



APPLIES TO ACADEMIC YEAR 2012/2013

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

Svein E Nilsen

Department

Department of Communication - Culture and Languages

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

Introduction

The Course is an introduction to written German business communication, focusing 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

On completion of the course the students should be able to

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

Reflection

The students should

- Develop an increased awareness of language and cultural differences and their impact on business
- Acquire an understanding of the importance of relevant terminology and appropriate register in written business communication

Prerequisites

German from upper secondary school or equivalent

Compulsory reading

Books:

Eismann, Volker. 2008. Wirtschaftskommunikation Deutsch. Langenscheidt
Frønsdal, Harald. 2000. Tysk grammatikk med øvinger. 5. utg. Cappelen akademiske forlag

Recommended reading

Books:

2007. Duden : Deutsches Universalwörterbuch. 6., überarbeitete und erweiterte Aufl.
Dudenverlag
Schanke, Egil. 2005. Norsk-tysk/tysk-norsk økonomisk ordbok. 4. utg. 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

The course consists of 36 hours of classroom teaching: Some knowledge transfer and practical language exercises. Time used for writing e-mails, notes, messages and letters. To participate actively in class, each student must write (at least) three letters. Teaching takes place mostly in and between groups. Good preparation and use of the detailed schedule is required for a good learning process.

Recommended workload in hours:

Activity	Hours
Classroom learning	36
Preparation for class	50
Written work	53
Self-study and study groups	50
Preparation for the examination	6
Examination	5
Total recommended time use	200

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 examination concludes the course. All parts of the examination must be passed.

Examination code(s)

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

Examination support materials

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

Re-sit examination

A re-sit examination is offered every term.

Additional information