



## NVH 0134 Internasjonalisering

### Studium

Bachelorstudiet i varehandelsledelse (3. år)

### Kursansvarlig

Odd Gisholt

### Institutt

Norges Varehandelshøyskole

### Semester

Se studieplan for aktuelt studium

### Studiepoeng

12

### Mål

Through the specialisation course Internationalisation the students shall develop an understanding for international business with a special focus on the international trade area. Based on theory, trends and experience-based material, the students shall be able to evaluate their own and others' behaviour in a cross-cultural business context. The students shall apply English in specific communication situations and acquire tools to analyse them. The course is open for exchange students from other business schools.

### Forkunnskaper

Toårig øk. adm. utdanning fra Handelshøyskolen BI eller tilsvarende.

### Obligatorisk litteratur

Keegan, Warren J. 2002. *Global marketing management*. 7th ed. Upper Saddle River, N.J.: Prentice-Hall.

Gesteland, Richard . R. 2002. *Cross-cultural business behavior: marketing negotiation and managing across cultures*. 3rd ed. Copenhagen : Copenhagen Business School Press.

Gisholt, Odd. 2001. *International marketing management*. Oslo: NVH.

Bennie, Michael. 1998. *Mastering business English: how to sharpen up your communication skills at work*. 4th ed. Oxford: How to Books.

### Anbefalt litteratur

Use of different databases.

### Emneoversikt

1. International marketing
2. Retail and e-commerce
3. Retailing, trends, structures, actors in other countries
4. The retail company, the international process, exporting and importing, international retail expansion
5. Business English
6. Culture and cultural factors in businesses
7. Customs in countries with important trade relations to Norway
8. Marketing across cultures

### Dataverktøy

The students are required to have access to the Internet.

### Gjennomføring

Lectures, group activities, practical exercises and internet surfing, the course duration is 72 hours. The course will be conducted in English.

### Eksamen

Individual written 5-hour exam in English based on the regular grade point scale. In addition, the students will carry out a mandatory project with a presentation in English.

**Eksamenskode(r)**

NVH 01341, 5-hour written exam, accounts for 70% of the grade in NVH 0134, 12 credits.  
NVH 01342, project, accounts for 30% of the grade in NVH 0134, 12 credits.

**Hjelpemidler til eksamen**

Programmable calculator

Norwegian - English / English - Norwegian dictionary.

**Kontinuasjon**

A re-sit is normally held at the end of the next course.