



APPLIES TO ACADEMIC YEAR 2011/2012

## **SPÅ 2901 Business Communication in English - Intercultural and Ethical Awareness (Written)**

### **Programme**

Bachelor in Business Administration (2. year), Bachelor in Business Administration (BBA) (1. year), Bachelor in Finance (1. year), Bachelor in International Marketing (2. year), Bachelor in Marketing (2. year)

### **Responsible for the course**

Derek Matthews

### **Department**

Department of Communication - Culture and Languages

### **Term**

According to study plan

### **ECTS Credits**

7,5

### **Language of instruction**

English

### **Introduction**

### **Learning outcome**

The course looks at intercultural communication and how culture impacts on business relationships. Focus will be put on Norway and 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**

Students will be able to contrast and analyze cultural differences by applying the relevant theoretical frameworks within a business context. Furthermore, they will be able to provide ethical justification for decisions taken in business settings. In both cases the responses will be written in an appropriate, professional letter/report/essay-writing style.

### **Reflection**

Through active discussion, debate and presentation, the students will demonstrate an understanding of intercultural awareness and ethical reflection. 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. Universitetsforlaget. Part One plus the relevant cultures

#### **Collection of articles:**

Matthews, Derek, ed. 2010. Compendium of Articles for SPÅ 2901 Business Communication in English 1: Intercultural and Ethical Awareness. Oslo: Handelshøyskolen BI

#### **Other:**

Brown, Mark and Peter Cleaverley. 2010. Three Ethical Dilemmas for Discussion and Writing Practice. Oslo: BI Forlag  
 Obligatory Lecture Notes - on It's Learning

**Recommended reading**

**Books:**

En engelsk-engelsk ordbok, for eksempel: Collins Cobuild, Longman, Webster's eller Oxford Hansen, Einar. 2007. Bedre engelsk forretningspråk : spesialordbok i økonomisk administrativt fagspråk. 5. utg. Cappelen akademisk forlag

**Journals:**

The Economist, Newsweek eller Time

**Course outline**

Intercultural Communication: Business Cultures

Introduces concepts and terminology used in the analysis of business cultures. The focus is primarily on the American, British, Chinese, French, German, Japanese and Norwegian business cultures, and on how these cultures compare with each other.

2. Ethical Dilemmas

This component focuses on business issues with an ethical dimension.

**Computer-based tools**

Students are encouraged to use the Internet during the course, as well as participate in discussion groups and assigned tasks on BI's learning platform: It's Learning.

**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.

The classroom teaching will be a mixture of lectures, small group discussions and analyses based on central concepts of intercultural and ethical awareness. Through the use of cultural scenarios, role-plays, presentations and ethical dilemmas, students will develop their reasoning skills and contextualize them in the writing of business letters, reports and essays. A mid-term trial exam halfway through the semester will give the students the opportunity to see where they stand (they will be given feedback for improvement and a grade).

Online activities will also be made available in the form of short quizzes to test knowledge of basic concepts in both content and language. Open-ended discussion will also be made available to groups online to promote their skills of analysis and application of theoretical frameworks within intercultural communication and ethical reasoning.

In addition, students will be encouraged to submit two pieces of formal writing together with a self-assessment checklist during the course of the semester.

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

**Distance Learning**

The e-learning platform *It's Learning* is used by the e-learning centre to administrate the mandatory exercises, and enable students to communicate with each other and the Lecturer. Module sessions are carried out at the beginning of the semester and before exams. The distance learning students are also offered a study guide which is an educational guide to the syllabus.

Recommended use of hours for student attending distant learning:

Activity	Use of hours
Classroom learning	8
Preparation for class & trial exam	12

Work with studyguide, send-ins and activities at It'slearning	60
Writing assignments & checklist assessment	10
Online multiple choice tasks (content and language) and discussion groups	30
Self-study and study groups (offline)	20+20
Contextualization of feedback	10
Examination preparation	30
<b>Total use of hours recommended</b>	<b>200</b>

### Use of hours

As this is also a language course requiring active participation and feedback, the maximum group size is 40.

36 hours - Classroom learning

6 hours - Correction & feedback on assignments and the mid-term practice exam, as well as administration of it's learning and group task guidance.

3 hours - Discretionary hours for the production and administration of course materials and online activities.

(These hours will be allocated at the discretion of the course responsible)

45 hours total

### Examination

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

The exam consists of two main parts:

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

Section 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.

### Examination code(s)

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

### Examination support materials

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

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

### Re-sit examination

A re-sit examination is held in every term.

### Additional information