

COURSE DETAIL

BUSINESS COMMUNICATION

Country

Taiwan

Host Institution

National Taiwan University

Program(s)

National Taiwan University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication

UCEAP Course Number

105

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

Evolving management practices and the proliferation of an online, interconnected, global business world have led to greater interaction between employees, management, clients, and the public at a global and intercultural level. These include written correspondence with clients; messages targeting mass public audiences; critical business and product presentations, and event self-presentation. It is no surprise that Business Communications skills are listed as a top workplace skill by employers and recruiters. This course aims to develop written and spoken communication proficiency for various scenarios in the business setting.

Language(s) of Instruction

English

Host Institution Course Number

GMBA5031

Host Institution Course Title

BUSINESS COMMUNICATION

Host Institution Campus

Host Institution Faculty

Management

Host Institution Degree

GLOBAL MBA

Host Institution Department

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