



APPLIES TO ACADEMIC YEAR 2005/2006

BMP 2500 Rhetoric, Communication and Management

Program

Bachelor of Management

Responsible for the course

Jan Svennevig

Department

Communication - Culture and Languages

Term

According to study plan

ECTS Credits

30

Objective

Prerequisites

Compulsory literature

Books:

Bråten, Stein. 2004. Kommunikasjon og samspill : fra fødsel til alderdom. 2. utg. Oslo:

Univesritetsforl. Del B s. 95- 187

Helder, Jørn og Leif Pjetursson, red. 2002. Modtageren som medproducent. Fredriksberg: Samfundslitteratur. Utdrag, ca. 230 s

Isaacs, William. 1999. Dialogue and the art of thinking together : a pioneering approach to communicating in business and in life. New York: Currency. Utdrag, ca. 200 s

Kjeldsen, Jens E. 2004. Retorikk i vår tid: En innføring i moderne retorisk teori. Oslo:

Spartacus forlag. minus kap. 10

Noonan, Peggy. 1999. Simply speaking : how to communicate your ideas with style, substance, and clarity. New York: Regan Books. 208 s.

Svennevig, Jan. 2001. Språklig samhandling: Innføring i kommunikasjonsteori og diskursanalyse. Oslo: Cappelen Akademisk. Kap. 1-6, 185 s

Tietze, Susanne, Laurie Cohen og Gill Musson. 2003. Understanding organizations through language. London: Sage. 180 s.

Collection(s) of articles:

Asmuss, Birte og Jakob Steensig, red. 2003. Samtalen på arbejde : konversationsanalyse og kompetenceudvikling. København: Samfundslitteratur. Kap. 9 og 10, 42 s

Brønn, Peggy og Roberta Wiig, red. 2005. Corporate communication : a strategic approach to building reputation. 2. utg. Oslo: Gyldendal akademisk. kap. 4 og 9, 42 s.

Cicero. 1929. De oratore Loeb Classical Library. Cambridge: Harvard University Press.

Utdrag, ca. 50 s

Greene, Richard og Florie Brizel. 2001. Words That Shook the World: 100 Years of

Unforgettable Speeches and Event. New York : Prentice Hall. Utdrag, ca. 50 s

Lund, Anne Katrine og Pernille Lemée og Helle Petersen. 2003. De 12 bud: danske topledere om kommunikation. København: Samfundslitteratur. s. 9-27; 63-77; 111-125, til sammen 48 s

Recommended literature

Books:

Andersen, Øyvind. 2000. I retorikkens hage. Oslo: Universitetsforlaget

Andersen, Ø. et al. 1999. Forsvarstalen Platon. Samlede verker. I. Oslo: Vidarforlagets Kulturbibliotek

Aristotles. 1996. Retorikk: Platonselskapets skriftserie. Københavns Universitet: Museum Tusulanums Forlag

Hargie, Owen and David Dickson. 2004. Skilled interpersonal communication: research,

theory, and practice. London: Routledge
Johansen, Anders. 2002. Talerens troverdighet: Tekniske og kulturelle betingelser for politisk retorikk. Oslo: Universitetsforlaget

Course outline

1st course module –
2nd course module –
3rd course module –
4th course module –
5th course module –
6th course module –

Computer-based tools

Course structure

The programme is conducted through five course modules, a total of 150 lecturing hours continuing during two semesters. The students for this course is assigned for lectures to each semester; the first semester is named BMP xxxx and the second BMP xxxx.

Evaluation

The students are evaluated through a term paper, counting for 60% av the main grade and an individual written exam, counting for 40 % of the main grade. Both evaluations must be passed to obtain a certificate for the program. The term paper may be written individually or in groups of maximum three persons.

Evaluation code(s)

BMP xxxx1 - written exam; accounts for 40% to pass the course BMP xxxx, 30 credits.
BMP xxxx2 - term paper; accounts for 60% to pass the course BMP xxxx, 30 credits.
Both evaluations must be passed to obtain a certificate for the program.

Aids at the examination

Makeup exam

At the next ordinary exam.