Sungkyunkwan University (SKKU) International Summer Semester (ISS) 2018

Communication Management Strategies

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SHORT COURSE DESCRIPTION

The purpose of this course is to prepare students for the communication challenges that they would face in a globalized business environment. With a focus on non-verbal communication, students will learn how to build confidence to become more powerful and effective speakers in both conversation and in public speaking/oral presentations.

READING MATERIALS

"Presence" by Amy Cuddy (available as an ebook via the kindle app on Amazon.com)
"So Smart But…" by Allen Weiner (available as an ebook via the kindle app on Amazon.com)

*We will be reading a few chapters from each book during the course. You are not required to read any material before the course.

COURSE REQUIREMENTS AND GRADING

Class participation 30%	Presentations 20%
Final Presentation 30%	Quizzes 20%

*This class will be a mix of both theoretical learning and praxis.

TENTATIVE COURSE SCHEDULE

– WEEK I –
Introduction to course
Presentation 1: Introducing people and ourselves
Quiz 1 on Presence (two chapters)

– WEEK II –
Business Small Talk
Learning the principles of non-verbal communication
Presentation 2: business small talk (2 minutes)
Quiz 2 on So Smart But… (two chapters)

– WEEK III –
Elevator Pitches (Networking)
Networking in multiple cultures
Elements of story telling for networking
Presentation 3: one minute elevator pitch on your personal story
Quiz 3 on elevator pitches

– WEEK IV–
Using powerpoint and media for presentations
Final Presentation (group) using powerpoint on a case study