

KOR 3510 Business Korean Syllabus

Instructor: Annie Inhae Kim

Office: Old Main 002A

Phone: 797-3281 (office) / 797-1209 (department)

Email: anniekim@cc.usu.edu

Prerequisite: Korean 2010 or equivalent proficiency (Contact the instructor for proficiency evaluation.)

Course Description:

This course is designed to help you acquire a broad knowledge of the business Korean language and relevant culture. You will develop language skills and cultural knowledge useful for performing basic functions within the Korean business environment. Throughout the course you will learn a variety of business terms and phrases through reading short newspaper articles, studying common business expressions, listening to business-related TV newscasts, developing materials such as business cards, resumes, and business letters, and read and discuss articles on Korean business culture.

Course Objectives:

Participants will...

1. develop reading comprehension skills on business-related Korean texts;
2. learn about various aspects of Korean business culture and how to apply their cultural knowledge;
3. improve listening, speaking, reading and writing skills on a variety of topics related to the business Korean language.

Materials

Required Text:

. Korean Etiquette and Ethics in Business by Boye De Mente (1998).
NTC Publishing Group. ISBN: 0-8442-8523-4

Other Readings:

. Basic Business Conversation (2000). Dong-in-rang Publishing Co.
ISBN: 89-7582-309-1

. Korean for the Business Traveler by Un-Bok Cheong (1998).
Barron's Educational Series, Inc. ISBN: 0-8120-017724

Major Course Activities

- a. Reading/Listening to business-related texts (newspaper articles, TV newscasts)
- b. Practice on conversational business expressions
- c. Reading Korean business culture articles and participating in class discussions
- d. Completing a business portfolio by developing materials such as business cards, resumes, business letters, and an online presentation
- e. Korean keyboarding and word processing

Course Requirements

- . Assignments (30%)
- . Portfolio project (22%)
- . Exams (20%)
- . Quizzes (18%)
- . Class participation in class discussions (10%)

Breakdown of Points

Assignments 1 – 6 (each worth 50 points)	300 points
Portfolio project	220 points
Exams 1& 2 (each worth 100 points)	200 points
Quizzes 1 – 6 (each worth 30 points)	180 points
Participation	100 points
Total	1000 points

Grading Scale

94-100% = A

90-93% = A-

87-89% = B+

83-86% = B

80-82% = B-

77-79% = C+

73-76% = C

70-72% = C-

67-69% = D+

63-66% = D

60-62% = D-