



APPLIES TO ACADEMIC YEAR 2003/2004

SPÅ 2200 Intercultural Communication in English - Part 1

Program

Master of Business and Economics Program

Responsible for the course

Peter Cleaverley

Department

Communication - Culture and Languages

Term

According to study plan

ECTS Credits

6

Objective

The objective of this course is to enhance students' skills in English and knowledge about areas relevant for Norwegians involved in international business. Other objectives are to develop the student's ability to use language persuasively, coherently and logically, to use appropriate tone, style and vocabulary, both professionally and socially. The focus of the course will be on developing business-related writing skills. Emphasis will be put on increasing the students' awareness of their own culture, as well as developing an understanding of the business cultures of Norway's principal non-Nordic business partners.

Prerequisites

English from upper secondary school or equivalent

Compulsory literature

Gesteland, Richard R. 2002. *Cross-Cultural Business Behavior: Marketing, Negotiating, Sourcing and Managing Across Cultures*. 3rd. ed. Copenhagen: Copenhagen Business School Press.

Brown, Mark and Peter Cleaverley. 2002. *Four Business Dilemmas for Discussion and Writing*. Latest edition available. Sandvika: Handelshøyskolen BI.

Recommended literature

Hansen, Einar. 2000. *Bedre engelsk forretningsspråk: Norsk-engelsk/engelsk-norsk:*

Spesialordbok i økonomisk administrativt fagspråk. 4. utg. Oslo: Cappelen akademisk forl.

English – English dictionary (e.g. Collins Cobuild, Oxford Advanced, Longmans, Websters, etc)

Magazines: The Economist or Newsweek

Course outline

Topics covered in the course:

- 1) An introduction to intercultural terminology and to 6 business cultures: Norway, France, Germany, Britain, the United States and Japan.
- 2) Business dilemmas
- 3) Writing business letters, reports and critical analyses

Computer-based tools

Not required

Course structure

42 teaching hours. Group sessions of 3 hours a week.

Evaluation

A 4 hour written exam at the end of the autumn semester, divided into two sections:

Section I: Intercultural communication (weighted 60%) - task: letter or report plus short answer questions OR a critical analysis

Section II: Business issues/dilemmas (weighted 40%) - task: letter or report.

Evaluation code(s)

Aids at the examination

Written examination: English-English dictionary allowed

Makeup exam