



**International Business Management Program  
Faculty of Business Administration  
Second Semester, Academic Year 2014**

**I. Course Code: IBM 333**

Course Title: International Business Communications

Course Type: Major Elective

Number of Credits: 3(3-0-6)

Prerequisite: None

Class Time: Monday/Wednesday 8.00 – 9.30

Course website: <https://sites.google.com/site/payapibm333/>

**II. Course Description**

Principles of communication in the workplace. Introduces format for memorandums, letters, and reports. Writing skills to gain greater mastery of grammar, mechanics, and style. Techniques for writing informational, persuasive, sales, employment, good news, and bad news messages. Other topics include using the appropriate strategy for internal and external communication, audience analysis, and communication through technology, including e-mail, video-conferencing, and presentations.

**III. Instructor: Ann Kathrin Hassenburs**

Position: Full time Instructor

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**IV. Course Objectives**

Upon completing this course, students should be able to:

- Understand the importance of communication in the business and organizational environment.
- Understand the barriers to communication and how to overcome them.
- Understand the roles that verbal and non-verbal communication plays in the business environment.
- Understand the importance of verbal and non-verbal team communication and how to apply the information to team speaking, listening, and writing.
- Understand the difficulties in communicating inter-culturally and some ways to apply better methods.
- Learn how to apply the three step writing method for writing all kinds of business letters, memos, emails, and messages used in conducting international business.
- Learn how to write informal and formal reports and proposals used by businesses
- Learn how to plan, develop, and give oral presentations.

**V. References**

**Required:**

Courtland L. Bovee and John V. Thill (2013): *Business Communication Today*, 12th edition, Prentice Hall

### **Supplemental reading:**

Locker, Kitty O. & Kienzler, Donna S. (2013): Business and Administrative Communication, 11th Edition, McGraw-Hill

As assigned throughout the semester

## **VI. Expectations**

1. Demonstrated proficiency in the use of the English language is expected for writing assignments. Grammatical errors and writing that do not clearly express ideas will affect your grade.

*I highly recommend proofreading all assignments prior to handing them in.*

2. Ability to participate in oral presentations, public debate and commentary during class periods.

*I highly recommend practicing with your entire group for all presentations.*

3. Assigned readings are meant to be completed prior to class.
4. You will ask for help when you need it.
5. The course website should be accessed regularly to follow postings and schedule changes.

## **VII. Course Policies**

### **1. Academic Honesty**

The IBM department has a zero tolerance for plagiarism. This includes downloaded material from the Internet, copied passages from a book or a fellow classmate without proper acknowledgment of the source(s). Breaches of academic integrity which includes submitting other peoples work as your own will result in an automatic grade of zero for the assignment/ exam, and may be reported to the judicial affairs officer. All students are responsible for learning the proper forms of citation required by the course instructor

### **2. Handing in Assignments**

Unless otherwise noted, all assignments are due in class, on the date specified, and typed. Please use 12 point font and 1.5 spacing between lines. Late assignments suffer a 50% penalty, starting at the end of the class on the due date; no late assignments will be accepted more than 1 week after the due date.

### **3. E-mail**

I do welcome questions and will provide input to you over email. Additionally, for help on assignments, come to office hours or schedule an appointment to see me.

### **4. Attendance**

Regular attendance is expected for all students enrolled in the course. Students who arrive late or leave early (by 15 minutes) will be counted as late and **three will equal an absence**. Every student is responsible for all material covered in class when absent. Students who miss more than 80% of the classes will not be eligible to take the final examination.

### **5. Disruptions to class**

Your participation in class discussions on material and questions is important, welcome and integral to the class. However, I do not tolerate cross talk or disruptive conversations during class. Private conversations in class are disruptive, and prevent other students from hearing and learning from the material presented. You may be asked to leave the class if you are disruptive to other students. All

mobiles must be turned to silent and put away. You can only use your electronic devices (Ipads, Netbooks, etc.) if they are being used to follow the lecture PowerPoints or research relevant information to the topic being discussed.

## **VIII. Course Assessment Scheme**

### **Class Discussion and Participation – Individual (15%)**

Your grades will be based on evaluation of your participation in class. Each one of you is expected to contribute to class discussions. This includes preparation for class by reading the text and presenting your opinions of materials covered in class. Questions, comments and participation in discussions are encouraged.

Note: It is impossible to participate without attending class. Not coming to class **will** restrict your opportunity to positively affect your grade. Every student is responsible for all material covered in class when absent. Students who miss more than 80% of the classes will not be eligible to take the final examination.

### **Pop Quizzes – Individual (20%)**

We'll have 5 "pop" quizzes each worth 4% on the reading assignments. These quizzes will be at the very beginning of the class period, so be on time! Who's not on time, won't get a quiz!

### **CV/ Resume and Cover Letter – Individual (15%)**

Individually, write a personal, professional resume or CV and a cover letter. Each is worth 7.5% of your final grade. If there's one spelling mistake in the CV/resume or cover letter you will get an F!

### **Job interview Simulation– Pair – Work (15%)**

Prepare a job interview simulation and present it to the rest of the class.

### **Business Plan Presentation- Group Work (15%)**

In groups, write up a business plan for a viable money making idea and present it to the rest of the class. At the end of all presentations the class will decide in which business they would most likely invest.

### **Assignments – Individual and Group Work (20%)**

You will get 4 individual and/or group assignments throughout the semester, each worth 5%: In pairs, select a video clip from You Tube or another source that demonstrates effective communication, analyze and present it, Communication Skills Self-assessment, set-up a LinkedIn account, business role play

## **IX. Course Grading & Requirements**

Class grading will be based on points in the following distribution (Percent):

Participation	15%
CV and cover letter	15%
Pop Quizzes	20%
Pair work	30%
Assignments (group/individual)	20%

<b>Total</b>	<b>100%</b>
<b>Individual</b>	<b>(50%)</b>
<b>Pair work / Group</b>	<b>(50%)</b>

**X. Evaluation Criteria**

1. Students are required to attend at least 80% of the classes to be eligible for the final examination.
2. This course employs the standardized grading system:

80 - 100	A
75 - 79	B+
70 - 74	B
65 - 69	C+
60 - 64	C
55 - 59	D+
50 - 54	D
0 - 49	F

3. The following grades may also be given:

'I'	Incomplete
'W'	Withdrawn
'IP'	Course work in progress

## XI. Class Schedule

The details of this document may be changed during the course of the semester. Any changes will be announced in class or/and posted on the course website.

<b>Date/ Week</b>	<b>Topic</b>	<b>Assignments</b>	<b>Due</b>
(1) 5.1.	Introduction, ice breakers Setting the scene Course Syllabus	Check course website, read course outline, buy the textbook, if not done yet: enrol for course	
(1) 7.1.	What is effective Business Communication?	<b>Required reading:</b> Bovée, Thill: Chapter 1: Achieving Success Through Effective Business Communication	
(2) 12.1.	Oral Presentation Skills	<b>Assignment#1</b> YouTube Video Analysis (5%) <b>Required reading:</b> Bovée, Thill: Chapter 16: Developing Oral and Online Presentations	
(2) 14.1.	Designing effective Presentations	<b>Required reading:</b> Bovée, Thill: Chapter 17: Enhancing Presentations with Slides and other visuals	
(3) 19.1.	<b>No class</b>		
(3) 21.1.	YouTube Presentations		<b>Assignment #1: YouTube Video Analysis (5%)</b>
(4) 26.1.	YouTube Presentations		
(4) 28.1.	Effective Team Communication	<b>Assignment #2</b> Communication Skills Self-Assessment (5%) <b>Required reading:</b> Bovée, Thill: Chapter 2: Mastering Team Skills and Interpersonal Communication	
(5) 2.2.	“Communicating in Teams” Activity	<b>Required reading:</b> As assigned by the instructor	
(5) 4.2.	Cross-Cultural Communication	<b>Required reading:</b> Bovée, Thill: Chapter 3: Communicating in a world of Diversity	<b>Assignment #2 Communication Skills Self-Assessment (5%)</b>

<b>Date/ Week</b>	<b>Topic</b>	<b>Assignments</b>	<b>Due</b>
(6) 9.2.	Cross-Cultural Communications In-class activities	<b>Required reading:</b> As assigned by the instructor	
(6) 11.2.	The Three Step Writing Process	<b>Required reading:</b> Bové, Thill: Chapter 4: Planning Business Messages	
(7) 16.2.	The Three Step Writing Process	<b>Required reading:</b> as above/assigned by the instructor	
(7) 18.2.	Writing Resumes/CVs	<b>Assignment:</b> Write a powerful resume or CV (7.5%) <b>Required reading:</b> Bové, Thill: Chapter 18: Building Careers and Writing Resumes	
(8) 23.2.	Formatting Email Messages	<b>Required reading:</b> Bové, Thill: Chapter 7: Electronic Media	<b>CV or resume (7.5%)</b>
(8) 25.2.	The Importance of Social Media in the application process	<b>Assignment #3: Set up a LinkedIn Account</b> <b>Required reading:</b> Bové, Thill: Chapter 8: Social Media	
Midterm Examination Period 02.03. – 07.03. 2015			
(9) 9.3.	Cover Letter writing	<b>Assignment:</b> Choose a job ad and write a convincing cover letter (7.5%) <b>Required reading:</b> Bové, Thill: Chapter 19: Applying and Interviewing for Employment	<b>Assignment #3: Set-up a LinkedIn Account</b>
(9) 11.3.	Interviewing for Employment	<b>Assignment:</b> Job Interview Simulation (15%) <b>Required reading:</b> As above	
(10) 16.3.	Interview Training	<b>Required reading:</b> As above	<b>Cover Letter (7.5%)</b>
(10) 18.3.	Format and Layout of Business Documents	<b>Required reading:</b> Appendix A	
(11) 23.3.	Job Interview Simulation		<b>Job Interview Simulation (15%)</b>
(11) 25.3.	Job Interview Simulation		

<b>Date</b>	<b>Topic</b>	<b>Assignments</b>	<b>Due</b>
(12) 30.3.	Business Plan Writing	<b>Assignment:</b> Business Plan Presentation (15%) <b>Required reading:</b> Bové, Thill: Chapter 15: Writing and Completing Reports and Proposals	
(12) 1.4.	Role Play Activities	<b>Assignment #4:</b> Prepare a 10 minute assigned business role play and present it to the class <b>Required reading:</b> As assigned by the instructor	
No Class (Chakri Day)			
(13) 8.4.	Time to work on your business plan		
Songkran Holiday 13.-17.4.			
(14) 20.4.	Business Role Play		<b>Business Role Play Presentation (5%)</b>
(14) 22.4.	Business Role Play		
(15) 27.4.	Business Plan Presentation		<b>Business Plan Presentation (15%)</b>
(15) 29.4.	Business Plan Presentation		
Final Examination Period 04.05. – 22.05. 2015			