



APPLIES TO ACADEMIC YEAR 2009/2010

SPÅ 2901 Intercultural Communication in English: Business Cultures and Ethical Dilemmas

Programme

Bachelor in Business Administration (1. year), Bachelor in Finance (1. year)

Responsible for the course

Department

Term

According to study plan

ECTS Credits

7,5

Language of instruction

English

Introduction

Learning outcome

The course is an introduction to intercultural communication, focusing on how culture impacts on Norway's business relationship with its most important trading partners. In addition, it gives participants the opportunity to analyze business dilemmas from an ethical perspective. The overall objective is to enable course participants to develop the English skills needed to communicate effectively in the international business environment.

Acquired knowledge:

Students will be able to define in appropriate English

1. intercultural terminology related to the business cultures on the syllabus and
2. basic guidelines for ethical reasoning related to the dilemmas on the syllabus

Acquired skills:

Through active participation, students will acquire increased cultural awareness and be able to contrast cultural differences within a business context and apply the terminology in an appropriate, professional style.

Developed reflection:

As an introductory course, the seeds of intercultural awareness and ethical reflection will be sown. Students will exercise sensitivity, insight, balanced judgement and appropriate register in their written application of course-related material.

Prerequisites

English from upper secondary school or equivalent.

Compulsory reading

Books:

Gesteland, Richard R. 2005. Cross-cultural business behavior : negotiating, selling, sourcing and managing across cultures. 4th ed. København : Copenhagen Business School Press. Part One plus the relevant cultures

Collection of articles:

Matthews, Derek, ed. 2007. Compendium of Articles for SPÅ 2401 Business Cultures and Ethical Dilemmas. Oslo: Handelshøyskolen BI

Other:

Brown, Mark and Peter Cleaverley. 2004. Three Ethical Dilemmas for Discussion and Writing Practice. Oslo: BI Forlag

Obligatory Lecture Notes - on Blackboard

Recommended reading

Books:

Cleaverley, Peter and Charles Cooper. 2007. Intercultural communication in English : business cultures and ethical dilemmas : study guide, SPÅ 2401. Oslo : BI Forlag
En engelsk-engelsk ordbok, for eksempel: Collins Cobuild, Longman, Webster's eller Oxford
Hansen, Einar. 2007. Bedre engelsk forretningsspråk : spesialordbok i økonomisk administrativt fagspråk. 5. utg. Oslo : Cappelen akademisk forlag

Journals:

The Economist, Newsweek eller Time

Course outline

1. Business Cultures

Introduces concepts and terminology used in intercultural communication. The focus is primarily on the American, British, Chinese, French, German and Japanese business cultures, and on how these cultures compare with the Norwegian business culture.

2. Ethical Dilemmas

This component focuses on business issues with an ethical dimension.

Computer-based tools

Students are encouraged to use Internet during the course, as well as participate in discussion groups and assigned tasks on Blackboard.

Learning process and workload

The course comprises 36 hours of classroom teaching. In order to manage the requirements of the course it is essential that students attend the weekly sessions or – in the case of distance learning students – participate actively in web discussions. Individual teachers will set written assignments for appraisal and feedback.

Activity	Use of hours
Classroom learning	36
Preparation for class & practice exam	44
Writing assignments & checklist assessment	10
Task presentation	10
Online multiple choice tasks (content and language) and discussion groups	30
Self-study and study groups (offline)	10+20
Contextualization of feedback	10
Examination preparation	30
Total use of hours recommended	200

Course Structure: Distance learning

The distance-learning course includes two intensive teaching sessions: one at the start of the semester and one a few weeks before the exam. The course makes use of a Study Guide in addition to the compulsory literature. Between the intensive sessions, the course facilitators coordinate the course on the Internet platform, Apollon, by initiating student interaction, and by providing feedback on assignments sent in.

Use of hours

As this is also language course (50%) requiring active participation and feedback, the maximum group size should be 40.

Course activities	Hours
Classroom learning	36
Correction & feedback on assignments (submitted electronically)	3
Correction & feedback on practice exam plus group task guidance	3
Administration of online activities	3
Resource utilization	45

Examination

A five (5) hour individual written exam concludes the course

The exam consists of two main parts:

Part 1- Intercultural communication (weighted 70% of total grade). Candidates can choose between one 70% task or two shorter tasks worth 40% and 30%.

Part 2 - Analysis of ethical business issues (weighted 30%)

The required tasks may be in the form of a letter, a report, an essay or short-answer questions. A passing grade in each of the tasks is required to pass.

Exam code(s)

SPÅ 29011 - Written exam accounts for 100% of the final grade in the course SPÅ 2901 Intercultural Communication in English: Business Cultures and Ethical Dilemmas, 7.5 credits

Examination support materials

One English-English dictionary and one bilingual dictionary may be used at the written examination.

Exam aids at written examinations are explained under exam information in our web-based Student handbook. Please note use of calculator and dictionary.
<http://www.bi.edu/studenthandbook/examaids>

Re-sit examination

A makeup exam is held in every term.

Additional information