



APPLIES TO ACADEMIC YEAR 2012/2013

SPÅ 2912 Business communication in German - Oral

Programme

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

Learning outcome

Acquired knowledge

The students should

- Learn some strategies for conversations and talks in countries where German is spoken
- Get to know German business life and corporate culture
- Become familiar with some tasks in business life and business communication
- Be able to discuss some ethical and cultural dilemmas in business life

Acquired skills

The students should be able

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

Developed reflection

The students should

- 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 set aims and obtain results

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 akademisk forlag

Recommended reading

Other:

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

Course outline

- Contracts, sale, marketing, product policy, opening of new markets
- Intercultural aspects
- Talks, discussions, negotiations
- Presentations

Computer-based tools

Internet, It's learning, Power Point

Learning process and workload

The course comprises 36 hours of classroom teaching (survey, transfer of knowledge), but mainly discussions in groups (exercises, practical work) and presentations (preparation for and performing presentations).

The students ought to make 3 presentations.

To be prepared for the teaching activities the student should follow the detailed progress plan that will be presented.

Activity	Use of hours
Classroom learning	36
Preparation for class	54
Preparation for presentations	50
Self-study and study groups	53
Preparation for the examination	6
Examination	1
Total recommended use of hours	200

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 that 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 PowerPoint 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 examination accounts for 100% of the final grade in the course SPÅ 2912, 7,5 ECTS credits.

Examination support materials

PowerPoint

Re-sit examination

A re-sit examination is held every term.

Additional information