



NVH 0134 Internationalisation

Studium

Diplomøkonomstudiet i varehandelsledelse (3. år)

Kursansvarlig

Odd Gisholt

Institutt

Norges Varehandelshøyskole

Semester

Høst

Vekttall

4

Mål

Through the specialisation course Internationalisation the students shall develop an understanding for international business with a special focus on the international trade area. Based on theory, trends and experience-based material, the students shall be able to evaluate their own and others' behaviour in a cross-cultural business context. The students shall apply English in specific communication situations and acquire tools to analyse them. The course is open for exchange students from other business schools.

Forkunnskaper

Toårig øk. adm. utdanning fra Handelshøyskolen BI eller tilsvarende.

Obligatorisk litteratur

1. Keegen, Warren J. 1995. Global marketing management. Englewood Cliffs: Prentice Hall.
2. Gesteland, Richard . R. 1999. Cross-cultural business behavior: marketing negotiation and managing across cultures.
København: Handelshøjskolens forl.
3. Gisholt, Odd. 2001. International Marketing Management: Reader. Oslo: NVH.
4. Bennie, Michael. 1998. Mastering business English: How to sharpen up your communication skills at work. Oxford: How to Books.

Anbefalt litteratur

Use of different databases.

Emneoversikt

1. International marketing
2. Retail and e-commerce
3. Retailing, trends, structures, actors in other countries
4. The retail company, the international process, exporting and importing, international retail expansion
5. Business English
6. Culture and cultural factors in businesses
7. Customs in countries with important trade relations to Norway
8. Marketing across cultures

Dataverktøy

The students are required to have access to the Internet.

Gjennomføring

Lectures, group activities, practical exercises and internet surfing, the course duration is 72 hours. The course will be conducted in English.

Eksamen

Individual written 5-hour exam in English based on the regular grade point scale. In addition, the students will carry out a mandatory project with a presentation in English.

Eksamenskoder(r)

NVH 01341, 5-hour written exam, accounts for 70% of the grade in NVH 0134, 4 credits.

NVH 01342, project, accounts for 30% of the grade in NVH 0134, 4 credits.

Hjelpemidler til eksamen

Programmable calculator

Kontinuasjon

A re-sit is normally held at the end of the next course.