



Sungkyunkwan University (SKKU) International Summer Semester (ISS) 2020

Corporate Communications

Prof. Ray T. Hartman, Sungkyunkwan University

SHORT COURSE DESCRIPTION

This course examines the different levels of communication such as intrapersonal, interpersonal, group, intercultural, and organizational that one is likely to encounter in a corporate context. The course provides students with a mixture of theory, discussion, and practice.

READING MATERIALS

Reading materials will be provided one week prior to the beginning of ISS, and they can be found when clicking the link below. Completing the assigned readings is not mandatory. However, to better aid in your comprehension of the course content and contribution to class discussion, you are strongly encouraged to complete assigned readings prior to class.

https://skku0-my.sharepoint.com/:f/g/personal/rayhartman_skku_edu/EjU-NmqhUThLouSVrrSoY3wBGIBDLml6M2uAUvFs5O4aeg?e=1PtktM

COURSE REQUIREMENTS AND GRADING

All ISS classes are pass/fail based on the student academic achievement evaluated by grades on a scale of 100 points (grade of 60 or above is Pass). **SKKU regulations require students to attend at least 80% of all classes.** Moreover, you are responsible for exhibiting proper standards of academic integrity. Academic dishonesty, which includes but is not limited to cheating or plagiarizing, can result in you automatically failing the course. Your grade will be based on the following assessments.

35% - Class participation and group discussion

35% - Group presentation

30% - Quizzes

COURSE SCHEDULE

– WEEK I –

Thursday (25 June)

Communicating in Contemporary Organizations

Friday (26 June)

Understanding the Managerial Communication Process

– WEEK II –

Monday (29 June)

Communicating with Technology

Tuesday (30 June)

Managing Meetings and Teams

Wednesday (1 July)

Making Presentations

Thursday (2 July)

Communicating Visually

– WEEK III –

Monday (6 July)

Writing in the Workplace

Quiz 1 on managing in contemporary organizations and communicating with groups.

Tuesday (7 July)

Writing Routine Messages

Wednesday (8 July)

Writing Reports and Proposals

Thursday (9 July)

Listening

– WEEK IV –

Monday (13 July)

Communicating Nonverbally

Tuesday (14 July)

Communicating Across Cultures

Wednesday (15 July)

Managing Conflict

Quiz 2 on writing as a manager and understanding messages.

Thursday (16 July)

Negotiating

Friday (17 July)

Group Presentations (Asia Entertainment Case Study)