



APPLIES TO ACADEMIC YEAR 2010/2011

## SPÅ 2911 Business communication in German - Written

### Programme

Bachelor in Business Administration (2. year), Bachelor in International Marketing (2. year),  
Bachelor in Marketing (2. year)

### Responsible for the course

### Department

### Term

According to study plan

### ECTS Credits

7,5

### Language of instruction

Norwegian

### Introduction

The Course is an introduction written German business communication, focussing on aspects in German business to which Norwegians in particular must pay attention.

### Learning outcome

#### Acquired knowledge

- Knowledge of German economy and business life.
- Knowledge of German language to understand and participate in German economic life.
- Knowledge of Norwegian and German business language.

#### Acquired skills

- Take notes and write summaries
- Write brief translations
- Write bussines letters
- Write brief essays

#### Reflection

- Developpe an increased awareness og language and cultural differences and the impact on business
- Acquire an understanding of the importance of relevant terminology and appropriate register in wrirren business communication

### Prerequisites

German from upper secondary school or equivalent

### Compulsory reading

#### Books:

Eismann, Volker. 2008. Wirtschaftskommunikation Deutsch. Berlin : Langenscheidt

#### Other:

Nilsen, Svein Espelin. 2010. Kompendium SPÅxxxB

### Recommended reading

#### Books:

2007. Duden : Deutsches Universalwörterbuch. 6., überarbeitete und erweiterte Aufl.  
Mannheim : Dudenverlag

Frønsdal, Harald. 2000. Tysk grammatikk med øvinger. 5. utg. Oslo : Cappelen Akademiske Forlag

Schanke, Egil. 2005. Norsk-tysk/tysk-norsk økonomisk ordbok. 4. utg. Oslo : Cappelen Akademisk Forlag. Tillatt brukt til eksamen

### Course outline

- German language and social conventions in business life
- Presentations

- Business occupations, mercantile professions
- Applications
- Enterprises, companies
- Forms of business organization

### Computer-based tools

Internet, It's learning, Powerpoint

### Learning process and workload

Recommended workload in hours

Activity	Hours
Classroom learning	36
Preparation for class	50
Written work	53
Self-study and study groups	50
Examination preparation	6
Exam	5
<b>Total recommended time use</b>	<b>200</b>

### Use of hours

12 hours - Lectures  
 12 hours - Group task guidance  
 12 hours - Correction and feedback  
 5 hours - Tasks on net  
 4 hours - Administration of courseprocess  
 45 hours total

### Examination

A 5 hour individual written exam conclude the course. All parts must be passed .

### Examination code(s)

SPÅ 29111 - Written exam accounts for 100 % of the final grade in the course  
 Wirtschaftskommunikation Deutsch 1 SPÅ 2911, 7,5 ECTS.

### Examination support materials

2 dictionaries:  
 - Egil Schanke: Norwegian-German, German - Norwegian economic dictionary, Cappelen Akademiske Forlag  
 - One German-German dictionary, DUDEN Universalwörterbuch A-Z

### Re-sit examination

Re-sit examination is offered every term.

### Additional information