



Sungkyunkwan University (SKKU) International Summer Semester (ISS) 2019

## Communication Management Strategies

Asst. Prof. Daniel T. Kleven, Sungkyunkwan University

dan.kleven@gmail.com

### SHORT COURSE DESCRIPTION

---

This course will focus on the communication challenges that are present in a globalized business environment. Verbal and non-verbal communication will be a priority for various presentations, discussions, and group work. Students will learn techniques and styles to be more confident and effective speakers in formal & informal situations.

### READING MATERIALS

---

*Presence* by Amy Cuddy (Available as an ebook via the kindle app on Amazon.com)

*Difficult Conversations* by Harvard Business Review Press (Available as an ebook via the kindle app on Amazon.com)

\*This class will read a few chapters of each book. No reading will be required before the class.

### COURSE REQUIREMENTS AND GRADING

---

Students will be expected to participate in class discussions, group work, and presentations. This course is pass/fail, but students will still be expected to earn a passing (60% or above) grade.

Class participation	30%	Quizzes	20%
Presentations	50%	*Course grading subject to change	

Students are expected to attend all classes and arrive on time. According to SKKU policy, four (4) unexcused absences results in automatic failure.

Late Arrival – Show up after attendance // Two (2) late arrivals equals an unexcused absence

Academic Integrity: Plagiarism and/or cheating are not acceptable. All of your work must be YOUR work. Do not copy, borrow, or steal any work from another source such as a friend, book, website, newspaper, journal without proper reference. If a student is caught plagiarizing, it is an automatic failure (grade: 0%) on the assignment and possibly the class.

### COURSE SCHEDULE (Tentative)

---

#### – WEEK I –

Introduction to the course  
Presentation: Self-introduction  
Reading *Presence* / group discussions  
Presentation: Introducing other people

#### – WEEK II –

Business Small Talk  
Non-verbal Communication  
Reading *Presence* / group discussions  
Reading *Difficult Conversations* / group discussions  
Quiz 1

#### – WEEK III –

Elevator Pitch / Networking  
Storytelling for the next level  
Lecture / Group Discussion  
Presentation – 1-minute elevator pitch  
Quiz 2

#### – WEEK IV –

Visual Aids for presentations  
Lecture / Group discussion  
Workshop  
Group Presentation