

COURSE DESCRIPTION FOR BUSINESS ENGLISH

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| Bachelor degree: | BA International Marketing and Relationship Management BA Sales and Relationship Management |
| Course: | Business English |
| Semester: | 3. semester |
| Credits: | 10 |
| Course co-ordinator: | Assistant Professor Hanne Stavelie |
| Number of contact hours: | The lecturer is obligated to have 60 lecture hours with the class in the classroom. |
| Prerequisites: | General study qualifications |
| Course description: | The course is designed to equip OMH-students with the economic English which they need at the Oslo School of Management and for their future work in sales and marketing. An important part of the international sales and marketing context, negotiations and negotiation theory are also dealt with. |
| Aims: | Apart from the writing practise, focus on economic terms and negotiation (theory and practise), the course will solely work with topics that are closely related to the study at large. The aims are that students will acquire a broader proficiency and understanding for what it takes to work internationally in the fields of marketing and sales. It is important that students define goals and ambitions prior to the study as we will try to differentiate tasks for students with different backgrounds. We shall partly follow a Cambridge Professional English text book that will be accompanied by topical articles varying in degree of difficulty. Using portfolio work, the students will be closely followed up and required to hand in written work on a regular basis. The overall aim is that this English course will be more closely tailored to the students' needs, giving the students a more practical approach to learning professional English for specific purposes |
| Topics | Management: art or science? Company structure Work and motivation Labour relations Product policies Marketing and promotion tools |

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| | <p>Market structure and competition Business ethics The business cycle Keynesianism and monetarism Norway and International trade Entrepreneurs and venture capital Focus on writing: reports and letters, economic terms Negotiating: theory and practise</p> |
| Teaching methods: | Plenaries, obligatory written work (see portfolio), group projects, presentation of group or individual projects. |
| Assesment (formative and summative): | <p>Portfolio assessment 40 %: The individual portfolio contains both oral and written work (5 obligatory pieces). It serves as process assessment, giving students continual feedback and grading on their work. Written exam: 60 %</p> |
| Compulsary literature: | <p>McKenzie, Ian ,2004 <i>English for Business Studies</i>, Cambridge: Cambridge University Press, 208 pages, 257kr</p> <p>Fisher, Roger and William Ury, 1999, <i>Getting to Yes. Negotiating an Agreement without giving in</i>. London: Random House Business Books, 207 pages, 160 kr</p> |
| Recommended literature: | <p>Murphy, Raymond, (2003 or later editions) <i>English Grammar in Use</i>, Cambridge: Cambridge University Press.</p> <p>Oxford Advanced Learner´s Dictionary, and a good Norwegian-English/English-Norwegian dictionary</p> |