

## Korea LBAT

**KOR 3691: Business Korean**

Instructor: Seok Bae Jang  
 Classroom: TBA, Sogang University. Korea  
 E-mail: seok.jang@modlangs.gatech.edu  
 Office Hours: M, T, Wed., Th. 2:45-3:45  
 Office #: TBA

**Class Schedule**

M, T, W, Th 9:30 pm -10:45 pm

**Materials**

1. 비즈니스 한국어\_(Business Korean). Yonsei University Korean Institute. (Published by Yonsei University Press)
2. Business Etiquette in Korea
3. Online dictionaries: <http://endic.naver.com/>

**Objectives of the Course**

This is the first of three courses in the eight-week summer study program in Korea (LBAT). KOR 3691 is an intensive, 7 weeks, 3 credit, 3<sup>rd</sup> year level proficiency based, advanced level language course to simultaneously develop listening, speaking, reading and writing skills in Korean. The student is expected to continue expanding his/her knowledge of vocabulary, grammar and sentence structures.

This course aims to develop more understanding in how Korean business and economy is conducted and what would be appropriate etiquettes when doing business in Korea.

Curriculum will be centered on selected lessons of the textbook, *Business Korean*, in addition to related supplementary material drawn from current daily Korean news and cultural websites as applicable. Topics may include: Marketing, advertising, writing cover letters, preparing for job interviews, work etiquettes in Korea, giving presentations, and so on. Several cultural or business site visits are included.

**Goal**

<b>ML PERFORMANCE GOAL #1: PROFESSIONAL COMMUNICATION</b>	
<b>ML Learning Outcome 1 : Demonstrate oral and aural proficiency in the target language</b>	KOR-36911: Students will demonstrate oral and aural proficiency at the Intermediate High or higher level on the ACTFL scale.
<b>ML Learning Outcome 2: Demonstrate effective presentation skills in the target language</b>	KOR-3691: Students will demonstrate the ability to present in class for 3-5 minutes without notes on selected topics.
<b>ML Learning Outcome 3: Demonstrate writing proficiency in the target language</b>	KOR-3691: Students will produce complex written descriptions and narrations at the Intermediate High or higher level on the ACTFL scale.
<b>ML Learning Outcome 4: Demonstrate proficiency in</b>	KOR-3691: Students will demonstrate summarizing comprehension of authentic Korean texts related to business

comprehension of authentic written texts in the target Language	related topics.
<b>ML PERFORMANCE GOAL #2: INTERCULTURAL SKILLS AND KNOWLEDGE</b>	
<b>ML Learning Outcome 5:</b> <b>Demonstrate in-depth knowledge of a <i>specific</i> target-language country or region</b>	KOR-3691: Students will show their knowledge of Korea's business culture including job application, job interview, departments and work at a company, business call, business presentation, business meeting, advertisement, marketing, & ETC.
<b>ML Learning Outcome 6:</b> Demonstrate the ability to analyze an issue from target-culture perspective(s)	KOR-3691: Students will understand sociocultural characteristics through easy authentic texts written in Korean.
<b>ML Learning Outcome 7:</b> Demonstrate critical reflection on cultural complexity and context	KOR-3691: Students will analyze and understand differences between business cultures of their own country and Korea.

### **Grade Breakdown**

Attendance	10%
Class Participation & attitude	10%
Quiz	20%
Presentation	10%
Mid-term Exam	25%
Final Exam	25%

### **Assignments and tests**

Every day, we will be asked to review the vocabulary words and grammar structure and have a quiz. You will also complete text drills every day and be expected to participate in class discussions based on class readings. You will also give one or two class presentations about Korean companies selected from the course materials and business site visits. You will also take a mid-term exam and final exam.

### **Attendance and late work**

You are expected to come to class exactly on time. Any excused and unexcused tardiness will **not** be accepted.

### **Policy on Academic Honesty**

Academic dishonesty is completely unacceptable and will not be tolerated. All persons involved in academic dishonesty will be disciplined in accordance with University regulations and procedures. Discipline may include suspension or expulsion from the University.

### **Business Site Visits**

- \*Samsung Electronics
- \*Doosan Leadership Institute
- \*POSCO
- \*Hyundai Heavy Industry
- \*LG Electronics
- \*CJ Internet & M-Net

## **Weekly Summary**

### Week 1:

Introduction

Lesson 1 구직: Searching Jobs

Lesson 2 자기소개서: Self-Introduction Letter (Cover letter)

\*Vocabulary Quiz for each lesson

### Week 2:

Lesson 3 면접: Job Interview

Lesson 4 부서와 업무: Departments and Duties at Work

Lesson 5 명함: Business Cards

\*Vocabulary Quiz for each lesson

### Week 3:

Lesson 6 회의: (Business) Meeting

Lesson 7 프레젠테이션: Presentation

Lesson 8 비즈니스 이메일: Business E-mail

\*Vocabulary Quiz for each lesson

### Week 4:

Lesson 9 게시물: Public Announcement

Lesson 10 회식: Dinning Together

Lesson 11 품질 관리: Product Quality Control

\*Vocabulary Quiz for each lesson

**\*Mid-term Exam**

### Week 5:

Lesson 12 불만 제기: To Raise Complaints

Title Names in a Company

Review for Mid-Term

\*Vocabulary Quiz for each lesson

### Week 6:

Lesson 13 고객 서비스: Customer Service (Customer Support)

Lesson 14 제품 설명하기: Explaining Products

\*Grammar: Passive and Causative Forms of Korean Verbs

Lesson 15 업무 전화: Business Phone Call

\*Vocabulary Quiz for each lesson

### Week 7:

Lesson 16 계약: Contracts

\*Class Presentation about Major Korean Companies (재벌, Conglomerate Companies)

Lesson 17 신제품 개발: Development of New Products

Lesson 18 광고: Advertisement

\*Vocabulary Quiz for each lesson

\*Department Names in a Company

**\*Final Exam**