



HANYANG UNIVERSITY

2018 HIWS Syllabus (Business Communication)

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Description: This is a project-based class that allows for student-directed learning of the communication skills needed to be successful in the modern business world. The goal of the class is to simulate real world situations in which students will need to communicate their ideas in a clear and orderly fashion. It is best to think of this class as one long continuous project that attempts to mimic the order of communication found in a business environment. From emailing business partners, to discussing preliminary arrangements on the phone, to running meetings/negotiations and writing executive summaries of the results.

Objective: By the end of this course, students will be able to do the following in a business setting:

- Draft executive summaries & reports
- Write and send formal emails
- Give and receive professional phone calls
- Attend and conduct meetings

Preparations: A basic level of English reading, writing, and speaking are required. Materials will be provided throughout the course.

Schedule:

	Executive Summaries & Reports
	- Writing Strategies
	- Identifying Important Information
	- Simplified Data Analysis
	- Summary Writing
Week 1	
	Formal Emails
	- Greetings and Signatures
	- Email Etiquette
	- Using Active Language
	- Rules of Formatting and Punctuation
	Professional Phone Conversations
Week 2	
	- Call Structure
	- Making Appointments
	- Leaving and Taking Messages

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- Making and Receiving Complaints Business Meetings

Business Meetings

- Agenda Writing
- Interrupting and Asking for Clarification
- Meeting Management
- Proposing Action Points

Evaluation:	Attendance & Participation	Executive Summaries & Reports (%)	Formal Emails (%)	Professional Phone Conversations (%)	Business Meetings. (%)	Final Exam (%)
	20	15	15	15	15	20