



The University of Suwon
Global Business Etiquette
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

- Group presentation and pair work
- Cultural exercises and having fun!

Class Policies

- Hand phones may NOT be used for conversations in the classroom. Please take calls outside.
- Late assignments will be accepted with a loss of two grade levels to the work completed.
- All students will **try their best** to speak English in class.

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**.

***STUDENTS WILL BE RESPONSIBLE FOR PRINTING AND BRINGING TO CLASS ALL NECESSARY MATERIALS (syllabus/presentation outlines/assignments).**

Assignments

Each student is expected to complete the weekly homework assignment, which will prepare him/her for in-class simulations. Homework will be graded as follows: exceptional, pass, fail.

Exams

This course has 2 exams:

- The midterm exam will consist of a written multiple-choice and fill-in-the-blank exam.
- The final exam will require students, in teams, to give a presentation regarding the culture and etiquette practices of a particular region of the world.
- Missing any exams results in an automatic **F** for the class.
- Makeup exams are allowed on a case-by-case basis, but will be docked points.

Tardiness

- Late for more than the first **10 minutes** of class = tardy
- 3 times tardy (late) = 1 unexcused absence.

Grading

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

Attendance/Participation	= 25%
Midterm Exam	= 25%
Final Presentation	= 25%
Weekly Quizzes/Homework	= 25%

Course Schedule: Global Business Etiquette (GBE)

DATE	LEARNING OBJECTIVES	HOMEWORK
Week 1 March 6-12, 2017	Course Introduction/Syllabus Review	
Week 2 March 13-19, 2017	Business Etiquette Icebreaker: Getting to know your peers	
Week 3 March 20-26, 2017	Self-Introductions, Cultural Awareness	Assignment 1
Week 4 March 27-April 2, 2017	Language, Greetings, and Introductions 1	Assignment 2
Week 5 April 3-9, 2017	Language, Greetings, and Introductions 2	Assignment 3
Week April 10-16, 2017	Cultural Attitudes, Behaviors, and Customs I	Assignment 4
Week 7 April 17-23, 2017	Cultural Attitudes, Behaviors, and Customs II (country-specific information)	Assignment 5
Week 8 April 24-30, 2017	Midterm Exam (25%)	No Homework --Relax
Week 9 May 1-7, 2017	Cultural Marketing Blunders and Tips	Assignment 6
Week 10 May 8-14, 2017	Conversational Customs	Assignment 7
Week 11 May 15-21, 2017	Writing Etiquette	Assignment 8
Week 12 May 22-28, 2017	Dining Etiquette	Assignment 9
Week 13 May 29-June 4, 2017	International Negotiation Etiquette	Assignment 10
Week 14 June 5-11, 2017	Dress & Appearance	Assignment 11

Week 15 June 12-16, 2017	FINAL EXAM... (25%)	Good Luck!
Week 16 June 19-23, 2017	Makeup Class	Happy Summer Vacation!

