



APPLIES TO ACADEMIC YEAR 2010/2011

## SPÅ 2912 Business communication in German - Oral

### Programme

Bachelor in International 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 to oral communication in German in a professional setting. It focusses on business issues and oral activities.

### Learning outcome

#### Acquired knowledge

- Learn some strategies in conversations and talks in countries where German is spoken
- Learn to know German business life and corporate culture
- Learn to know some tasks in business life and business communication
- Discuss some ethical and cultural dilemmas in business life

#### Acquired skills

- Learn to use strategies in conversations and talks in German
- Develop skills in German to participate actively in talks, discussions and negotiations
- Develop strategies, use and evaluate presentations

#### Developed reflection

- Develop the ability to cooperate based on knowledge and language skills
- Develop the ability to reflect on attitudes in Norwegian and German business life
- Develop the ability to set aims and obtain results

### Prerequisites

German from upper secondary school or equivalent.

### Compulsory reading

#### Books:

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

#### Other:

Svein Espelin Nilsen. 2010. Kompendium SPÅ xxxB

### Recommended reading

#### Other:

Stian Aske. 2005. Interkulturelle Wirtschaftskommunikation Norwegen - Deutschland. 140 sider. En pilotstudie, Germanistisk institutt, Universitetet i Bergen

### Course outline

- Filling a contract, sale, marketing, product policy, opening of new markets
- Interculturell aspects
- Talks, discussions, negotiations
- Presentations

### Computer-based tools

Internet, It's learning, Power Point

### **Learning process and workload**

The course comprises 36 hours classroom teaching (suvey, knowlwdge transfer), but mainly discussions in groups (exercises, practical work) and presentations (preperaion for and performing presentaions).

The students ought to make 3 presentations.

To be prepared for the education the student should follow the detailed progress plan which will be edited.

<b>Activity</b>	<b>Use of hours</b>
Classroom learning	36
Preparation for class	54
Preparation for presentations	50
Self-study and study groups	53
Examination preparation	6
Exam	1
<b>Total use of hours recommended</b>	<b>200</b>

### **Use of hours**

36 hours - Classroom teaching

9 hours - Individual electronic feedback

45 hours total

### **Examination**

The oral exam (20 minutes) consists of two sections which are weighted equally. Candidates must achieve a passing grade in both sections to pass the exam. The two parts of the exam consist of:

- 1) An oral Power Point presentation (6 minutes). The subject should be coordinated with the lecturer.
- 2) Discussions about one or more subjects from the syllabus or cases by drawing lots

### **Examination code(s)**

SPÅ 29121 - Oral exam accounts for 100% of the final grade in the course SPÅ 2912, 7,5 ECTS credits.

### **Examination support materials**

PowerPoint

### **Re-sit examination**

A makeup exam is held every term.

### **Additional information**