

Sungkyunkwan School of Business
Global Business Communication EMBA - Saturday
Course Syllabus

Instructor: Joseph Kim, Ph.D.

Contact: josephskim@skku.edu

Office hours: via appointment, room 33208

Class meeting times: 14:00 – 18:00

Topics will include:

- Non-verbal communication
- Business introductions and small talk
- Power posing
- Elevator Pitches
- Public Speaking
- Using media, including powerpoint, for presentations

Course Description: The goal of this class is to improve your ability to communicate clearly and effectively in English in a variety of authentic business situations including but not limited to presentations, pitches, discussions, and public speaking. There will be an emphasis on oral communication.

Course books:

- ESL Business English (Kindle) by Lucas Burns
- *Optional:* <http://elevatorpitchessentials.com/>

Tentative Grading Breakdown:

Participation 30%

Quizzes/Homework 10%

In-class Presentations 20%

Midterm Presentation 15%

Final Presentation 25%

*SKK's grading policy dictates that the maximum percentage of A or A+ grades allowed in a class is 50%.