



APPLIES TO ACADEMIC YEAR 2003/2004

## EXC 2308 English for Business

### Program

N/A

### Responsible for the course

Charles Cooper

### Department

Communication - Culture and Languages

### Term

According to study plan

### ECTS Credits

6

### Objective

This course has been developed to provide practical, business-oriented language and communication training in English.

Major elements:

- Writing English correctly in a professional context.
- Increasing business-oriented English vocabulary.
- Improving your ability to discuss, argue a point and present material in English.

### Prerequisites

Requirements: English from high school or the equivalent.

### Compulsory literature

Powell, Mark. 1999. *Business matters*. Hove: Language Teaching Publications.

### Recommended literature

Korsvold, Pål E. og Helle Snellingen. 2000. *Norsk-engelsk, engelsk-norsk økonomisk ordbok*. 3. utg. Oslo: Cappelen akademisk forlag.

### Course outline

- Writing better business English
- Presenting material orally in English
- Expanding vocabulary in:
  - management
  - accounting
  - advertising and marketing
  - economics
  - finance
  - human resources

### Computer-based tools

Computer-based tools not necessary.

### Course structure

Course structure for BScB students: Teaching one day a week (42 hours) for one semester. Classes are held in English and include:

Language training  
- vocabulary building  
- text analysis

Discussion

- class discussion of current trends, conflicts and dilemmas related to central areas of business communication

Group work

- groups of four to five will be given time to meet and develop individual areas of interest

Presentations

- on the basis of the work done in groups, students will have the opportunity to present their individual area of interest in class as a presentation.

**Evaluation**

Assessment: The course is completed by a 48-hour take-home exam at the end of the semester.

**Evaluation code(s)**

EXC 23081 English for Business - 48 hour individual take-home exam that counts 100% of the result for EXC 2308, 6 ECTS credits.

**Aids at the examination**

All written aids are permitted, including the use of PCs.

**Makeup exam**

A re-sit is held in connection with the next scheduled exam in the course.