



APPLIES TO ACADEMIC YEAR 2004/2005

EXC 2308 English for Business

Program

Bachelor of Science in Business

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. 2004. *New business matters*. 2nd ed. Wadsworth: Language Teaching Publications.

Recommended literature

Hansen, Einar. 2000. *Bedre engelsk forretningsspråk*. 4. 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.