

Study plan

International Marketing - semester package

Programme description

The program is directed towards exchange students from partner universities, but is also open for free movers and students from Nord University.

Choose among the following courses:

EK233E Business Strategy, 5 ECTS, Spring

EK209E International Marketing, 10 ECTS, Spring

EK243E Project work (includes seminars), 10 ECTS, Spring

NO106L Norwegian for Foreigners, 10 ECTS, Spring

ECTS Credits

30

Study level

Half-year programme and shorter

Teaching language

English

Faculty

Nord University Business School

Course location

Study model

1st study year

Autumn 2021

Course id	Course name	ECTS Credits
	Elective courses (click to choose)	

Admission requirements

This semester package is designed specifically for exchange students. Please go to [student exchange to Nord](#) for more information about becoming an exchange student at Nord University.

Exchange students are admitted on the basis of nomination by their home institution. This means that you will have to apply to your home university first to participate. Your home institution will provide you with information about the admission requirements. You can also apply as a [free mover](#).

Career possibilities

The semester package credits 30 ECTS and can generally be acknowledged as one semester of undergraduate education at universities.

Further education

The semester package credits 30 ECTS and can generally be acknowledged as one semester of undergraduate education at universities.

Costs

Costs for semester registration fee and course literature applies. No tuition fee.

Assessment methods

The Norwegian system for grading and assessment using the letter grades A - F, in which A denotes the best/highest grade and F denotes "not passed". Candidates' work can also be assessed as "passed", "not passed", "approved" and "not approved".

[View rules and regulations for examinations](#)

Qualifications requirements and regulations

Kindly refer to [applicable legislation, regulations and related guidelines](#).

Subject descriptions (2)

Project work EK243E

None.

PROJECT WORK EK243E

ECTS Credits	10	Year of study	1st study year
Level	Undergraduate	Course location	Bodø
Course type	Elective for exchange students	Faculty	Nord University Business School
Start semester	Autumn 2021	Teaching language	English
		Application deadline	



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Course coordinator

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Course description

The project work requires the student to solve a research question relevant to the business field of study.

Costs

None.

Learning outcomes

The thesis may vary, but will normally contain one or more of the following elements:

- A theoretical study based on the available literature
- An empirical survey of an individual or a group of companies, institutions or individuals in which comparisons and analysis are essential.
- A study of a specific problem for a company or institution.

Further elaboration of requirements for the research question and execution of the project, will be subject to supervision

On completion of the course the student should:

- Be able to use the theoretical knowledge gained in central areas in the bachelor program and particularly in their area of specialization, and to conduct a survey / study
- Be able to use knowledge of methods to address methodological challenges.
- Be able to reflect critically on a chosen topic within the area of specialization

Course type

Elective for exchange students

Prerequisites

Only available for exchange students at Nord university business school.

Teaching activities and methods

The thesis may well be implemented related to ongoing research projects at the business school or elsewhere. The choice of topics must be discussed and approved by the contact person or the supervisor.

All students will be assigned a supervisor. General rule: Groups of two students. In special cases, exemptions may be granted for groups of three students.

Assessment and examinations

Paper, grading scale A-E, Beste A, Ikke bestått F

- Assessment task, comprises 0/100 of the grade, grading scale Godkjent - Ikke godkjent.

Course literature

Varies depending on topic and problem.

Norwegian for Foreigners NO106L

Du you wish to learn Norwegian? This course gives you a basic introduction to the language combined with practical excersices in both speaking and writing. The course is for degree- and exchange students at Nord University, campus Bodø. No costs except semester registration fee and syllabus literature.

NORWEGIAN FOR FOREIGNERS NO106L

ECTS Credits	10	Year of study	1st study year
Level	Undergraduate	Course location	Bodø.
Course type	Elective course.	Faculty	The Faculty of Education and Arts
Start semester	Autumn 2021	Teaching language	Norwegian
		Application deadline	



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Course description

The students will be given a basic introduction to Norwegian official language (bokmål). The course starts at beginner level, but the progression will be relatively fast. Both written and oral practice will be central, and the course requires a high degree of participation from the students. The students participate in conversation groups, answer questions, and give individual presentations.

Important course elements are:

- Basic grammar: morphology and syntax
- Vocabulary
- Rules of pronunciation
- Reading, speaking and answering questions in class

Own work as homework and written assignments.

Costs

No costs except semester registration fee and syllabus literature.

Learning outcomes

Upon successful completion of this course,

Students will have basic knowledge about:

- The rules of pronunciation
- Syntax in Norwegian language
- Main rules for the central parts of speech, as verb, noun, pronoun and adjective

Students obtain basic skills in Norwegian language (bokmål) and will be able to:

- Produce texts at easy level
- Read an easy Norwegian text and demonstrate they understand the content through retelling and answering questions
- Express themselves orally, and understand spoken language to such an extent that they can converse on topics taken from everyday life

The students will obtain general competence in Norwegian language on a basic level and:

- Will be able to understand an easy Norwegian text (bokmål)
- Will be able to write an easy Norwegian text (bokmål)
- Will be able to understand and participate in an easy conversation in Norwegian (bokmål)

Course type

Elective course.

Mode of delivery

Face-to-face

Professional practice

Bi-lingual dictionary is not allowed at the exam.

Assessment and examinations

Written examination, 4 hours, grading scale A-E for pass, F for fail

Overlapping courses

NO106L-2v1 Norwegian for Foreigners - 10 study points.
NO107Lv1 Norwegian language - 5 study points.
NO106L-2v1 Norwegian for Foreigners - 15 study points.
NO135Lv1 Norwegian Language and Grammar - 10 study points.

Course literature

The reading list can be found in [Leganto](#)

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