

Subject	Topics of Literacy: Business Communication A	Subject	Topics of Literacy: Business Communication A
Instructor	NGUYEN KIM NGAN	Instructor	NGUYEN KIM NGAN
Day・Period	Mon.2Period		
Eligible Participants	3・4		
Course Numbering	EAL-ECM320E		
Credit(s)	2Credits		
Course of Media Class			
Main Subjects	○		
Object and Summary of Class	<p>The purpose of this course is to enhance students' communication skills within a business context. Through a combination of assigned readings, presentations, and interactive discussions, students will explore essential topics such as assertiveness, public speaking, team communication, and negotiation strategies. Participants will engage in small group discussions to deepen their understanding of the material, refine their skills, and receive constructive feedback from peers.</p> <p>We will use Google Classroom (accw2r2) as the main tool for announcing updates, distributing assignments, etc.</p>		
Goal of Study	<p>By the end of this course, students are expected to achieve the following goals:</p> <ol style="list-style-type: none"> <li>1. Understand the essential principles of assertiveness and communication planning that are necessary for effective business interactions.</li> <li>2. Grasp rhetorical techniques and conduct effective business presentations.</li> <li>3. Grasp communication techniques that are useful in meetings, team communication, business negotiations, and networking.</li> </ol>		
Contents and Progress Schedule of the Class	<p>Students will be assigned readings to answer a series of questions and present the main lessons each week. Following this, small group discussions will occur during class to deepen understanding and practice the skills learned in the lectures. Presentations should be conducted in English, while discussions can be held in Japanese.</p> <p>Week 1: Introduction  Week 2: Assertiveness and Communication Planning  Week 3: Rhetoric and Public Speaking  Week 4: Business Presentations  Week 5: Business Meetings  Week 6: Giving Constructive Feedback  Week 7: Mid-Term Presentations  Week 8: Team Communication I - Planning  Week 9: Team Communication II - Conflict and Problem Solving  Week 10: Business Negotiation I - Strategies  Week 11: Business Negotiation II - Preparation and Performance  Week 12: Business Networking I - Planning  Week 13: Business Networking II - Preparation and Performance  Week 14: Presentation Preparation  Week 15: Final Presentation and Wrap-Up</p>		
Practical business	○		
Language Used in Course	English (Instruction and classroom discussion). (日本語での質問、相談も可能。)		
Evaluation Method	Attendance: 15%      Presentations for group discussions & Q/A: 15%      Homework: 30% Mid-term & final presentations: 30%      Comprehension level check: 10% (Note: There will be mini/simplified tests during classes with advance notifications)		

## Textbook and References

書名	著者名	出版社	出版年	ISBN/ISSN	資料種別
Essentials of Business Communication-E-Book, 011 Edition, Kindle Edition	Mary Ellen Guffey & Dana Loewy	Cengage	2018	ISBN: 978-1-337-38649-4	Textbook

U R L					
Preparation and Review	Students should <ul style="list-style-type: none"> <li>• Be prepared for each class</li> <li>• Complete all assignments completely and on time</li> <li>• Participate effectively and energetically in class exercises</li> <li>• Give best effort in all activities</li> </ul>				
Attached File					
In Addition	Materials will be distributed by Google Classroom / email. Email: <a href="mailto:nguyen.kim.ngan.c2@tohoku.ac.jp">nguyen.kim.ngan.c2@tohoku.ac.jp</a>				
Last Update					

One-credit courses require 45 hours of study. In lecture and exercise-based classes, one credit consists of 15-30 hours of class time and 30-15 hours of preparation and review outside of class. In laboratory, practical skill classes, one credit consists of 30-45 hours of class time and 15-0 hours of preparation and review outside of class.