



# The University of Suwon

## International Business Communication

Autumn 2019

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**Office Hours:** Monday:  
Tuesday:  
Wednesday:  
Thursday:

#### Course introduction

This course is designed to enhance students' competence and understanding of international and intercultural business communication.

#### Course objectives

After completing the course, students are expected to:

- develop awareness of business communication in different parts of the globe;
- learn and develop cultural intelligence – how to adapt the message, tone and style to various situations, communication channels, contexts and cultures;
- compare and contrast different business cultures;
- learn and understand ethical dilemmas and cross-cultural challenges in negotiation; and
- analyze situations in the international business using relevant cases and scenarios in relation to communication.

#### Course language

This course is taught completely in English.

#### Course format

This course is a three-hour in class learning.

#### Course guidelines, requirements and expectations

All students must:

- use the required text/material and download or prepare any other materials required by the teacher;
- act respectfully and courteously in class at all times;
- place all handphones on **silent** and **do not use them** unless asked to by the teacher;

- be on time and be prepared;
- attend and participate actively in all classes; and
- complete all required readings, assignments and exams.

## References/Materials

Intercultural Business Communication, Lillian Chaney and Jeanette Martin, 6<sup>th</sup> ed. 2014, Pearson

Communicating Globally (Intercultural Communication and International Business), W. Schmidt, R. Conaway, S. Easton, W. Wardrope, 2007, Sage Publications

Other internet materials

## Course website

<http://canvas.suwon.ac.kr>

## Course policies

To complete a course, students must attend at least 75% of classes. That is, if students miss a course **more than four times**, they will fail the course.

### Absences:

- There are NO excused absences unless the reason is valid

### Lateness:

- 3 times late = 1 absence.
- Students who arrive late should tell the teacher if attendance has already been checked.

### Assessment:

- Missing any assessment (major exam: midterm or final) will result in an automatic F for the course.
- Evaluation will be by class participation, presentation, quizzes, seatwork, homework, attendance, attitude and major exams
- Makeup exams are allowed but will be docked points.
- Cheating, plagiarism included will not be tolerated and will result in an automatic F for the course.

### Grading:

- Presentations / quizzes (note: quizzes on topics already discussed in class will be announced or unannounced): 25%
- attendance / attitude / participation/ homework: 25%
- Midterm assessment: 25%
- Final assessment: 25%
- Total 100%

**NOTE:** The course will be graded on a curve ( A:30%, B:40%, C, D, F:30%).

## International Business Communication Autumn 2019

Date	Lesson Content	Case Analysis/ Quiz/ Presentation/ Seatwork/	Homework/ Additional Readings
Week 01:	Orientation		
Week 02:	The Nature of Intercultural Communication		
Week 03:	Contrasting Cultural Values		
Week 04:	Cultural Shock		
Week 05:	Language		
Week 06:	Verbal and Nonverbal Communication Patterns		
Week 07:	Global Etiquette		
<b>Week 08: Oct 17-23</b>		<b>Midterm assesment</b>	
Week 09:	Business and Social Customs		
Week 10:	Doing Business in North America		
Week 11:	Doing Business in Latin America and the Caribbean		
Week 12:	Doing Business in East Asia and the Pacific Rim		
Week 13:	Doing Business in Europe		
Week 14:	Doing Business in Africa and the Middle East		
<b>Week 15: Dec 5-11</b>		<b>Final assessment</b>	
Week 16: Dec 12-18	Make-up week		

**NOTE:** The course content listed above is subject to change.