



APPLIES TO ACADEMIC YEAR 2003/2004

SPÅ 2201 Intercultural Communication in English - Part 2

Program

Master of Business and Economics Program

Responsible for the course

Brian I Groth, Derek Matthews

Department

Communication - Culture and Languages

Term

According to study plan

ECTS Credits

6

Objective

The objective of the second semester of this course is to develop English oral proficiency in business-related settings in areas such as: participating in and leading effective negotiations, and planning, structuring and delivering effective business presentations

Prerequisites

English from upper secondary school or equivalent

Compulsory literature

Brown, Mark and Peter Cleaverley. 2003. *Four Business Cases for Negotiation*. Second edition. Sandvika: Handelshøyskolen BI.

Fisher, Roger and William Ury. 1999 *Getting to yes: Negotiating an agreement without giving in*. 2nd ed. London: Random House.

Røkaas, Felicia A. 1999. *Business presentations in English*. Sandvika: Handelshøyskolen BI. Compendium of negotiation cases

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

The second semester will emphasise oral skills in English based on the following components:

- Negotiation theory
- International negotiation practice
- Business presentations

Computer-based tools

PowerPoint presentations are strongly recommended.

Course structure

42 teaching hours divided into 14 group sessions of 3 hours per week. The course will require student participation in the form of discussions, presentations, and negotiations

Evaluation

The evaluation this semester consists of a 20-minute oral exam divided into two parts:

- 1) A 10-minute business presentation
- 2) A 10-minute discussion of negotiation theory and a randomly-selected case

Each part counts 50% but failure in one part constitutes failure for the whole exam

Students will be examined in pairs. This means they must agree on the topic for their business presentation and present it as a team. The presentation will be shared equally between each presenter. In part 2 the discussion of negotiation theory and a randomly selected case will largely be between the 2 students though members of the assessing panel will ask questions or make suggestions to facilitate discussion between the students.

Students must bring a completed Background Information Sheet about their presentation to the examination. This sheet will be posted on Blackboard. In addition students must provide the assessors with 2 copies of their presentation transparencies.

Students will be awarded individual marks

Evaluation code(s)

Aids at the examination

Oral examination: Visual aids are strongly recommended during the presentation part of the exam

Makeup exam