



HANYANG UNIVERSITY

Hanyang International Summer School

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	Home University	Hanyang University				
	Department	English Language and Literature Department				
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Course Information	Class No.	18041	Course Code	PER2033	Credits	3
	Course Name	Global Business Communication				
	Lecture Schedule	Tue-Fri/ 09:00~12:00				
	Course Description	<p>Students will learn the techniques and processes involved in writing, speaking and planning effectively for global business. They will learn about business correspondence, business plans, CV's, Cover letters and Email etiquette as well as taking proper minutes. Also, they will develop presentation skills by writing reports and then adapting them for oral presentations as well as creating and presenting their own business plans (by creating their own company to practice and apply the skills and "senses" we will talk about that are necessary to creating and running a good business (or organization) for the 21st century and beyond. Finally, they will learn to conduct and participate in meetings, Interviews and other common business situations. Proper language usage will be emphasized throughout the course, as will individual and group work. Course content will include Quizzes, Presentations, and Interviews among others.</p>				
	Course Objective	<p>Main Goals: To create and pitch an original business plan to potential investors. To create effective CV's, Cover Letters, Business Plans and SWOT analyses. To develop the necessary presentation, writing and speaking skills for a 21st century business environment.</p>				
	Prerequisite	<ul style="list-style-type: none"> - Knowledge of Presentations and Business/Job Skills would be assets but are not essential. 				
	Materials/Textbooks	Workbook (required) and "A Whole New Mind" by Daniel H. Pink (suggested but not required).				
Evaluation	Attendance	10%	Quiz	20%		



	Assignment	15%	Mid-term Exam	%	
	Presentation	20%	Final Exam	%	
	Group Project	25%	Participation	10%	
	Etc.	Evaluation Item		Ratio	
		%			
		%			
Daily Lecture Plan	Week 1	Day 1	Class outline & Needs Assessments /What is Communication?		
		Day 2	Business Communication		
		Day 3	What is a startup CEO?/ The CV		
		Day 4	Cover Letter/Video CV/Quiz 1		
	Week 2	Day 1	One Page Business Plan/SWOT		
		Day 2	Video CVS/PowerPoint and Presentations- The Basics/CEO Mock		
		Day 3	Presentations (Quiz 2)		
		Day 4	CEO Presentations/CEO's Choose Dream Teams/Business Writing		
	Week 3	Day 1	Design (Balancing Logic and Art)		
		Day 2	Story (We are our Stories)		
		Day 3	Symphony (See the Big Picture)		
		Day 4	Empathy (You can only really know another when you walk a mile in their shoes) (Quiz 3)		
	Week 4	Day 1	Play (Enjoyment is key to good work and good life)		
		Day 2	Meaning (We all need a purpose to our lives)(Quiz 4)		
		Day 3	Final Company Presentations/Wrap Up		
		Day 4	Graduation		