

COURSE DESCRIPTION

BUE1100 Business English

1. Degree	BA Marketing and Internationalization Strategies BA Marketing and Sales Management
2. 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 objectives	<p>Knowledge:</p> <p>The course is designed to equip students with essential English skills required for their future work in business, sales and marketing. The course is closely tailored to the students' need for professional English in situations relating to international business, marketing, advertising and sales, negotiations, meetings and presentations.</p> <p>Skills:</p> <p>Presentation and communication skills will be developed throughout the course, and the students should learn to master formal written and oral communication in English within several areas, e.g. writing business letters and job applications, telephone communication, meetings, negotiations and presentations. The students will also build vocabulary and terminology within all the areas specified in section 8 “Course contents”.</p> <p>Attitudes:</p> <p>The students will develop an awareness of appropriate written and oral communication in professional situations in English. They should learn to understand and comply with the expectations of professional linguistic behaviour in English speaking business environments, e.g. with regards to formal communication, politeness, developing relations, socializing and problem solving.</p>
8. Course contents	<p>The students will build vocabulary, terminology and communicative skills through the following topics:</p> <ul style="list-style-type: none">• Meetings• Negotiations

	<ul style="list-style-type: none"> • Marketing and advertising • Promotional tools • Products • 2 interactive business case studies • CV writing and job application • Business letter and email writing • Advertisements, promotions, news releases and exhibitions • Making presentations • Telephoning and socializing
9. Method of instruction	<p>The course will be taught through lectures, group work, written and oral exercises, listening exercises, role plays and presentations. The course includes two business cases which require the active participation of the students throughout the whole learning process, including team work and role plays during several classes.</p> <p>The students are required to invest considerable efforts in the interactive learning process, taking part in discussions, simulations and other classroom activities in English.</p> <p><u>Coursework requirement:</u> Participation in the case period is obligatory, comprising 6 sessions of 3 hours (18 hours). A medical certificate is required if a student is absent. The total absence cannot exceed two sessions (6 hours). If the total absence exceeds 6 hours the student will not be permitted to take the final exam.</p>
10. Assessment	<p>1) Oral exam: 40 %: The students prepare an oral presentation of 15 minutes in groups of 2-3 students. The examiner may ask questions.</p> <p>2) Final written exam: 60 %: Individual exam</p> <p><u>Coursework requirement:</u> Participation in the case process must be approved in order to qualify for the final exam (see “Method of Instruction”).</p>
11. Course syllabus	<p>Sweeney, Simon. 2003. <i>English for business communication : a short course consisting of five modules : cultural diversity and socialising, telephoning, presentations, meetings and negotiations : Student's book</i>. 2. ed. Cambridge Professional English. Cambridge : Cambridge University Press. ISBN: 9780521754491. (174 pp.) Price: 213 NOK.</p> <p>Compendium for BUE1100 Business English contains:</p> <p>Acgas. 2009. <i>Job applications</i>. http://www.prospects.ac.uk/cms/documents/Applications_CVs_and_interviews/Job_applications.pdf?id=3465 [15.03.2010]</p>

	<p>Blundel, Richard og Kate Ippolito. 2008. Extract. In <i>Effective organisational communication : perspectives, principles and practices</i>, 3rd ed. Harlow FT/Prentice Hall. ISBN: 978-0-273-71375-3. (pp. 60-64, 201-228, 257-287).</p> <p>Fisher, Roger, William Ury og Bruce Patton. 1999. Extract. In <i>Getting to yes: negotiating an agreement without giving in</i>, 2nd ed. London : Random House. ISBN: 978-1-84-413146-4. (pp. 3-14, 154).</p> <p>Littlejohn, Andrew. 2005. Extract. I <i>Company to company : a task-based approach to business emails, letters and faxes : student's book</i>, 4th ed. Cambridge professional English. Cambridge : Cambridge University Press. ISBN: 978-0-521-60975-3. (pp. 7-23).</p> <p>MacKenzie, Ian. 2002. Extract. In <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. (pp. 59-78 og 41-45).</p> <p>Rodgers, Drew. 1995. Extract. I <i>Business communications : international case studies in English</i>. New York : St. Martin's Press. ISBN: 0-312-11171-1. (pp. 33-42, 88-96).</p> <p>Torvik, Judith. 2009. <i>Business Communication Skills in English, Fall-2009</i>. Compendium produced for Høyskolen i Telemark. (pp. 11-13, 37-77)</p>
12. Recommended reading	<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>Oxford Advanced Learner's Dictionary (permitted for use in the exam), and a good Norwegian-English/English-Norwegian dictionary (not permitted for use in the exam)</p>