

International Business Communication

IEE3328 Spring 2023, Tues, 15:00-17:50, Baek S208

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1. Textbook

Kitty Locker, Jo Mackiewicz, Jeanine Elise Aune, and Donna Kienzler (2019). Business and Administrative Communication (12th Edition). McGraw Hill.

2. Course Objectives

In today's personal and professional world, communication is one of the most vital skills to develop. Your effectiveness in communicating ideas, feelings, instructions, and thoughts are key to your success, especially in business. Business Communication is designed to introduce you to skills and practices that will help you communicate and develop communications strategy for yourself in business and/or for your clients/stakeholders. This semester, we will explore how to communicate in written and oral form. We will look at the standard practices for communicating within and across business sectors. We will practice some of the fundamentals of business writing, including memoranda, email, business letters, and discuss how to be persuasive and engaging in these writings. Additionally, we will explore oral presentation as it exists in different professional contexts and settings.

- Understand business communication concepts that serve as a basis for effective spoken and written communication in a business setting.
- Understand how to approach internal and external interactions strategically and how to plan for these meetings and events.
- Develop an understanding of the need to specialize communication approaches to the specific needs of the situation and the participants.
- Learn how to ask good questions and provide meaningful answers to questions in a business setting.
- Develop the fundamental skills of business communication techniques and the ability to be effective in writing business documents
- Learn to use standard formats, techniques, and documents to gain credibility in business settings

3. Course Requirements and Grades

Your performance will be evaluated on the basis of the following components: two exams, assignments, oral presentation, in-class participation, and attendance. Each student's grade is determined by adding the points for each of the individual requirements listed below (total 100 points).

Exam 1	20
Exam 2	20
Assignments	30
Oral presentation	20
Participation and attendance	10

3.1 Two exams (40): The exams will be a take home exam that will consist of multiple-choice questions and short answer questions. Failure to turn in the exam on the scheduled date in the scheduled time slot may result in a zero on the exam.

3.2 Assignments (30): Prepare and produce various instructional topic assignments including a personal resume, cover letter, memo, proposals, etc. (Refer to 5 for details of the assignments).

3.3 Oral presentation (20): Prepare and deliver one of a variety of oral presentations (e.g. informative, persuasive) covered in class exhibiting effective presentation skills as specified by the standards for presentation guidelines.

3.4 Participation and Attendance (10): One goal of this course is for you to feel more confident speaking up, asking questions, and participating more generally. Even lectures will have discussion components. We will learn more if we engage with each other and contribute to class discussions. Additionally, there will be several sessions where we will be doing impromptu speaking activities. These are very important for you to feel more comfortable speaking in a variety of settings and without formal preparation. Because of this, I expect students to attend all classes, other than pre-approved excused absences (illness, religious observance, university-sanctioned activities) or emergencies. An absence will be considered excused if it falls under one of those categories (pre-approved or emergency) and is accompanied by documentation.

Name Tent Cards Please bring a LEGIBLE name card and display it for each class. I would like to learn your names and this will also help me keep track of your contributions.

4. Class Policy

4.1 Respect: Public speaking creates fear and anxiety for many people, and one of the goals of this course is for everyone to feel more confident when they get up in front of others to speak. To achieve this, we are going to build and maintain a safe space for expression. We will have many class discussions and get to know each other over the course of the semester. We do not want anyone to monopolize conversations or, on the other hand, feel unable to contribute. We will learn from each other if we listen to others and speak up when we want to share or ask questions. Disrespectful comments or behaviors will not be tolerated. Please contact me immediately if you ever feel like the class atmosphere is not respectful toward you or your peers.

4.2 Academic Integrity: Your work in this class must be your own. Any attempt to represent others' work as your own will receive a failing grade on the assignment in question (at a minimum) and will be reported.

4.3 Deadlines: The due dates for your assignments are strict. Late assignments are not accepted. If you have an emergency, please contact me before the deadline and documentation is required.

5. Tentative Course Schedule

Please note that I reserve the right to make changes in this schedule (including readings), but if so students will be given adequate prior notice, via email, Yonsei portal, and during class beforehand.

Module and Week		Topics and Concepts	Reading(s)	Deliverables Due
	Week 1 (3/7)	Introduction to the course.		
The Building Blocks of Effective Messages	Week 2 (3/14)	Succeeding in Business Communication Adapting Your Message to Your Audience	Chapter 1, 2	
	Week 3 (3/21)	Building Goodwill	Chapter 3	
The Communication Process	Week 4 (3/28)	Planning, Composing, and Revising Communicating across Cultures	Chapter 4, 6	
The Job Hunt	Week 5 (4/4)	Developing Job Application Materials	Chapter 11	
	Week 6 (4/11)	Interviewing, Writing Follow-Up Messages, and Succeeding in the Job	Chapter 12	Assignment 1: Résumé and Cover letter
	Week 7 (4/18)	Mock interview		Assignment 1 feedback
	Week 8 (4/25)	NO CLASS		Midterm exam: Ch1-4, 6, 11-12
Proposals and Reports	Week 9 (5/2)	Writing Proposals and Reports	Chapter 14, 15	
	Week 10 (5/9)	Creating Visuals and Data Displays Making Oral Presentations	Chapter 13, 16	
	Week 11 (5/16)	Oral Presentation		Assignment 2: Presentation evaluation
	Week 12 (5/23)	Oral Presentation		
Basic Business Messages	Week 13 (5/30)	Crafting Persuasive Messages	Chapter 10	

	Week 14 (6/6)	NO CLASS		
	Week 15 (6/13)	Delivering Negative Messages	Chapter 9	Assignment 3: Persuasive memo
	Week 16 (6/20)	NO CLASS		Final exam: 9-10, 13-16