



SYLLABUS
HYU.15GC
Global Communication in Finance
Hanyang University Business School (HUBS)

Course Title	Global Communication in Finance	Professors	Lead Prof: Casey Ilsun Kim
Lecture / Class		Email	
Office Hours	By appointment	Mobile	
Time	Every Thursdays / 4:00pm~7:00 pm	Room	
Prof's Assistants	1. 2.	Community Managers	1. 2.
Class Community	Facebook: HYU.15GC (lecture files, class photos, chat rooms)		
Major Subject	The course is designed to prepare students to communicate effectively in the global business setting.		
Material	1. Essentials of Business Communication. 2nd ed. 2010 By Guffey, Mary Ellen and Bertha Du-Babcock (Cengage Learning) 2. The One-Page Proposal: How to Get Your Business Pitch onto One Persuasive Page. By Patrick G. Riley (Regan Books)		
Evaluation	[Absolute Evaluation] o Midterm Paper (10%) + Final Test (30%) + Individual Papers (10%) + Class Participation, & Attendance (10%) + Team Project (40%) o <Attendance> Absence w/o permission: Lecture Point Deduction (-3% per absence), Absence w/o permission more than 3 times: F, Absence with permission: No Lecture Point Deduction.		

[Casey Ilsun Kim]

Professional Credentials

InfraBasic, LLC www.InfraBasic.com; New York, United States / 1991~Present

Founder, Principal & CEO. Launch Management & Infrastructure Investment firm providing cross border market incubation & national infrastructure investment.

Founded a cross border launch management firm with a presence in New York, Seoul and Casablanca. InfraBasic manages cross border technology product and business launches and national infrastructure building investment projects.

Launch Management: After identifying promising technologies in one market, InfraBasic

creates model operations in other untapped, cross border markets. InfraBasic manages the entire process of the launch, from strategic planning, corporate structuring, licensing, and raising capital, to hands on management of marketing and operations.

Infrastructure Investment: Identify national infrastructure building projects in developing countries, secure select projects with the governments and manage the launch of the project from pre-selection of the qualified Project Implementation Companies (PICs), to inducing Project Financing (PF) and executing the Project.

Education

New York University www.nyu.edu; *Stern School of Business, Bachelor of Science, Major in Management*, New York, N.Y. 1990

Focus areas: New Venture Management, Business Planning, International Marketing, Strategic Marketing and Organizational Management.

Course Description and Objectives:

This course is designed **to prepare students to communicate effectively in the global business setting**. As such, all communication related to this class will be conducted in English.

By the end of the course, students should be able to:

- (1) understand the importance of effective communication in a business setting;
- (2) write well-organized and effective business memos, letters, reports, and CVs (Résumés);
- (3) develop presentation skills in order to deliver professional presentations;
- (4) polish verbal and nonverbal English skills to enhance professional communication; and
- (5) recognize important issues such as cross-cultural communications and ethical considerations in business communication.

The course will implement a simulation of a **Management Consulting Firm as a Team Project**. Students will voluntarily form his/her own 'team' as management consultants in a 'Big Firm'. Each team will select a 'real' global company of its choice to review, analyze and identify key issues and prepare presentations at the end of the semester. The Team Project will summarize what was learned from the lecture and will be a major portion of the final evaluation. Students will be stimulated to think, analyze, speak, listen in a group setting and will learn to **become a professional by experience; through a learning-by-doing methodology**.

Course Structure:

This course will focus on developing individual communication skills as relevant to the business setting. Classes will normally begin with lecture presentations on key concepts of the various types of business communication and will be supplemented by class discussions, relevant audiovisual resources. **The course will pay a major attention on student participations and presentations to help students develop relevant skills and disciplines in global communications.**

SCHEDULE OF CLASSES: Global Communication in Finance

Week	Lecture Plans	Activities
1	Introduction and Key Issues in Business Communication	<ul style="list-style-type: none"> ➤ Expressing yourself vs. Listening: 1 Minute Speech ➤ Plan Teaming Up
2	Communicating with the world around me	<ul style="list-style-type: none"> ➤ Team Up
3	Power of Brevity: Writing the 1 Page Proposal (1PP)	<ul style="list-style-type: none"> ➤
4	The Writing Process	<ul style="list-style-type: none"> ➤
5	Improving Writing Techniques	<ul style="list-style-type: none"> ➤ Team Presentations
6	The Cover Letter / Résumés (CVs)	<ul style="list-style-type: none"> ➤ Individual 1PP due
7	E-Mail and Memorandums	<ul style="list-style-type: none"> ➤ Team Presentations
8	Routine Letters / Goodwill Messages	<ul style="list-style-type: none"> ➤ (Mid Term Week)
9	Persuasive / Negative Messages	<ul style="list-style-type: none"> ➤
10	Informal / Formal Report Writing	<ul style="list-style-type: none"> ➤ Team Presentations
11	Oral Communication at the Workplace	<ul style="list-style-type: none"> ➤ Team Presentations
12	Making Presentations	<ul style="list-style-type: none"> ➤
13	Team Presentation Rehearsals	<ul style="list-style-type: none"> ➤ Team Presentations
14	Team Presentations (20 min PT + 10 min Q&A)	<ul style="list-style-type: none"> ➤ Dress Code: Business Suits
15	Team Presentations (20 min PT + 10 min Q&A)	<ul style="list-style-type: none"> ➤ Dress Code: Business Suits
16	Final examination	<ul style="list-style-type: none"> ➤ Final thoughts sharing
