



GJELDER FOR STUDIEÅRET 2006/2007

## EXP 1000 Language and Culture II

### Studium

Bachelorstudiet i internasjonal markedsføring (3. år)

### Kursansvarlig

Runar Framnes

### Institutt

Markedsføring

### Semester

Se studieplan for aktuelt studium

### Studiepoeng

18

### Mål

The aim of the language part is to provide the students with ability to use the language at a basic foreign study level, and to acquire basic knowledge of the culture of the country in which they will conduct their further studies, and to function satisfactorily in the business community of the host country.

### Forkunnskaper

### Obligatorisk litteratur

#### Annet:

Specified by each of the schools abroad, subject to approval by Norwegian School of Management

### Anbefalt litteratur

#### Emneoversikt

1. Written training in grammar, vocabulary and expression
2. Oral training in expression
3. Cultural roots of specific expressions, vocal and non-vocal
4. Various microcultural and geographical frames of reference
5. History, politics, and current economic issues

### Dataverktøy

### Gjennomføring

Written and oral classroom instructions with home assignments for the language part. Lectures for the culture part. The course is run in English, French, German or Spanish.

### Eksamen

Varies from country to country. Combinations of participation, continuous assessment evaluations and individual written and oral exams, subject to approval by BI Norwegian School of Management.

### Eksamenskode(r)

### Hjelpemidler til eksamen

### Kontinuasjon

