

강의계획서(Syllabus)

[2020 Year 01 Semester]

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| 교과목 Course Name | 글로벌 비즈니스를 위한 동서문화비교 (융합) | 과목번호 Course No. | AT10014 | | | | | |
| 수강대상 Department | 학과(Department): 학년(grade): | 학점/시수 Credit/Hours | 학점(Credit): 3 시수(Hours): 3 | | | | | |
| 강의시간 Class Times | Tuesday 요일 09:00 - 11:50 | | 강의실 Class Room | 소강의실 9(3 층) 304 호 (30) | | | | |
| 수업방법 Teaching methods | 강의형태 Lecture type | 이론중심(X) / 이론-실습병행(X) / 실습중심() / 팀티칭() Theory center / Theory-Practice Practice / Practice Practice / team teaching | | | | | | |
| | 수업방식 Teaching methods | 강의 Lecture | 토론/토 의 Discussi on | 글쓰기 Writing | 발표 Presenta tion | 실습 Practice | 프로젝트 Project | 기타 Others |
| | | 25% | 25% | 20% | 10% | 10% | 5% | 5% |
| | 설명 explanation | In this class students will learn about culture, ethics and business. During class students will actively participate in discussions and presentations. The class will involve multiple readings and critical thinking exercises, where students will need to share their opinions. All four basic English language skills will be practiced during class - listening, reading, writing, and speaking. | | | | | | |
| 사용기자재 User Equipment | Students will need to have a smartphone or tablet in class, to complete daily assignments. During lectures, we will be using the computer in class. | | | | | | | |
| 장애학생 지원내용 | 본 과목을 수강하는 장애학생은 수업에 필요한 별도의 지원이 필요한 경우, 담당 교강사 및 보건실(041-731-3703)로 필요한 사항을 요청하시기 바랍니다. | | | | | | | |

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| 담당교수 Instructor's Information | 성명 Name | Fourie | e-mail | antrali@hotmail.com |
| | 연구실 Office Location | 404 | Phone | (office) 041 731 3445 (mobile) 010 7208 8202 |
| | 상담시간 Office Hours | (요일) Monday to Friday 09:00 to 18:00 (Check the class website f or detailed hours. (시간) | | |

1. 교과목 개요 (Course Description)

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| 1. 강의개요 (Course Overview)[★200~450자] |
| When it comes to business, everyone strives to become internationally (globally) successful. To do this, we have to adapt our business and business strategies to the local markets. This course will show students the difference between and how to overcome challenges that arise between East and West cultures in business. |
| 2. 강의목표 (Course Objective)[★200~450자] |
| By the end of this course students will know exactly what culture is and how it relates to business. They will know the differences that culture can cause in business and business transactions. Students will also know how to best approach situations where differences might occur. Students will practice a number of language skills, and improve their skills in all of these, through the ample practice opportunities available. |
| 3. 핵심 역량 (Core Competencies) |
| This class will focus on reading and discussions. Students will be required to think critically and to analyze the information discussed in class. Through discussions, they will improve their speaking ability. Writing will be improved through the work done in class and as homework. |
| 4. 선수학습내용 (Prerequisites) |
| This is an extensive English class, which means that students will need an understanding of English before starting this class. Students must be willing to think critically and to share opinions. (Having some understanding of business will be beneficial.) |
| 5. 학습성과 (Learning Outcomes) |
| After completion of this course, students will have improved their English language skills in a number of ways, including speaking, reading and writing. They will have gained insight in global business and how East and West cultures deal differently with different situations. |

2. 강의 교재 (Course Materials)

| 1. 주교재 (Required Textbooks) | | | |
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| 서명 Title | 저자 Author | 출판사 Publisher | 출판년도 Year |
| NONE | | | |

2. 부교재 (Supplementals)

A course book will be supplied to you in class. Any additional materials will be available on the class website, in the form of e-books or easily printable documents.

Students need to bring binders or folders to class, to keep all materials together. (Make sure you always have a red pen, a blue or black pen, and a pencil in class.)

3. 수업 평가 (Course Evaluation)

| 1. 평가요소 (Grading Criteria) | | | | |
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| 출석 Attendance | 과제 Assignments | 중간고사 Mid-Term | 기말고사 Final | 기타(참여도) Others |
| 10% | 20% | 25% | 30% | 15% |

2. 평가방법 (Grading Policies)

Distribution of class grades is based on a curve. No more than 40% can receive A's, no more than 80% can receive A's and B's combined.

10% "Attendance" – the University does not accept medical certificates, but I will use my discretion regarding these.

20% "Assignments" includes homework and participation in class.

15% "Others" includes a weekly quiz that needs to be completed, as well as a class project.

주차별 강의계획 (Course Schedule)

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| 1주 Week 1 | 학습목표 Topics | Introduction and Orientation |
| | 학습내용 Objectives | Orientation and Introduction to Comparisons of East and West Cultures in Global Business. |
| | 교수방법 Class Work | After a short introduction to the class, stating the goals and objectives, students will be given the opportunity to discuss their objectives and goals and what it is they want from this class. This will be followed by a short questionnaire. |
| | 참고자료 Required Readings | None |
| | 과제 (Assignments) | Students will have to complete a reading assignment before the next class. (This will depend on class progress.) Homework can also include the completion of critical thinking and comprehension questions. (Special assignments might include the preparation of a presentation for class.) |
| 2주 Week 2 | 학습목표 Topics | What is Culture, Anyhow? Values, Customs, and Language |
| | 학습내용 Objectives | This lesson will focus on culture – how can we describe it and where does it come from. |
| | 교수방법 Class Work | Students will actively participate in class readings and discussions. They will share opinions in writing and they will share this with the class. |
| | 참고자료 Required Readings | As assigned during the previous week. (This will depend on class progress.) It will come from the course book, or from an Internet source. (Detailed descriptions will be available on the class website.) |
| | 과제 (Assignments) | Students will have to complete a reading assignment before the next class. (This will depend on class progress.) Homework can also include the completion of critical thinking and comprehension questions. (Special assignments might include the preparation of a presentation for class.) |
| 3주 Week 3 | 학습목표 Topics | What are the Key Methods Used to Describe Culture? |
| | 학습내용 Objectives | We will discuss how cultures are defined and categorized. We will also look at a broader range of things that determine culture. |

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| | 교수방법 Class Work | Students will actively participate in class readings and discussions. They will share opinions in writing and they will share this with the class. |
| | 참고자료 Required Readings | As assigned during the previous week. (This will depend on class progress.) It will come from the course book, or from an Internet source. (Detailed descriptions will be available on the class website.) |
| | 과제 (Assignments) | Students will have to complete a reading assignment before the next class. (This will depend on class progress.) Homework can also include the completion of critical thinking and comprehension questions. (Special assignments might include the preparation of a presentation for class.) |

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| 4주 Week 4 | 학습목표 Topics | Understanding How Culture Impacts Local Business |
| | 학습내용 Objectives | Students will focus on understanding the aspects of business most impacted by culture and how these aspects impact our business. |
| | 교수방법 Class Work | Students will actively participate in class readings and discussions. They will share opinions in writing and they will share this with the class. |
| | 참고자료 Required Readings | As assigned during the previous week. (This will depend on class progress.) It will come from the course book, or from an Internet source. (Detailed descriptions will be available on the class website.) |
| | 과제 (Assignments) | Students will have to complete a reading assignment before the next class. (This will depend on class progress.) Homework can also include the completion of critical thinking and comprehension questions. (Special assignments might include the preparation of a presentation for class.) |
| 5주 Week 5 | 학습목표 Topics | Global Business Ethics |
| | 학습내용 Objectives | As part of discussions and readings, we will look at what is “right” and “wrong.” Students will share their opinions and experiences with the class. |
| | 교수방법 Class Work | Students will actively participate in class readings and discussions. They will share opinions in writing and they will share this with the class. |
| | 참고자료 Required Readings | As assigned during the previous week. (This will depend on class progress.) It will come from the course book, or from an Internet source. (Detailed descriptions will be available on the class website.) |
| | 과제 (Assignments) | Students will have to complete a reading assignment before the next class. (This will depend on class progress.) Homework can also include the completion of critical thinking and comprehension questions. (Special |

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| | | assignments might include the preparation of a presentation for class.) |
| 6주 Week 6 | 학습목표 Topics | Adopting Culture |
| | 학습내용 Objectives | Is it possible to adopt another culture? As part of our discussions, students will share what they think it means to adopt another culture. Is it possible to change your culture? |
| | 교수방법 Class Work | Students will actively participate in class readings and discussions. They will share opinions in writing and they will share this with the class. |
| | 참고자료 Required Readings | As assigned during the previous week. (This will depend on class progress.) It will come from the course book, or from an Internet source. (Detailed descriptions will be available on the class website.) |
| | 과제 (Assignments) | Students will have to complete a reading assignment before the next class. (This will depend on class progress.) Homework can also include the completion of critical thinking and comprehension questions. (Special assignments might include the preparation of a presentation for class.) |
| 7주 Week 7 | 학습목표 Topics | Review |
| | 학습내용 Objectives | During class, we will review everything that has been covered during the semester. Students will have the opportunity to ask any questions and gain clarity on anything they are unsure about. |
| | 교수방법 Class Work | Students will actively participate in class readings and discussions. They will share opinions in writing and they will share this with the class. |
| | 참고자료 Required Readings | As assigned during the previous week. (This will depend on class progress.) It will come from the course book, or from an Internet source. (Detailed descriptions will be available on the class website.) |
| | 과제 (Assignments) | PREPARE FOR YOUR MIDTERM EXAM BY REVIEWING THE INFORMATION WE HAVE COVERED IN CLASS. |
| 8주 Week 8 | 학습목표 Topics | MIDTERM |
| | 학습내용 Objectives | Test of skills and knowledge obtained thus far during the semester. |
| | 교수방법 Class Work | Students will be required to complete a task assigned to them during the class. They will also write a test, to show their level of knowledge and understanding of the work completed thus far. |

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| | 참고자료 Required Readings | All work completed up to the date of the midterm. |
| | 과제 (Assignments) | To be announced. |
| 9주 Week 9 | 학습목표 Topics | Where Do Cultural Differences Come From? |
| | 학습내용 Objectives | Now that we now what culture is, we will discuss where such differences come from. Why hasn't all cultures become more similar? |
| | 교수방법 Class Work | Students will actively participate in class readings and discussions. They will share opinions in writing and they will share this with the class. |
| | 참고자료 Required Readings | As assigned during the previous week. (This will depend on class progress.) It will come from the course book, or from an Internet source. (Detailed descriptions will be available on the class website.) |
| | 과제 (Assignments) | Students will have to complete a reading assignment before the next class. (This will depend on class progress.) Homework can also include the completion of critical thinking and comprehension questions. (Special assignments might include the preparation of a presentation for class.) |
| 10주 Week 10 | 학습목표 Topics | Why Cultural Differences are Vital For Business |
| | 학습내용 Objectives | In class we will discuss why cultural differences are so important. It is not just something that is there, but rather something that can be used to the benefit of business. |
| | 교수방법 Class Work | Students will actively participate in class readings and discussions. They will share opinions in writing and they will share this with the class. |
| | 참고자료 Required Readings | As assigned during the previous week. (This will depend on class progress.) It will come from the course book, or from an Internet source. (Detailed descriptions will be available on the class website.) |
| | 과제 (Assignments) | Students will have to complete a reading assignment before the next class. (This will depend on class progress.) Homework can also include the completion of critical thinking and comprehension questions. (Special assignments might include the preparation of a presentation for class.) |
| 11주 Week 11 | 학습목표 Topics | Top Ten Ways That Culture Can Affect International Negotiations. |
| | 학습내용 | We have discussed culture and where it comes from, but why and how does |

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| | Objectives | culture affect international transactions. We will discuss this in detail and how we can be prepared for such differences. |
| | 교수방법 Class Work | Students will actively participate in class readings and discussions. They will share opinions in writing and they will share this with the class. |
| | 참고자료 Required Readings | As assigned during the previous week. (This will depend on class progress.) It will come from the course book, or from an Internet source. (Detailed descriptions will be available on the class website.) |
| | 과제 (Assignments) | Students will have to complete a reading assignment before the next class. (This will depend on class progress.) Homework can also include the completion of critical thinking and comprehension questions. (Special assignments might include the preparation of a presentation for class.) |
| 12주 Week 12 | 학습목표 Topics | The Effects of Cultural Differences on Global Business |
| | 학습내용 Objectives | We will discuss how cultural differences affect business and individual businesses. How can we make it so that these affects are positive in nature? |
| | 교수방법 Class Work | Students will actively participate in class readings and discussions. They will share opinions in writing and they will share this with the class. |
| | 참고자료 Required Readings | As assigned during the previous week. (This will depend on class progress.) It will come from the course book, or from an Internet source. (Detailed descriptions will be available on the class website.) |
| | 과제 (Assignments) | Students will have to complete a reading assignment before the next class. (This will depend on class progress.) Homework can also include the completion of critical thinking and comprehension questions. (Special assignments might include the preparation of a presentation for class.) |
| 13주 Week 13 | 학습목표 Topics | Tips in Your Entrepreneurial Walkabout Toolkit |
| | 학습내용 Objectives | We will discuss the options you have when it comes to culture and global business. What will you do? |
| | 교수방법 Class Work | Students will actively participate in class readings and discussions. They will share opinions in writing and they will share this with the class. |
| | 참고자료 Required Readings | As assigned during the previous week. (This will depend on class progress.) It will come from the course book, or from an Internet source. (Detailed descriptions will be available on the class website.) |
| | 과제 (Assignments) | Students will have to complete a reading assignment before the next class. (This will depend on class progress.) Homework can also include the |

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| | | completion of critical thinking and comprehension questions. (Special assignments might include the preparation of a presentation for class.) |
| 14주 Week 14 | 학습목표 Topics | Review Week |
| | 학습내용 Objectives | During class, we will review everything that has been covered during the semester. Students will have the opportunity to ask any questions and gain clarity on anything they are unsure about. |
| | 교수방법 Class Work | Students will actively participate in class readings and discussions. They will share opinions in writing and they will share this with the class. |
| | 참고자료 Required Readings | As assigned during the previous week. (This will depend on class progress.) It will come from the course book, or from an Internet source. (Detailed descriptions will be available on the class website.) |
| | 과제 (Assignments) | PREPARE FOR YOUR FINAL EXAM BY REVIEWING THE INFORMATION WE HAVE COVERED IN CLASS. |
| 15주 Week 15 | 보강 Makeup Class | Will be used if required. (If any lesson is missed during the semester, all weeks will move one forward, and we will complete "Week 14" during this week.) |
| 16주 Week 16 | 기말고사 Final Exam | You will be given clear instructions as to what to prepare for the exam. It will involve the completion of some of the activities that you learned during the semester. You will also write a test, to show your understanding and knowledge of the materials covered in class. |