



APPLIES TO ACADEMIC YEAR 2014/2015

FAK 2637 English for the Finance Market: Effective Business Communication

Programme

Bachelor of Management

Responsible for the course

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Department

Department of Communication - Culture and Languages

Term

According to study plan

ECTS Credits

7,5

Language of instruction

English

Introduction

This interactive course has been developed with the use of multimedia to offer practical language and communication training to people working in the insurance and/or banking sector of the financial market. The course is specially designed for business people who feel that they need to improve their writing and speaking skills in order to feel more confident when dealing with non-Norwegian speaking colleagues and customers. Through the use of blended learning the overall objective is to enable course participants to develop the English skills needed to communicate effectively in an international insurance or banking business environment.

Learning outcome

Acquired knowledge

Students will be able to define and identify in proper and appropriate English:

- Key principles of insurance and banking
- Current trends in the financial industry with a focus on insurance and banking
- Writing skills needed for corresponding in business English
- Global cultural perspectives in business English
- Negotiation skills in an international business environment

Acquired skills

Through group work discussions and presentation practice, students will acquire increased cultural awareness and a more comprehensive business vocabulary. They will be able to apply key terminology in an appropriate and convincing manner in business meetings and negotiations. Students will also develop their written skills in relation to letters, reports and e-mails.

Reflection

Students will ideally develop diplomacy, improve presentation skills, and gain a better insight into communication approaches in insurance and banking matters in English.

Prerequisites

English from upper secondary school or equivalent.

General knowledge of key insurance or banking principles and products

Compulsory reading

Books:

Rejda, George E.. Last edition. Principles of risk management and insurance. Pearson. selected chapters

Articles:

Clark, Gordon L.; Monk, Ashby. Spring 2010. The Norwegian Government Pension Fund: Ethics over Efficiency. Rotman International Journal of Pension Management. Vol. 3 Issue 1. Artikkelsamling

Gillian Warner-Søderholm, Norwegian Business School, Oslo.. Culture Matters: Norwegian Cultural Identity Within a Scandinavian Context. Artikkelsamling

J.M. Brett. 2007. "Negotiation and Culture". (from Negotiating Globally). San Francisco: Jossey-Bass. Artikkelsamling

Ling Deng and Paul Gibson, RMIT University, Melbourne.. Mapping and modeling the capacities that underlie effective cross-cultural leadership. An interpretive study with practical outcomes. Artikkelsamling

Mansour Javidan, Peter W. Dorfman, Mary Sully de Luque, and Robert J. House. In the Eye of the Beholder: Cross Cultural Lessons in Leadership from Project GLOBE. Artikkelsamling

Oct 2013. Positive and Negative Corporate Social Responsibility, Financial Leverage, and Idiosyncratic Risk.. Journal of Business Ethics. Vol. 117 Issue 2. Artikkelsamling

R.J. Lewicki, B. Barry, and D.M. Saunders. 2006. "Strategy and Tactics of Distributive Bargaining". from Essentials of Negotiation. Boston: McGraw Hill. Artikkelsamling

Summe 2013. Mobile payments changing the landscape of retail banking: Hype or reality?. Journal of Payments Strategy & Systems. Vol 7 Issue 2. Artikkelsamling

Trosdahl, Kristian, Norwegian Business School, Oslo. "Å fremme en sunn utvikling av forsikringsnæringen" - noen hovedtrekk i utviklingen av norsk forsikringslovgivning. Artikkelsamling

Volkema, Roger J.. Jan 2004. Demographic, cultural, and economic predictors of perceived ethicality of negotiation behavior: A nine-country analysis. Journal of Business Research. Vol. 57 issue 1. DOI:

10.1016/S0148-2963(02)00286-2. Artikkelsamling

Recommended reading

Course outline

Vocabulary development in:

- Fundamentals of financial industry with focus on banking and insurance
- Key insurance and banking products
- Bancassurance – history, products and future development
- Global cross cultural issues in negotiations and business communication
- Presentation skills

Computer-based tools

Students are expected to use Internet during the course

Learning process and workload

Part time

The course
comprises the
following:

- Classroom teaching: Four days (2 + 2) - a total of 28 hours.

In order to manage the requirements of the course it is essential that students attend the seminar sessions.

- E-learning:
Articles, videos,
discussion groups,
conversation
training with
teacher (Skype),
multiple choice-
tests distributed at
Its Learning.
- Test and
assignment
A pre-
course test
(multiple choice)
and one written
assignment with
individual feed-
back.

During the four days of classroom teaching all students will work together. In the period between the two classroom sessions the students will be divided into insurance and banking groups – each working with specific training material and tasks related to each.

Activity	H o u r s u s e d
Completing pre-course test	2
Classroom participation	2 8

Preparation for class & practice exam	20
Written mid-term assignment	15
Preparing task presentation (oral or written)	15
Participation online-meetings and discussions and other blended learning activities on Its Learning	50
Self-study and study groups	30
Contextualization of feedback	10
Examination preparation	30
Total time	200

Examination

Examination code(s)

FAK 26371 - 3 hour written exam, which accounts for 100% of the final grade in the course FAK 2637 English for the Finance Market: Effective Business Communication, 7.5 credits.

Examination support materials

One English-English dictionary and one bilingual dictionary may be used at the written examination. Examination support materials are specified under examination information in our web-based Student Handbook. Please note the use of dictionary.

Re-sit examination

A re-sit examination is offered the next time course is arranged.

Additional information

Classroom hand-outs and Lecture notes. Articles, videos etc. distributed on Its Learning.