



**The University of Suwon**  
**Global Business Etiquette ONLINE CLASS**  
**Spring - 2017**  
Professor Yolanda Mathews

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**Class Location and Time:** TBA

**Office Hours:**

TBA

### **Course Introduction**

Millions of dollars are lost every year by companies due to the lack of knowledge of correct global business etiquette. Luckily, manners and proper behaviors can be learned. In this class, we will examine the customs, conduct, and manners of people in other countries and simulate real-life culture and etiquette situations. Additionally, we will become familiar with proper international gestures and other nonverbal communicators. Pronunciation and vocabulary development will be addressed within the context of these activities.

### **Benefits for Students**

This class will benefit students by providing them with proper knowledge of global business etiquette in order to develop more successful international encounters and lasting positive impressions on people from other cultures. Furthermore, students will develop cultural sensitivity: the ability to recognize and determine cultural differences, learn about those cultural differences, and respond appropriately in new settings.

Finally, students will develop a deeper understanding of the culture and etiquette practices of leading business-producing cultures around the world. Specifically, students will examine:

- Language, greetings, and introductions
- Cultural attitudes, behaviors, and customs
- Socializing and conversational customs and manners
- Oral and written communication customs and etiquette
- International negotiation etiquette
- Etiquette for international business women
- Cross-cultural etiquette on the World Wide Web

Students equipped with this knowledge are usually perceived as more confident and likable, attributes desirable to employers and peers, and ultimately more successful in business dealings.

### **Class Activities**

- Lecture, explanation, and discussion
- Practice exercises and instructional videos

- Online presentation work and discussion board contribution
- 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 / Wikis**

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

### **Exams**

This course has 2 exams:

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

### **Grading**

Class attendance and participation will consist of a large portion of the student's final grade.

The course grade breakdown is as follows:

<b>Online Participation</b>	= 25%
<b>Midterm Exam</b>	= 25%
<b>Final Presentation</b>	= 25%
<b>Quizzes</b>	= 25%

## Course Schedule: Global Business Etiquette (GBE)

DATE	LEARNING OBJECTIVES	HOMEWORK
<b>Week 1</b> March 6-12, 2017	Course Introduction/Syllabus Review	
<b>Week 2</b> March 13-19, 2017	Business Etiquette Icebreaker: Getting to know your peers  Blackboard Orientation Tutorials	Blackboard Orientation Videos and Quiz
<b>Week 3</b> March 20-26, 2017	Self-Introductions, Cultural Awareness	Quiz 1 Discussion Board/Wiki Assignment #1
<b>Week 4</b> March 27-April 2, 2017	Language, Greetings, and Introductions 1	Quiz 2 Discussion Board/Wiki Assignment #2
<b>Week 5</b> April 3-9, 2017	Language, Greetings, and Introductions 2	Quiz 3 Discussion Board/Wiki Assignment #3
<b>Week</b> April 10-16, 2017	Cultural Attitudes, Behaviors, and Customs I	Quiz 4 Discussion Board/Wiki Assignment #4
<b>Week 7</b> April 17-23, 2017	Cultural Attitudes, Behaviors, and Customs II (country-specific information)	Quiz 5 No Discussion Board/Wiki Assignment Study for Midterm Exam
<b>Week 8</b> April 24-30, 2017	<b>Midterm Exam (25%)</b>  <b>Exam must be taken on campus</b>	No Homework --Relax
<b>Week 9</b> <b>May 1-7,</b> 2017	Cultural Marketing Blunders and Tips	Quiz 6 Discussion Board/Wiki Assignment #5
<b>Week 10</b> <b>May 8-14,</b> 2017	Conversational Customs	Quiz 7 Discussion Board/Wiki Assignment #6
<b>Week 11</b> <b>May 15-21,</b> 2017	Writing Etiquette	Quiz 8 Discussion Board/Wiki Assignment #7
<b>Week 12</b> <b>May 22-28,</b> 2017	Dining Etiquette	Quiz 9 Discussion Board/Wiki Assignment #8

<b>Week 13</b> May 29-June 4, 2017	International Negotiation Etiquette	Quiz 10 Discussion Board/Wiki Assignment #9
<b>Week 14</b> June 5-11, 2017	Dress & Appearance	No Quiz No Discussion Board/Wiki Assignment Study for Midterm Exam
<b>Week 15</b> June 12-16, 2017	<b>FINAL EXAM... (25%)</b> <b>Exam must be taken on campus</b>	Good Luck!
<b>Week 16</b> June 19-23, 2017	Makeup Class	Happy Summer Vacation!

