

COURSE DESCRIPTION

BUE1100 Business English

1. Degree	Bachelor of Marketing and Internationalization Strategies Bachelor of Marketing and Sales Management
2. Year/semester	2nd year – 3rd semester
3. Credits	10
4. Course instructor	Assistant Professor Hanne Stavelie
5. Contact hours	60 hours
6. Course prerequisites	General study qualifications
7. Learning goals	<p>The course is designed to equip students with the economic English required for their future work in sales and marketing, addressing topics that are closely related to other subjects in the students' bachelor programs. In future working life, students will realize that the greatest part of the job is about communicating, where the main goal is to inform, influence and convince. They will have to communicate effectively, selling arguments, products, services and their own company. This English course is closely tailored to the professional language of sales and marketing, paying particular attention to the specific terminology pertaining to the business world. Presentation and communication skills will be developed throughout the course, and the students should learn to master formal written and oral communication in English. In addition to the business English material, particular focus will be given to developing the students' skills in academic writing, equipping them with necessary competence for their further academic studies.</p>
8. Course contents	<p>A) <u>Business English</u>. Through the following topics students will build vocabulary and communication skills in a practical business context. Exercises include oral and written activities such as writing business letters, reports, e-mails, communicating over the telephone and in</p>

	<p>meetings, making presentations and speeches etc.</p> <p>Different communication tools (such as rhetoric and dramatization) will be applied to the following fields:</p> <ul style="list-style-type: none"> • Management and cultural diversity • Company structure • Recruitment, work and motivation • CV writing and job application • Marketing, advertising and promotional tools • Market structure and competition • Takeovers, mergers and buyouts • International trade and products • Economics and ecology • Information technology and electronic commerce • Entrepreneurs and venture capital <p>B) <u>Academic Writing</u>. Academic writing skills will be linked to the above topics in Business English, but this part will have a more academic approach, focusing on elements such as style, structure, source referencing etc.</p>
9. Method of instruction	<p>The course follows an interactive teaching method, and the students are required to invest considerable efforts in the learning process. Students will be expected to participate actively in discussions and exercises, and will engage in a variety of classroom activities, including both individual and group presentations. The portfolio assessment includes both oral and written exercises, giving the students continual feedback on their progression.</p>
10. Assessment	<p>1) <u>Individual portfolio assessment 40 %</u>: The portfolio consists of four parts (written and oral), which all have to be passed. The portfolio is graded at the end of the course.</p> <p>2) <u>Final exam 60 %</u>: Written, individual exam.</p>
11. Course syllabus	<p>MacKenzie, Ian. 2002. <i>English for business studies: a course for business studies and economics students: student's book</i>. 2nd ed. Cambridge: Cambridge University Press. ISBN: 0-521-75285-x. Pages: 208. Price: 257,-</p>

	<p>Additionally, a variety of current articles and materials will be supplied in class, linking the syllabus to contemporary business life and supporting the development of academic writing skills and communication skills throughout the course.</p>
12. Recommended reading	<p>Anholt, Robert R. H. 2006. <i>Dazzle 'em with style: the art of oral scientific presentation</i>. 2nd ed. Philadelphia: Elsevier Academic Press. ISBN: 978-0-12-369452-2.</p> <p>Hamp-Lyons, Liz, og Ben Heasley. 2006. <i>Study writing: a course in written English for academic purposes</i>. 2. rev. ed. Cambridge: Cambridge University Press. ISBN: 9780521534963.</p> <p>Murphy, Raymond. 2004. <i>English grammar in use: a self-study reference and practice book for intermediate students of English with answers</i>. 3rd ed. Cambridge: Cambridge University Press. ISBN: 0-521-53762-2.</p> <p>Strunk, William, E. B. White, og Maira Kalman. 2005. <i>The elements of style</i>. 4th ed. New York: Penguin Press. ISBN: 1-59420-069-6.</p> <p>Oxford Advanced Learner's Dictionary (permitted for use in exams), and a good Norwegian-English/English-Norwegian dictionary (not permitted for use in exams)</p>