



APPLIES TO ACADEMIC YEAR
2002/2003

EXP 9120 Cross-cultural Perspectives

Program

The Bachelor's Program in International Marketing

Responsible for the course

Johannes Brinkmann

Department

Strategy

Term

Fall

ECTS Credits

4

Objective

Prerequisites

No particular prerequisites are required.

Compulsory literature

Brinkmann, J. og T.H. Eriksen. 1996. *Verden som møteplass: essays om tverrkulturell kommunikasjon*. Bergen - Sandviken: Fagbokforlaget.
Beamer, L. and I. Varner. 2001. *Intercultural communication in the global workplace*. 2nd ed. Boston, Mass.: McGraw-Hill.

Recommended literature

Bennett, M.J, ed. 1998. *Basic concepts of intercultural communication*. Yarmouth, Me.: Intercultural Press.
Brinkmann, J., red. 1996. *Artikkelsamling: Tverrkulturelle perspektiver*. Sandvika: BI Forlag.
Schneider, S. & J. L. Barsoux. 1997. *Managing across cultures*. London: Prentice Hall.
Eriksen, T. H., red. 2001. *Flerkulturell forståelse*. 2. utg. Oslo: Universitetsforl.
Hellevik, O. 1996. *Nordmenn og det gode liv*. Oslo: Universitetsforlaget.
Also consult the list of references at the back of Brinkmann and Eriksen 1996 which will be commented orally when needed.

Course outline

Computer-based tools

Computer-based tools are not used.

Course structure

The course is taught intensively over 2-3 weeks and consists of 36 teaching hours. The lectures may also be given entirely in English. For English-speaking students, the compulsory literature in Norwegian will then be replaced by equivalent English literature.

Evaluation

A 72-hour take-home exam concludes the course. The paper may be written individually or in groups of up to 3 students.

Evaluation code(s)

EXP 91201 Cross-cultural perspectives - take-home exam, which accounts for 100% of the grade in EXP 9120, 2 credits.

Aids at the examination

All aids are allowed.

Makeup exam

A makeup exam is held at the end of the next course.