



HANYANG UNIVERSITY

2019 HISS Syllabus

Business Communication

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Description: We live in an era characterized by globalization. With the changes in technology, the ability of people to interact, relocate, meet or conduct business with those from a different culture has increased. Thus, many companies seek employees with intercultural business skills that are able to communicate with individuals from diverse backgrounds. With this in mind, this course in intercultural business communication was developed to help students gain knowledge and competencies in intercultural communication to manage the key challenges of intercultural interaction both at home and abroad. This course is also designed to help students develop strategies and skills needed to successfully interact in different contexts and with different people while doing business.

Objective: This course was developed with the following objectives in mind:

1. To gain an understanding of the major concepts, theories and issues pertaining to communicating with people from different cultures.
2. To develop the ability to apply these theories and perspectives into business and everyday interactions.
3. To develop a higher sensitivity to cultural differences and learn when and why communicative misunderstandings occur and how to overcome them.
4. To become more aware of one's own culture and communication styles and how they differ from that of other cultures.
5. To develop career related competencies in the area of communication. These include:
 - a. Writing skills
 - b. Listening skills
 - c. Verbal presentation skills
 - d. Teamwork skills
 - e. Research Skills

Preparations: **Text Book:** Cardon, P. (2018). *Business Communication*. New York, NY: McGraw-Hill.
Additional Materials: Access to McGraw Hill Connect

Schedule: Week 1 Day 1 – Introduction, The Importance of Communication in the Workplace
Day 2 – Interpersonal Com and Emotional Intelligence.
Day 3 – Team Communication and Difficult Conversation.

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Week 2	Day 4 – Communicating across cultures
	Day 5 – Crafting written messages
	Day 6 – Improving business messages
	Day 7 – Traditional tools for Business Communication
Week 3	Day 8 – Social Media
	Day 9 – Developing routine messages
	Day 10 – How to be persuasive at work.
Week 4	Day 11 – Delivering difficult messages
	Day 12 – Developing professional reports
	Day 13 – Presenting like a pro...
	Day 14 – Communicating like a manager
	Day 15 – Final Presentations

Evaluation:	Midterm (%)	Final (%)	Quizzes (%)	Group Project (%)	Participation (%)	Individual Project (%)
	10	10	32	23	15	10

Evaluation:

Your grade in this course will be determined by your performance in the following areas:

Course Requirement	Explanation	Points	Percentage
Class Participation & Activities	15 (5 points each) participation activities	75	15%
Individual Project		50	10%
Group Project		115	23%
Team & topic Selection	5		
Project Proposal	10		
Written Report	50		
Presentation	50		
Reading Quizzes	Always due @ 11:59 on the due date	160	32%
Midterm Exam	July 11	50	10%
Final Exam	July 24	50	10%
Total		500	100%