



GJELDER FOR STUDIEÅRET 2003/2004

## SPÅ 2200 Intercultural Communication in English - del 1

### Studium

Siviløkonomstudiet 1. år

### Kursansvarlig

Peter Cleaverley

### Institutt

Kommunikasjon - kultur og språk

### Semester

Se studieplan for aktuelt studium

### Studiepoeng

6

### Mål

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.

### Forkunnskaper

English from upper secondary school or equivalent

### Obligatorisk litteratur

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.

### Anbefalt litteratur

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

### Emneoversikt

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

### Dataverktøy

Not required

### Gjennomføring

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

### Eksamen

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.

**Eksamenskoder**

SPÅ 22001

**Hjelpemidler til eksamen**

Written examination: English-English dictionary allowed

**Kontinuasjon**