



## Syllabus (2021–Summer)

Course Title	Business Communication	Course No.	35629
Department/ Major	International Office Administration	Credit/Hours	3.0
Class Time/ Classroom	TBA		
Instructor	Name: Marc Neufeld	Department: IOA	
	E-mail: mneufeld@ewha.ac.kr	Phone: 02-3277-2778	
Office Hours/ Office Location	TBA		

### I . Course Overview

#### 1. Course Description

This course is designed to provide knowledge, skills, and strategies needed for effective communication to achieve professional goals. Students will learn the foundations of business communications, and sharpen skills such as non-verbal communication, intercultural communication, communicating in teams, writing business messages, designing and giving presentations, and employment communication.

The class will challenge students to think, make decisions, create, and communicate ideas. Students will have opportunities to analyze interesting communication cases and a variety of up-to-date sample business situations and learn how to adapt their communication skills with practical assignments like those that students will most often face at work.

#### 2. Prerequisites

None



### 3. Course Format

Lecture	Discussion/Presentation	Experiment/Practicum	Field Study	Other
40%	40%	%		20%

(Instructor can change to match the actual format of the class.)

**The course will be conducted with a combination of LIVE ZOOM lectures and recorded lectures which will be explained in the course introduction.**

### 4. Course Objectives

- Understand the importance of effective communication in the workplace
- Understand how culture affects communication
- Learn the 3-step writing process
- Learn how to give professional presentations
- Learn strategies for writing different types of business messages

### 5. Evaluation System

Relative evaluation  Absolute evaluation  Others :

– Explanation of evaluation system:

- Completing chapter quizzes
- In-class group presentation
- Assignments
- Midterm Exam
- Final Exam

Grading system (absolute):

On a 1,000 total point system:

A (900 to 1,000); B (800 to 899); C (700 to 799); D (600 to 699)

Midterm Exam	Final Exam	Quizzes	Presentation	Projects	Assignments	Participation	Other
30%	30%	10%	20%	%	%	10%	%

\* Evaluation of group projects may include peer evaluations.



## II. Course Materials and Additional Readings

### 1. Required Materials

Bovee, C. L., & Thill, J. V. (2021). Business Communication Today, **15<sup>th</sup> Global Edition**. UpperSaddleRiver, NJ.: Pearson.

### 2. Supplementary Materials

Assigned in Class

### 3. Optional Additional Readings

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## III. Course Policies

### 1. Attendance policy:

Tardy = student is not seated and prepared for class when attendance is being called (it is your responsibility to inform me of your late attendance at the end of that class).

Absent = student misses 30 min. or more of one class.

3 times late = 1 absence

- If you are absent, you are responsible for getting the class information from another student.
- Official excuse form must be presented following an absence. Please note that only certain excuses will be accepted. If you're not sure, please check in advance.
- Please do not leave class early without permission.

**2. Make-up policy:** There are no make-ups for missed quizzes or tests. If you miss one of these, you'll receive no points for that evaluation.

**3. Late assignments will not be accepted.** If any student does not attend during the group presentation, that student will not receive a grade for the presentation.

**4. Cheating policy:** If you are caught cheating on a quiz, homework, or test, you will receive no points and no make-up will be given for that work.

**5. English-only policy:** This class will use only English at all times during the class time. This means that you are required to speak English at all times during the class, even when speaking to your classmates.

**6. Grading policy:** Each student will be graded according to the grade she has earned during the semester. Grades not be changed at the end of the semester under any circumstances. Please do not ask for your grade to be changed.

Zoom Class Guidelines will be posted before the start of the course.



**IV. Course Schedule (45 credit hours must be completed.)**

Day	Date	Topics & Class Materials, Assignments
Day 1	(6/29)	Course Introduction; Introduction to Business Communication (Read Ch. 1, 2)
Day 2	(6/30)	Professional Communication Interpersonal Communication (Read Ch. 3, 4; Ch 1-2 Quizzes)
Day 3	(7/1)	Communication in a Global Marketplace Planning Business Messages (Read Ch. 5; Ch. 3 Quiz)
Day 4	(7/5)	Practice: Planning Business Messages Writing Business Messages (Read Ch. 6; Ch. 4 Quiz)
Day 5	(7/6)	Practice: Writing Business Messages Completing Business Messages (Read Ch. 16-17; Ch. 5 Quiz)
Day 6	(7/7)	Practice: Completing Business Messages Developing Presentations; (Ch. 6 Quiz)
Day 7	(7/8)	Enhancing Presentations with Visuals ( <b>Assign Group Presentation</b> ; Ch. 16-17 Quiz). Prepare for Midterm Exam
Day 8	(7/12)	<b>Midterm Exam</b> (Read Ch. 7)
Day 9	(7/13)	Presentation Feedback Digital Media (Read Ch. 8-9; Ch. 7 Quiz)
Day 10	(7/14)	Social Media Visual Media (Read Ch. 10-11; Ch. 8-9 Quizzes)
Day 11	(7/15)	Routine and Positive Messages Negative Messages (Read Ch. 12; Ch. 10 Quiz)
Day 12	(7/19)	Practice: Negative Messages Persuasive Messages (Read Ch. 18-19; Ch. 12 Quiz)
Day 13	(7/20)	Writing Resumes Applying and Interviewing for Employment (Ch. 18-19 Quiz)
Day 14	(7/21)	<b>Final Exam</b>
Day 15	(7/22)	<b>Live Group Presentations (via Zoom)</b>
Makeup Classes 1	(mm/dd)	
Makeup Classes 2	(mm/dd)	



## V. Special Accommodations

\* According to the University regulation section #57-3, students with disabilities can request for special accommodations related to attendance, lectures, assignments, or tests by contacting the course professor at the beginning of semester. Based on the nature of the students' request, students can receive support for such accommodations from the course professor or from the Support Center for Students with Disabilities (SCSD). Please refer to the below examples of the types of support available in the lectures, assignments, and evaluations.

Lecture	Assignments	Evaluation
<ul style="list-style-type: none"> <li>· Visual impairment : braille, enlarged reading materials</li> <li>· Hearing impairment : note-taking assistant</li> <li>· Physical impairment: access to classroom, note-taking assistant</li> </ul>	<p>Extra days for submission, alternative assignments</p>	<ul style="list-style-type: none"> <li>· Visual impairment : braille examination paper, examination with voice support, longer examination hours, note-taking assistant</li> <li>· Hearing impairment : written examination instead of oral</li> <li>· Physical impairment : longer examination hours, note-taking assistant</li> </ul>

- Actual support may vary depending on the course.

\* The contents of this syllabus are not final—they may be updated.