 17–26 | A2 - Independent Operation

Week 17: The Preterite (Completed)

Level: A2

Objective: Report specific past events and results. **Structures:** Preterite Regular verbs. **Vocab:** *Ayer, El año pasado, Cerrar el trato.* **Application:** Reporting Q1 results to stakeholders.

Week 18: Irregular Past Events

Level: A2

Objective: Discuss meeting outcomes. **Structures:** Preterite of *Ser, Ir, Tener, Estar.* **Vocab:** *Éxito (Success), Fracaso, Resultado.* **Application:** "La reunión fue un éxito."

Week 19: The Imperfect (Context)

Level: A2

Objective: Describe past market conditions and trends. **Structures:** Imperfect Tense (Was doing/Used to do). **Vocab:** *Antes, Tendencia, Economía, Crecimiento.* **Application:** Analyzing historical data for a report.

Week 20: Company Narrative

Level: A2

Objective: Tell the story of a project or company history. **Structures:** Combining Preterite & Imperfect. **Vocab:** *Fundar, Desarrollar, Mientras, Cuando.* **Application:** Presenting the company profile to investors.

Week 21: Direct Objects (Logistics)

Level: A2

Objective: Streamline communication about goods. **Structures:** Pronouns *lo/la/los/las.* **Vocab:** *Mercancía, Factura, Embarque, Contenedor.* **Application:** "The invoice? I already sent it."

Week 22: Indirect Objects (Clients)

Level: A2

Objective: Express transactions involving people. **Structures:** Pronouns *le/les.* **Vocab:** *Cliente, Socio, Enviar, Entregar.* **Application:** "We sent the proposal to the client."

Week 23: Future Plans

Level: A2

Objective: Discuss strategy and upcoming milestones. **Structures:** Future Tense (Regular/Irregular). **Vocab:** *Estrategia, Expansión, Objetivo, Meta.* **Application:** Presenting the roadmap for next year.

Week 24: Market Analysis

Level: A2

Objective: Compare products, prices, and competitors. **Structures:** Comparatives and Superlatives. **Vocab:** *Competencia, Ventaja, Eficiente, Costoso.* **Application:** Competitive analysis presentation.

Week 25: Procurement & Invoicing**Level: A2**

Objective: Handle purchasing and billing. **Structures:** Numbers (High range), Percentages. **Vocab:** *Descuento, IVA, Bruto, Neto, Pago*. **Application:** Negotiating payment terms.

Week 26: Phase 3 Assessment**Level: A2**

Objective: Validate A2 proficiency. **Task:** Handling a billing dispute call. **Outcome:** Confidence in operational Spanish.

PHASE 4: COMMERCIAL & TRADE

Weeks 27–36 | B1 - Structured Discussion

Week 27: The Imperative (Instructions)

Level: B1

Objective: Give clear operational directives. **Structures:** Formal Imperative (*Usted/Ustedes*). **Vocab:** *Procedimiento, Verificar, Firmar, Asegurar*. **Application:** Implementing new SOPs.

Week 28: Subjunctive Intro

Level: B1

Objective: Express professional requests politely. **Structures:** *Querer que, Esperar que*. **Vocab:** *Colaboración, Apoyo, Aprobación*. **Application:** Requesting budget approval via email.

Week 29: Impersonal Subjunctive

Level: B1

Objective: State business necessities objectively. **Structures:** *Es necesario que, Es importante que*. **Vocab:** *Fundamental, Urgente, Prioridad, Riesgo*. **Application:** Making strategic recommendations.

Week 30: Conditional (Diplomacy)

Level: B1

Objective: Soften propositions and negotiate. **Structures:** Conditional Tense (*Podría, Debería*). **Vocab:** *Sugerencia, Alternativa, Viable*. **Application:** Proposing changes to a contract.

Week 31: Logical Connectors

Level: B1

Objective: Structure business arguments. **Structures:** *Por lo tanto, Sin embargo, Además*. **Vocab:** *Impacto, Resultado, Causa, Efecto*. **Application:** Justifying a premium pricing strategy.

Week 32: Handling Objections

Level: B1

Objective: Counter client concerns effectively. **Structures:** Concession phrases. **Vocab:** *Inquietud, Duda, Garantía, ROI*. **Application:** Overcoming price resistance.

Week 33: Export/Import Terms

Level: B1

Objective: Discuss international trade specifics. **Structures:** Passive voice (*Se passive*). **Vocab:** *Aduana, Arancel, Incoterms, Flete*. **Application:** Discussing shipping terms and liability.

Week 34: LATAM Business Culture

Level: B1

Objective: Navigate cultural nuances in the Americas. **Structures:** Regional vocabulary variations. **Vocab:** *Confianza, Sobremesa, Puntualidad*. **Application:** Adapting tone for different countries.

Week 35: Financial Basics

Level: B1

Objective: Discuss balance sheets and profit. **Structures:** Noun phrases for finance. **Vocab:** *Bal-ance, Activo, Pasivo, Flujo de caja*. **Application:** Quarterly financial review meeting.

Objective: Validate B1 Proficiency. **Task:** Presenting a commercial proposal. **Outcome:** Ability to pitch and persuade.

PHASE 5: ADVANCED NEGOTIATION

Weeks 37–44 | B2 - High Stakes

Week 37: Advanced Subjunctive

Level: B2

Objective: Express uncertainty and risk. **Structures:** *Dudar que, No creer que.* **Vocab:** *Incertidumbre, Especulación, Volatilidad.* **Application:** Risk analysis meeting.

Week 38: Hypotheticals

Level: B2

Objective: Negotiate terms using "If... then". **Structures:** *Si + Subjunctive + Conditional.* **Vocab:** *Cláusula, Exclusividad, Penalización.* **Application:** "If you reduced the price, we would sign."

Week 39: Relative Clauses (Definitions)

Level: B2

Objective: Define complex legal terms. **Structures:** *El cual, Quien, Cuyo.* **Vocab:** *Parte, Jurisdicción, Anexo.* **Application:** Clarifying specific contract clauses.

Week 40: Perfect Tenses (Reporting)

Level: B2

Objective: Discuss timelines relative to other events. **Structures:** *Haber + Participle (Pluperfect/Future Perfect).* **Vocab:** *Meta, Auditoría, Cierre fiscal.* **Application:** "By January, we will have finished."

Week 41: Conflict Resolution

Level: B2

Objective: Mediate disputes and solve HR issues. **Structures:** Diplomatic phrasing. **Vocab:** *Mediación, Conflicto, Solución, Acuerdo.* **Application:** Resolving a dispute between departments.

Week 42: EU Business Spanish

Level: B2

Objective: Understand Spain-specific terminology. **Structures:** Peninsular vs LATAM differences. **Vocab:** *Ordenador, Coste, Hacienda, Móvil.* **Application:** Doing business with a Madrid-based firm.

Week 43: Formal Presentations

Level: B2

Objective: Deliver executive-level presentations. **Structures:** Signposting language. **Vocab:** *Gráfico, Cifras, Análisis, Conclusión.* **Application:** Board of Directors meeting simulation.

Week 44: Legal Spanish Basics

Level: B2

Objective: Understand binding agreements. **Structures:** Nominalization in legal texts. **Vocab:** *Vigencia, Rescisión, Indemnización.* **Application:** Legal review meeting.

PHASE 6: MARKET READINESS

Weeks 45–48 | Career & Deployment

Week 45: International CV & Interview

Level: Career

Objective: Create a C-level CV and prep for interviews. **Vocab:** Trayectoria, Liderazgo, Logros. **Output:** Polished CV for LATAM/EU.

Week 46: Negotiation Sim 1 (Trade)

Level: Career

Objective: Full cycle export negotiation. **Scenario:** Selling machinery to a Chilean mine. **Focus:** Technical specs, shipping, pricing.

Week 47: Negotiation Sim 2 (M&A)

Level: Career

Objective: Merger & Acquisition discussion. **Scenario:** Acquiring a software firm in Spain. **Focus:** Valuation, staff, transition.

Week 48: Final Certification

Level: Career

Objective: Final assessment of Corporate Proficiency. **Task:** Comprehensive oral exam and strategic plan. **Output:** Deployment Readiness.

TightLipTraders Institute

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