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LCC HELPS MEET GROWING DEMAND FOR SPANISH-SPEAKING BUSINESS PROFESSIONALS

LANSING, MICH. (Sept. 4, 2008) – An increasing demand for Spanish speakers in domestic and international business has led Lansing Community College to offer a Spanish for Business course.

“Due to global competition and the large number of Spanish speakers in the United States, many companies want multilingual employees,” Keith Phillips, a French and Spanish professor at LCC said. “This course teaches students how to use Spanish in a business environment, which gives them an advantage in today’s competitive job market.”

The course increases students’ proficiency in Spanish and knowledge of the Spanish culture while exposing them to business-related vocabulary. Enrolled students participate in simulated business dialogues, scenarios and group presentations. The course is taught entirely in Spanish.

"The world is rapidly becoming multilingual and Arabic and Spanish are both key languages of the future," British linguist David Graddol said. More than 350 million people speak Spanish worldwide. It's a language of business on five continents and is the primary language in 21 countries. There are more than 45.5 million people who speak Spanish in the United States, making it the second most spoken language.

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About Lansing Community College

Lansing Community College is Michigan's third largest community college with more than 32,000 students attending each year. The college has more than 240 degree and certificate programs. LCC offers courses in general education for those interested in transferring to a four-year institution, career and workforce development, developmental education and personal enrichment. To meet the professional development and training needs of regional employees, the college offers customized programs for credit, non-credit and continuing education. The University Center at LCC offers students the opportunity to earn bachelor's and master's degrees from six partner universities on the downtown LCC campus. For more information, visit www.lcc.edu.