

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 Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business Administration

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