COURSE DETAIL

BUSINESS COMMUNICATION
Country Korea, South
Host Institution Yonsei University
Program(s) Yonsei University
UCEAP Course Level Lower Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 71
UCEAP Course Suffix
UCEAP Official Title BUSINESS COMMUNICATION
UCEAP Transcript Title BUSINESS COMM
UCEAP Quarter Units 4.50
UCEAP Semester Units 3.00

Course Description

This practical course builds the communication skills needed to succeed in today's competitive marketplace. It requires regular attendance as much of the of class time is spent working in groups to apply principles and strategies discussed in the course readings. The goals of this course are to competently handle business communication situations requiring such qualities as tactfulness, firmness, persuasiveness, and ethical behavior; to communicate in a responsible professional manner; to communicate in a concise, clear, intelligent manner; to operate in team-based projects in a competent, cooperative and constructive manner; to give oral presentations, either extemporaneous or impromptu, that are well-organized, clear, and understandable; and that use effective visuals; to demonstrate knowledge of the purpose, content, organization, and format of proposals and recommendation reports; to produce written documents that are free of errors; to format written documents that are easy to read and that are professional looking; to analyze communication situations and audiences to make choices about the most effective and efficient way to communicate and deliver messages; to provide feedback, accept feedback, and use feedback to improve communication skills; to write business documents that are grammatically correct and use appropriate business style; and to develop effective interpersonal communication skills.

Language(s) of Instruction
English

Host Institution Course Number
BIZ3158

Host Institution Course Title
BUSINESS COMMUNICATION

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business Administration

Course Last Reviewed
2022-2023

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