



Korea University International Summer Campus (KU ISC) 2018

Embark on a unique summer

June 26, 2018 ~ August 2, 2018

ISC300A – Business Communication

I . Instructor

Professor	: William Walker
E-mail	: williamtimothywalker@hotmail.com
Home Institution	: Concordia University
Office	: To be determined
Office Hours	: To be determined

II. Textbook

Required Textbook	: All the readings will be combined in one electronic Pdf file and made available to students prior to the first class session.
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III. Course Description and Objectives

This course is designed to enable students to develop their authentic voice, communicative effectiveness, and influence across diverse communication situations in day to day organizational contexts. Students will learn and practice essential oral communicative skills through contexts including meetings, presentations, interviewing, coaching, networking, facilitation, sales, conflict resolution, team leadership, and performance management. Business communication theory explored in the course will be immediately applicable to students and set the stage for ongoing communication mastery throughout their professional lives.

Course Objectives

The course as a whole, aims to:

- Provide students an understanding of the diverse contexts and mediums that are necessary to ensure professional and organizational performance.
- Give students basic working theories for effective communication across several business communication mediums.
- Provide students opportunities to practice and develop skill and confidence in business communication in key professional contexts.
- Introduce students to cutting-edge insights and theories on business communication to increase awareness and be current with communication developments.
- Enable students to understand and take ownership of the power of their voice and the degree to which their communication can impact their progress and the progress of others they work with.

Instructional Approach

This course will emphasise a balance of theory and practice and use the following instructional and learning tools:

- Brief lectures
- Short guest speaker presentations, including leading communication experts
- Concrete communication examples from the professor's professional experience
- Role-playing, scenario-playing, and mock meetings
- Instructor facilitated class discussion
- Peer coaching practice

IV. Grading

Attendance	: 5 %
Career Branding Exercise	20 %
Final Team Action Learning Presentation	: 30 %
Career Branding Presentation	: 30 %
Participation	: 15 %
TOTAL	: 100 %

V. Class Outline

Date	Topic	Readings & Assignments
June 26 (Tue)	Orientation Day	N/A
June 27 (Wed)	Introduction to Business Communication, Course Expectations and Assignments Clearly Defined	
June 28 (Thu)	Basic Peer and Leadership Coaching Skills Course Coaching Partner Identification	Chapter 4. Jay, M (1999). <i>Coach2 the Bottom Line</i> . Trafford Press.
June 29 (Fri)	Networking Theory and Practice	Article. Lin and Lu (2011). <i>Why People Use Social Networking Sites</i> . Computers in Human Behaviour. . Vol., 27, Iss. 3, p. 1152-1161. Guest Lecture, President of Executive Branding Company
July 2 (Mon)	Facilitating Meetings: Theory and Practice	Chapter 8 and 9. Hogan,C. (2002). <i>Practical Facilitation. A Toolkit of Techniques</i> . Kogan Press.
July 3 (Tue)	Team Leadership Communication: Theory and Practice	Chapter 2. Willink and Babin (2015). <i>Extreme Ownership</i> . St. Martin's Press.

July 4 (Wed)	Sales Communication: Theory and Practice	Article. Fogel et al. (2012). <i>Teaching Sales</i> . Harvard Business Review.
July 5 (Thu)	Communicating for Performance Management: Principles of Clear and Efficient Communication	Prologue. Jay, M (1999). <i>Coach2 the Bottom Line</i> . Trafford Press.
July 9 (Mon)	Conflict Resolution: Theory and Practice Part 1	Chapter 1 and 2. Kahane, M. (2017). <i>Collaborating with the Enemy</i> . Berrett-Koehler.
July 10 (Tue)	Conflict Resolution: Theory and Practice Part 2	Chapter 3 and 5. Kahane, M. (2017). <i>Collaborating with the Enemy</i> . Berrett-Koehler.
July 11 (Wed)	Presentation Planning and Skills	Chapter 1 and 2. Hogan,C. (2002). <i>Practical Facilitation. A Toolkit of Techniques</i> . Kogan Press.
July 12 (Thu)	Presentation Skills Practice	Chapter 3. Hogan,C. (2002). <i>Practical Facilitation. A Toolkit of Techniques</i> . Kogan Press.
July 16 (Mon)	Career Branding Presentations	Career Branding Exercise Due
July 17 (Tue)	Interviewing Skills	Article. Fernandes (2017). <i>Interview Skills That Will Get You Hired</i> . Business News Daily.
July 18 (Wed)	Interview Mock Practice	N/A
July 19 (Thu)	Introduction to Team Action Learning Projects and Identification of Group Members and Selection of Case Topic * Projects provide practice and integration of various business communication skills. Teams present solutions in Final Presentations.	Article. Goldsmith (2008). <i>Action Learning: A Recipe for Success</i> . Harvard Business Review.
July 23 (Mon)	Working Class: Team Action Learning Projects	In class mentoring and supervision by professor
July 24 (Tue)	Working Class: Team Action Learning Projects	In class mentoring and supervision by professor
July 25 (Wed)	Working Class: Team Action Learning Projects	In class mentoring and supervision by professor
July 26 (Thu)	Working Class: Team Action Learning Projects	In class mentoring and supervision by professor
July 30 (Mon)	Working Class: Team Action Learning Projects	In class mentoring and supervision by professor
July 31 (Tue)	Working Class: Team Action Learning Projects	In class mentoring and supervision by professor
Aug 1 (Wed)	Final Team Action Learning Presentations	
Aug 2 (Thu)	Final Team Action Learning Presentations	