KOR 3510 Business Korean Syllabus

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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:
NTC Publishing Group. ISBN: 0-8442-8523-4
Other Readings:
  ISBN: 89-7582-309-1
  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-