



APPLIES TO ACADEMIC YEAR
2002/2003

NVH 0134 Internationalisation

Program

Bachelor of Business Administration Program in Trade and Retail Management

Responsible for the course

Odd Gisholt

Department

School of Trade and Retail Management

Term

Fall

ECTS Credits

12

Objective

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.

Prerequisites

2 years of business administration studies from the Norwegian School of Management BI or equivalent.

Compulsory literature

Keegen, Warren J. 2002 . *Global marketing management* . Upper Saddle River: Prentice- Hall.
Gesteland, Richard R. 1999. *Cross-cultural business behavior: marketing negotiation and manging across cultures* . 2nd. ed.
[København]: Handelshøjskolens forlag.
Gisholt, Odd. 2001. *International Marketing Management*: Oslo: NVH.
Bennie, Michael. 1998. *Mastering business English: How to sharpen up your communication skills at work* . 4th ed. Oxford: How to Books.

Recommended literature

Use of different databases.

Course outline

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

Computer-based tools

The students are required to have access to the Internet.

Course structure

Lectures, group activities, practical exercises and internet surfing, the course duration is 72 hours. The course

will be conducted in English.

Evaluation

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.

Evaluation code(s)

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.

Aids at the examination

Programmable calculator

Makeup exam

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