

## Purpose of the Certificate

The Certificate is a specialized language and culture program for students and professionals in Public Administration, Management, Entrepreneurship, Business, Marketing, Spanish, and related disciplines. It equips graduates with essential linguistic and cultural competencies to communicate efficiently with clients and target audiences in private and public sectors.

## Courses in this Program

- Students learn to communicate effectively with Spanish speakers.
- Students gain knowledge of cross-dialectal and cross-cultural variation within Spanish and Latin American contexts.
- Students become competent in specialized business and public administration terminology in Spanish.

## Employment Opportunities

For public administration, business, management, and entrepreneurship students looking to stand out, professional Spanish language proficiency is more than just a resume booster – it's a strategic business skill. This is especially relevant in California's market, where Spanish-speaking consumers represent a significant and growing customer segment.



## Faculty

### Certificate Program Coordinators

**María García-Puente**, Spanish Literature  
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**Sharon Velarde Pierce**, Public Admin  
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### Faculty Advisory Board

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### Program Website

[csusb.edu/bmpa-spanish-certificate](http://csusb.edu/bmpa-spanish-certificate)



# CERTIFICATE PROGRAM IN SPANISH FOR BUSINESS MANAGEMENT AND PUBLIC ADMINISTRATION



# Many employers provide increased compensation for qualified bilingual professionals.

Equipped with industry-specific Spanish terminology, cultural competency, and best practices, certificate graduates capitalize on the growing Spanish-speaking market while building more effective organizations.



# Spain

## SUMMER PROGRAM

### Madrid, Santiago, Comillas 2-week program

#### Spain Cultural Excursions

El Camino de Santiago, Burgos, Cuevas de Altamira, and more.

#### Minimum Requirement

None



#### Classes and Activities

- SPAN 5557 International Experience
- PA 3150: Government-Business Relations
- Visit local businesses
- Visit local government agencies
- Pilgrimage: St. James Way
- Tapas & Spanish Food
- Museum visits

## Certificate Coursework

Proficiency at the Spanish 1112 level required to begin the program.

### Certificate Requirements (18 units)

#### Spanish Lower and Upper Division (12 units)

- SPAN 2111 OR 2251 OR 2261 4
- SPAN 2112 OR 2252 OR 2262 4
- SPAN 4401 + 4402 4

#### Business and Public Administration (3 units)

- PA 3050 OR PA 3150 OR ADMN 1001 OR ENTR 3000 OR MGMT 3300 OR HRM 4580 3

#### International Experience/Service-Learning (3)

- SPAN 4443 OR 5557 3

**Total Units 18**

# Students in all majors are eligible to participate in this program.

Students must have proficiency at the Spanish 1112 level or consent from Program Coordinator.

The certificate requires 18 units of coursework.



**All courses in the program can be taken online!**



**Only 5 more units for a Spanish Minor!**



#### For more information:

[csusb.edu/bmpa-spanish-certificate](https://csusb.edu/bmpa-spanish-certificate)



#### Class offerings and advising:

Contact Prof. María García-Puente  
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