



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

Corporate Communication

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SHORT COURSE DESCRIPTION

This course will focus on the types & levels of communication and each role in a corporate context. This course will use a variety of communication skills such as oral, verbal, non-verbal, and written for various tasks and responsibilities that one may face in a corporate work environment.

READING MATERIALS

Managerial Communication by Reginald L. Bell & Jeanette S. Martin (available as an ebook via the kindle app on Amazon.com)

Presence by Amy Cuddy (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

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

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 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 –	– WEEK III –
Introduction to the course	Elevator Pitch / Networking
Self-introduction	Storytelling for the next level
The Nature of Managerial Communication	Lecture / Group Discussion
Lecture / group discussion	Presentation – 1-minute elevator pitch
Presentation: Self-Introduction	Quiz 2
– WEEK II –	– WEEK IV –
The Managerial Communication Process	Visual Aids for presentations
What is Presence?	Lecture / Group discussion
How to Pose for Presence	Workshop
Lecture on non-verbal communication / group discussion	Group Presentation
Quiz 1	