



## Syllabus (2021-2)

Course Title	Global Business Communication	Course No.	11203-01
Department/ Major	International Office Administration	Credit/Hours	3/3
Class Time/ Classroom	Tuesday 11:00 a.m.~12:15 Pre-recorded video lecture & Self-study session for all students  Friday 11:00 a.m.~12:15 Zoom session for on-line only students Off-line session(Shinseggye B120) for on/off hybrid students		
Instructor	Name: Oh, Seon Ju	Department: Int'l Office Admin.	
	E-mail: seonjuoh@ewha.ac.kr	Phone: 02-3277-2778	
Office Hours/ Office Location	Students can always reach the instructor via Ewah Cyber Campus Message		

## I. Course Overview

## 1. Course Description

This course is designed to primarily provide knowledge, skills, and strategies needed for business communication in a global workplace environment. Students will learn principles of effective business communication skills through practical knowledge and interesting course activities. Course topics include introductions, small talk, communicating with large audiences, business email & letters, basic grammar & punctuation rules, APA references, and more.

## 2. Prerequisites

None

## 3. Course Format

Lecture	Discussion/Presentation	Experiment/Practicum	Field Study	Other
30%	50%	20%		%

Explanation of course format: Students are expected to actively participate in variety of class activities such as group discussion, problem solving, role-play, presentation and creating business documents. Every in-class activity product will be collected and evaluated by the instructor



#### 4. Course Objectives

To learn basic concepts and practice effective communication strategies in English for a global audience.

#### 5. Evaluation System

Midterm Exam	Final Exam	On-line Assignments (Reading comprehension & Vocabulary quizzes)	Active Participation (Zoom/Off-line Activities)	Attendance
20%	20%	30%	20%	10%

##### Explanation of evaluation system:

##### 1. Assignments/Participation:

Course activities assigned during the class should be completed by the deadline given by the instructor. Late or incomplete submissions will be given deducted points. Active participation is required.

##### 2. Midterm and final exams: Written

##### 3. Final grade will be given on the following absolute evaluation scale

95 - 100: A+

85 - 94.9: A

80 - 84.9: B+

75 - 79.9: B

70 - 74.9: C+

65 - 69.9: C

60 - 64.9: D+

55 - 59.9: D

Below 55: F

\* Students missing 1/3 of total class hours during the semester will be failed regardless of their total scores from exams, class activities, and assignments.

## II. Course Materials and Additional Readings



## 1. Textbook (Required)

Jeon, J., & Cheong, S. (2017). English for business communication. Seoul: Youngmin Pub.

## 2. Additional readings

- Guffey, M. E., Du-Babcock, B. & Lowey, D. (2015). Essentials of Business Communication: An Asia Edition (3<sup>rd</sup> Edition). Singapore: Cengage Learning \*
- Pacher, B. (2013). The essentials of business etiquette: How to greet, eat, and tweet your way to success. NY: McGraw-Hill Education. \*\*

\* Ewha library E-reserve (accessible on Ewha Cyber Campus)

\*\* Instructor's Google drive linked material

## III. Course Policies

- Global Business Communication is designed as a mixed class.  
This means 1) On-line lecture+ Off-line class or 2) On-line lecture + Zoom class
- All students must watch a pre-recorded PPT lecture and do self-study activities on the cyber campus on Tuesdays.
- Depending on the class type they choose during the registration, students meet in the real classroom on Ewha campus or in the virtual classroom via Zoom for various course activities on Fridays.
- Students who are 20 minutes late for class have responsibilities to report to the instructor. (On/Off-line students)  
Students who are not present in the real time Zoom activity session and later submit assignments only are absent (On-line only students)  
Students who do not watch the pre-recorded PPT lecture during the designated period are **absent**. (All students)  
Students who do not turn on the camera during the Zoom session are absent. (On-line only students)
- 3 times late = 1 absent
- Official excuse documentation must be presented following an absence. Please check what are "officials" in advance.
- Make-up policy: There will be no test/quiz make-up.
- Cheating: Cheating on tests and quizzes will not be tolerated in any conditions and will be reported to Academic Affairs.
- English use: Students are strongly encouraged to speak English during the class time. If students have questions and need to speak in Korean, wait until the class is over and talk to the instructor.

## IV. Course Schedule (15 credit hours must be completed.)

Week	Date		Topics & Class Materials, Assignments
Week 1	Sep 3	Zoom/Off-line	Course Orientation & Getting to know each other
	Sep 7	Video	Global Business Communication Overview (Video Lecture & Quiz #1)
Week 2	Sep 10	Zoom/Off-line	Activity Session
	Sep 14	Video	Socializing for Business (Video Lecture & Quiz #2)
Week 3	Sep 17	Zoom/Off-line	Activity Session
	Sep 21	Video	Communicating with large audiences (Video Lecture & Quiz #3)
Week 4	Sep 24	Zoom/Off-line	Activity Session
	Sep 28	Video	Business Writing: Sentences and Common Errors (Video Lecture & Quiz #4)



Week	Date		Topics & Class Materials, Assignments
Week 5	Oct 1	Zoom/Off-line	Activity Session
	Oct 5	Video	Punctuation Use in Business Writing (Video Lecture, No Quiz)
Week 6	Oct 8	Zoom/Off-line	Activity Session
	Oct 12	Video	Formal business letter format and elements (Video Lecture & Quiz #5)
Week 7	Oct 15	Zoom/Off-line	Activity Session
	Oct 19	Video	Writing business e-mails (Video Lecture & Quiz #6)
Week 8	Oct 22	Zoom	<b>Mid-term Exam (on-line, open book)</b>
	Oct 26	Video	References for Business Reports I (Video Lecture, No Quiz)
Week 9	Oct 29	Zoom/Off-line	Activity Session
	Nov 2	Video	References for Business Reports II (Related YouTube Link Watching, No Quiz)
Week 10	Nov 5	Zoom/Off-line	Activity Session
	Nov 9	Video	Effective Presentation I (Video Lecture, No Quiz)
Week 11	Nov 12	Zoom/Off-line	Activity Session
	Nov 16	Video	Effective Presentation II (Video Lecture, No Quiz)
Week 12	Nov 19	Zoom/Off-line	Activity Session
	Nov 23	Video	Effective Presentation III: (Reading Review Video Lecture & Quiz #7)
Week 13	Nov 26	Zoom/Off-line	Planning Group Presentation: Role assignment, Scheduling
	Nov 30	Video	Professionalism at Work: Business Etiquette & Ethics (Video lecture & Quiz #8)
Week 14	Dec 3	Zoom	<b>Final Exam (on-line, open book)</b>
	Dec 7	Zoom/Off-line	Group Presentation- First Day Teams (Groups to be scheduled)
Week 15	Dec 10	Zoom/Off-line	Group Presentation- Second Day Teams (Groups to be scheduled)
	Dec 14	Zoom/Off-line	Group Presentation- Third Day Teams (Groups to be scheduled)

## 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>	Extra days for submission, alternative assignments	<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.