



Korea University International Summer Campus (KU ISC) 2024

Embark on a unique summer

June 26, 2024 ~ August 1, 2024

ISC300A – [Online Only] Business Communication

I. Instructor

Professor	:	Dr. Carl O. Gunnlaugson
E-mail	:	gunnlaugson@hotmail.com
Home Institution	:	Université Laval
Class Time	:	10:50 – 12:30 KST
Office	:	To be determined
Office Hours	:	To be determined

II. Textbook

Required Textbook	:	All the readings will be available as Pdf files and made available to students prior to the first class.
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III. Course Description and Objectives

In today's global organization, the effectiveness and overall success of today's leader and manager strongly depends on their ability to communicate effectively. Business Communication is a theory-based, practice-driven course that introduces students to a wide cross section of ideas, practices and principles to improve their existing communication.

The online course as a whole is designed to enable students to develop skills in empowering their authentic presence to build communicative effectiveness and influence with communication situations in day to day organizational contexts.

Through Zoom meetings, students will learn about and practice essential communicative skills through a range of exercises and assignments. Communication processes will focus more in depth with effective speaking and listening in conversation, non-verbal communication, conflict management, cross cultural and team communication, coaching, among other themes.

This entirely online course aims to introduce students to the skills to build effective, creative and meaningful communication in one on one, groups, teams and organizations. The course adopts innovative perspectives across different contexts of interpersonal and group communication.

Different approaches to generative and creative methods of communication will be explored throughout the course. 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 online course as a whole, aims to:

- Provide students an understanding of the diverse contexts and processes of communication that are necessary to ensure professional and organizational performance.
- Offer students working theories for understanding effective communication across several business communication contexts.
- Provide students opportunities to practice and develop skill and confidence with business communication in different professional contexts.
- Introduce students to cutting-edge insights and theories on business communication to increase awareness and knowledge with communication developments.

The online course more specifically, aims to:

- Enable students to understand how to engage their speaking and listening as a toolset for communication mastery and influence
- Be aware of communication opportunities for influence within organizational culture
- Effectively interpret and proactively influence dynamics of conversation within organizations
- Discover conversation as a foundational leadership tool for empowering others and effecting positive change in organizations
- Recognize opportunities for potential applications of concepts and theories of communication in leadership contexts.

Instructional Approach

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

- Online Lectures
- Instructor facilitated class discussion by Zoom
- Communication skill development based on the professor's research and professional experience
- Peer Coaching Exercises by Zoom

IV. Grading

Class Participation	:	20 %
Mid Term Reflective Exam	:	30 %
Final Team Presentation	:	50 %
TOTAL	:	100 %

V. Class Outline

Date	Topic	Readings & Assignments
June 26 (Wed)	Orientation Day	
June 27 (Thu)	Introduction to Business Communication, Course Expectations and Assignments Clearly Defined	In Class - Zoom
June 28 (Fri)	Peer Coaching Lab – Part 2 Course Coaching Partner Identification	Reading: <i>Cultivate the Mind-Set and Skills to Coach Effectively (Frankovelgia)</i>
July 1 (Mon)	Communicating with Presence	Reading: <i>Owning the Room_Establishing Your Leadership Presence (Moore)</i>
July 2 (Tue)	Effective Speaking	Reading: <i>Speak More Effectively (Carnegie & Associates)</i>
July 3 (Wed)	Effective Listening	Reading: <i>Radical Listening: Less Talk, More Leadership (Heneghan)</i>
July 4 (Thu)	Non-Verbal Communication	Reading: <i>How to become effective in non-verbal communication (Toastmasters International)</i>
July 5 (Fri)	Email Communication	Reading: <i>Writing Professional Emails in the Workplace (University of Waterloo)</i>
July 8 (Mon)	Communicating on Social Media	Reading: <i>Is Social Media Sabotaging Real Communication? (Tardanico)</i>
July 9 (Tue)	Conflict Management	Reading: <i>How Management Teams Can have a Good Fight (Eisenhardt)</i>
July 10 (Wed)	Cross Cultural Communication	Reading: <i>Cross Cultural Communication: A Model for a New Pattern of Relating (Katonah et. al)</i>
July 11 (Thu)	Team Communication	Reading: <i>Teamthink: Beyond Groupthink (Manz)</i>
July 15 (Mon)	Midterm	Midterm
July 16 (Tue)	Effective Meetings	Reading: <i>Meetings that Matter: Conversational Leadership in Today's Organization (Jorgensen)</i>
July 17 (Wed)	Communicating Your Professional Brand	Reading: <i>Be Your Own Brand (McNally & Speak)</i>

July 18 (Thu)	Negotiation	Reading: <i>Principled Negotiations: The Harvard Approach (Fischer & Ury)</i>
July 22 (Mon)	Communicating as Leaders	Reading: <i>Insight and Wisdom: New Horizons for Leaders (Charbit & Kiefer)</i>
July 23 (Tue)	Communicating Bad News	Reading: <i>How to Deliver Bad News with Dignity (Newman)</i>
July 24 (Wed)	Communicating Under Stress	Reading: <i>Are you suffering from Brownout?</i>
July 25 (Thu)	Effective Presentations	In class - Zoom
July 29 (Mon)	Final Presentations Preparations	In class - Zoom
July 30 (Tue)	Final Presentations: Team Communication Project in a Global Business Context	Final Team Presentations
July 31 (Wed)	Final Presentations: Team Communication Project in a Global Business Context	Final Team Presentations
Aug 1 (Thu)	Final Presentations: Team Communication Project in a Global Business Context	Final Team Presentations