

**Advanced Korean for Business II**  
**Spring 2020**  
**01:574: 304**

Class: Tuesdays and Thursdays 2:50 pm – 4:10 pm at HH A6

Instructor: Sunhee Song

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Office hours: Thursdays 1:40-2:40PM

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**Course Description:**

This course aims to help students build an advanced-level speaking, vocabulary, and communication skills needed for a variety of Korean business settings. Students will become familiar with Korean business culture through classroom activities and homework assignments. Topics will include formal communication skills, basic business related vocabularies frequently used in formal writing, and current issues related to Korean economy, society and culture.

**Textbook:**

Yonsei University KLI (2009). *Business Korean*. Seoul, Korea: Yonsei University Press.

**Course Format:**

This course will be made up of a variety of activities:

- Lectures: The instructor will mainly use Korean in class, and use of English will be minimal.
- Group discussions
- Presentations
- Quizzes and Exams
- Occasional extra activities

**Requirements:**

- ❖ **Attend class on time.** Please be punctual. Being tardy to class twice or leaving class early twice will count as an absence. The instructor will often make important announcements and hand out information about assignments and exams in the first or last five minutes of class. More than two absences will result in the loss of your attendance points unless you notify the instructor prior to the day of class or provide appropriate documentation.
- ❖ **Keep track of the class schedules and resources.** It is a student's responsibility to be aware of all the updates and guidelines. Not knowing is not excusable. Also, it is important that you come to class thoroughly prepared.
- ❖ **Check the Sakai** ([sakai.rutgers.edu](http://sakai.rutgers.edu)) website and your email account for class emails from the instructor every day. Keep track of all the announcements and reading resources as specified on the website or in emails.

- ❖ **Submit all your assignments on time.** Every paper and assignment must be submitted to the instructor **in class** as scheduled. The instructor will not accept papers by email or fax, or to give the papers to someone in the department office or the instructor's office. Each of these is due at the beginning of class on the days noted in the course schedule.

Please note that short assignments will often be assigned in class not be found on the syllabus. You will only know of the homework if you were present in class. Absence from class or being unaware of the homework/assignment is not a valid excuse for failure to complete the task.

- ❖ **Academic Integrity**

Academic integrity is strictly required. All work must be original and the product of the student's own knowledge, effort, and ability. Any incidence of unethical actions such as cheating, plagiarism and/or fabrication in this course will result in a failing a grade. Students should consult University publications for official policies and further information regarding academic honesty. University policy on this can be found at <http://academicintegrity.rutgers.edu/academic-integrity-at-rutgers>

- **Plagiarism and fabrication**

Rutgers University defines plagiarism as "the representation of the words or ideas of another as one's own in any academic exercise" and fabrication as falsification or invention of any information or citation in an academic exercise".

If you are doubtful about any issue related to plagiarism or scholastic dishonesty, please discuss it with the instructor.

**Disability Statement:**

Rutgers University encourages qualified persons with disabilities to participate in its programs and activities. If you anticipate needing any type of disability-related accommodation in this course, please let me know as soon as possible and/or contact the Office of Disability Services, 151 College ave, Suite 122, New Brunswick, NJ. 08901, 732-932-2848. If you seek assistance due to a disability, it is your responsibility to inform me and made arrangements prior to any relevant assignments.

**Course Evaluation:**

Attendance & Participation	10%
Assignments	15%
Quizzes	30%
Midterm	15%
Oral Presentation	10%
<u>Final Exam</u>	<u>20%</u>
<b>Total</b>	<b>100%</b>

## Course Evaluation in detail:

### (1) Attendance & Participation (10%)

Attendance is crucial and will be strictly checked. Any unexcused absence will adversely affect your grade. If you miss classes more than twice without prior notice or documentation, you will have penalties in your attendance score, and if you miss more than **four classes**, you may **fail** the course. It is also notable that this course is designed to achieve an interactive learning experience. Students are expected to be active contributors to the discussions and activities at each class, and participation in discussion will account for 10% of the final grade combined with attendance. Students are also encouraged to raise questions, and challenge the perspectives suggested by lectures as well as assigned readings. Also, you must bring your textbook and any other readings assigned in class.

### (2) Assignments (15%)

All assignments are submitted at the beginning of class. Every paper and assignment must be submitted to the instructor **directly in class**. Detailed instructions will be announced in class. All assignments must be typed in Korean. You have to present in class in order to hand in your assignments. No handwritten or emailed papers will be accepted. These may or may not be announced and may not be made up if you miss class. These include curriculum vitae, cover letter and/or other short assignments (1-2 pages or less) as determined by the instructor.

### (3) Quizzes (30%)

In-class quizzes will be given to students so that they can catch up with lectures and the readings. If you miss the class, you may get risk lowering your grade by missing the quizzes. Please make sure that some quizzes may be given without prior notice. **No make-up is permitted.**

### (4) Midterm (15%)

You may not have any technological device such as cell phone, ipad, etc. on or near your desk.

### (5) Oral Presentation (10%)

Students will work in small groups/individual for this assignment. Before deciding your topic, you should bring a hardcopy in class and talk with me in advance. Each group is required to post a newspaper article and summarize it in your own words on the Sakai. The presentation will run no more than 15 minutes in total. You are encouraged to use PowerPoint. Additional instructions will be announced later. Additional instructions will be announced in class.

### (6) Final exam (20%)

The exam questions will consist of a series of multiple choice, short answers, and essay questions covering all the lectures, readings, and other materials given in class up to

that date. Any headwear is subject to required removal, and all ball caps, etc. must be worn backwards during test taking.

- ❖ **The level of language skills that individual students have may be considered: Depending on the level of skills at which each student begins, the amount of progress may be differently evaluated in this course.**
- ❖ The final grade will be posted on Sakai: If you want to discuss your final grade with the instructor, you can contact the instructor **within 24 hours** after the grade is posted on Sakai. Once your final grade is submitted to University, it will **never** be changed.

**\* Final Exam: TBA**

**NOTE:** The instructor reserves the right to amend the syllabus as necessary.

### Course Schedule

Week		Lesson	Homework	Tests
1	T 1/21	Lesson 14 Product Demonstration (1)	HW) Review the vocab and expressions	
	Th 1/23	Lesson 14 Product Demonstration (2)	HW) 제품 설명하기	
2	T 1/28	Lesson 15 Telephone Conversation	HW) Review the vocab and expressions	
	Th 1/30	Lesson 16 Contract (1)	HW) Review the vocab and expressions	
3	T 2/4	Lesson 16 Contract (2)	HW) 계약서 분석	
	Th 2/6	Lesson 17 Product Development (1)	HW) Review the vocab and expressions	Vocab Test (L14-16)
4	T 2/11	Lesson 17 Product Development (2)		Quiz 1 L.14~16
	Th 2/13	Lesson 17 Product Development (3)	HW) 신제품 개발 조사	
5	T 2/18	Lesson 18 Advertisement (1)	HW) Review the vocab and expressions	

	Th 2/20	Lesson 18 Advertisement (2)	HW) 광고 소개하기	
6	T 2/25	Lesson 19 Home Shopping (1)	HW) Review the vocab and expressions on the video	
	Th 2/27	Lesson 19 Home Shopping (2)	HW1) 홈쇼핑 소개하기	
7	T 3/3	Lesson 20 Market Research (1)	HW) Review the vocab and expressions	
	Th 3/5	Lesson 20 Market Research (2)		Vocab Test (L17-20)
8	T 3/10	Lesson 21 Venture	HW) 창업 성공 사례 소개하기	Mid Term L.17~20
	Th 3/12	Lesson 22 Surveys	HW) Review the vocab and expressions	
9	T 3/17	Spring Break		
	Th 3/19	Spring Break		
10	T 3/24	Lesson 23 Credit Cards	HW) Review the vocab and expressions	

	Th 3/26	Lesson 24 Insurance	HW) 보험 소개하기	
11	T 3/31	Lesson 25 Future Jobs (1)	HW) Review the vocab and expressions	Vocab Test (L21-25)
	Th 4/2	Lesson 25 Future Jobs (2)	HW) 전망 있는 직업 소개하기	
12	T 4/7	Lesson 26 Data Analysis (1)		Quiz 2 L.21~25
	Th 4/9	Lesson 26 Data Analysis (2)	HW) Review the vocab and expressions	
13	T 4/14	Lesson 26 Data Analysis (3)	HW) 자료 분석 보고서	
	Th 4/16	Lesson 27 Trends (1)	HW) Review the vocab and expressions	
14	T 4/21	Lesson 27 Trends (2)	HW) 유행 소개하기	
	Th 4/23	Lesson 28 Marketing Strategy	HW) Review the vocab and expressions	
15	T 4/28	Presentation		

	Th 4/30	Presentation (last day)	
16		Final Exam	