



The University of Suwon
Global Business Communication
Spring - 2017
Professor Yolanda Mathews

Office Location: IC Office (Above Shinhan Bank)

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Class Location and Time: TBA

Office Hours:

TBA

Course Introduction

With the globalization of the world economy and the increasing number of intercultural corporations, global business continues to become more important. It is imperative for current and future managers as well as anyone working in a cross-cultural context. Having the ability to be aware and sensitive to the differences encountered in intercultural communication is imperative for business persons, government leaders, and educators to maintain a competitive position in the world economy. This class would benefit a variety of majors, including business, international relations, political science, journalism, and law.

How Can This Class Benefit You?

Students in this course will examine practical guidelines and information on how to conduct business and negotiations across countries, understanding the intricacies of English business writing from different country perspectives, gaining insight into world economic, political, and social systems, and presenting themselves and their business in a manner that is appropriate and acceptable in various countries around the world.

This class will benefit students by teaching them how to effectively strengthen relationships and settle differences in English in a cross-cultural context. They will develop a thorough understanding of the international business communication process in various societies around the world, specifically examining the following:

- Contrasting Cultural Values
- Cultural Shock
- Language

- Oral and Nonverbal Communication Patterns
- Written Communication Patterns
- Global Etiquette
- Business and Social Customs
- Intercultural Negotiation Process
- Intercultural Negotiation Components
- Laws Affecting International Business and Travel

Through application of the principles and techniques introduced in this class, students will become proficient in managing diversity, both cross nationally and internationally.

Class Activities

- Lecture, explanation, and discussion
- Practice exercises and instructional videos
- Cultural exercises and having fun!

Required Materials

We will **not** be utilizing a textbook for this course. The course syllabus, presentation outlines, homework assignments, and supplementary materials may be accessed on [Blackboard](#).

Technical Problems with Blackboard

If you have trouble with Blackboard, contact me via email immediately. I will respond within 24 hours.

Online Participation

On Blackboard, students become responsible for watching all lectures and assigned videos, completing assignments, and participating actively in the discussion board. Students are expected to be active and take responsibility for starting discussions and asking questions. Therefore, I encourage you to get to know the other students in the online class. I read every posting and will publicly comment or send you a personal note by email to comment on your posting. Online attendance will be linked to the completion of your weekly quizzes.

Blackboard Discussion Board

Each student is expected to contribute weekly to the Blackboard discussion board. Comments and/or questions will be posted weekly. Student responses will be evaluated based on content, thoughtfulness and length. Discussion assignments will be graded as follows: exceptional, pass, fail.

Exams

This course has two exams:

The midterm and final exams will consist of written multiple-choice, true and false, and fill-in-the-blank questions. **In accordance with Suwon University policy, exams will take place ON CAMPUS.** I will notify students of the computer lab location and time prior to the exam dates.

Class Policies

Late assignments will be accepted with a loss of two grade levels to the work completed.

Grading

Class attendance and participation will consist of a large portion of the student's final grade. The course grade breakdown is as follows:

Midterm Exam = 25%

Final Exam = 25%

Quizzes = 25%

Discussions = 25%



Course Schedule: International Business Communications

DATE	LEARNING OBJECTIVES	HOMEWORK (10%)
Week 1 March 6-12, 2017	Course Introduction/Syllabus Review	
Week 2 March 13-19, 2017	Business Etiquette Icebreaker: Getting to know your peers Review the “Week 2 Blackboard Tutorial Videos.”	Homework 1 (quiz and discussion board/wiki)
Week 3 March 20-26, 2017	Intercultural Communication part 1	Homework 2
Week 4 March 27-April 2, 2017	Intercultural Communication part 2	Homework 3
Week 5 April 3-9, 2017	Universal Systems part 1	Homework 4
Week 6 April 10-16, 2017	Universal Systems part 2	Homework 5
Week 7 April 17-23, 2017	Global Business Etiquette:	Study for Midterm Exam
Week 8 April 24-30, 2017	Midterm Exam (25%)	
Week 9 May 1-7, 2017	Contrasting Cultural Values and Culture Shock	Homework 6
Week 10 May 8-14, 2017	Oral and Nonverbal Communication Patterns	Homework 7
Week 11 May 15-21, 2017	Business and Social Customs	Homework 8

Week 12 May 22-28, 2017	Written Communication Patterns	Homework 9
Week 13 May 29- June 5, 2017	Intercultural Negotiation Components	Homework 10
Week 14 June 6-12, 2017	Laws Affecting International Business and Travel	Prepare for your final exam. Good Luck!
Week 15 June 13-19, 2017	FINAL EXAM (25%)	
Week 16 June 20-26, 2017	Makeup Class	Happy Summer Vacation!

