Syllabus  
BUS 608  
Doane College, Fall 2014  
Communication in a Global Environment

6:00 – 10:30 p.m.  
Tuesdays  
Karla J. Cooper  
573-344-7198; 402-826.6747  
karla.cooper@doane.edu

Course description  
BUS 608 brings together many sound ideas for understanding the concept of communication through interpersonal and public sources that affect our understanding of the global community. The class gives particular attention to global sources and systems of communications; cultural context in which information is received, interpreted and understood. Class participation is crucial and effective communication is paramount. Critical thinking is a core pillar so every effort will be made to make the course intellectually challenging.

Assessment  
Assessment is ongoing and involves contributions to the collaborative process, group work, reflection papers, assignments, and a final project.

Text requirements  
Other required readings as provided

Course requirements  
Assignments

- Listening  
- Participation  
- Attendance  
- Completion of assignments  
- Investigation of class readings  
- Respect for classmates & their ideas  
- Readings  
- Reflection Papers  
- Group Presentations  
- Final Project

Weekly Assignments  
Watch and read about events happening in the world. Create a journal of events, reflect on and share each class.

Final Project: Use your imagination.

Option 1:  
Choose a place on another continent preferably an under developed area with little to no Western influence. You will research the demographics, language, culture. Develop a project that will empower the indigenous people to achieve economic and education success. Why would the indigenous people need what you have to offer to succeed? From what lens are you measuring success? Why are you there? Why do you care? What are the gaps in communication? How many bridges are you building to cross over the gaps?

Option 2:  
Create a village, a language, a people. What does that village look like, smell like, feel like? Effectively articulate the culture and context. You want to write a grant to the U.S. Department of State to support this village. Explain why? What are the gaps in communication? What bridges are you building to cross over the gaps? Why are you there? Why do you care?
Tentative Schedule: August 18-October 18

August 18
Please be aware and prepared to discuss current global issues that are in the news from articles in the newspaper and magazines of your choice.

2nd Session
Part I: Introduction and Orientation
Questions/Concerns/Assumptions
Part II: Chapter presentation: Chapters 1, 2, 3 & 4
Part III: Lecture/debriefing

3rd Session
Global Sources and Systems of Communication: Concepts, Economics, and Politics. Conversation at 1st Plymouth United Church of Christ 21st and D Streets

4th Session
Global Sources and Systems of Communication: Concepts, Economics and Politics
Part I: Personal Reflections/journals shared
Part II: Chapter presentation: Chapters 5, 6, 7 & 8
Part III: Lecture/debriefing

5th Session
The Cultural Context in which Information is Received, Interpreted, and Understood
Part I: Personal Reflections/journals shared
Part II: Chapter presentation: Chapters 9, 10, 11, 12, 13 & 14
Part III: Lecture/debriefing

6th Session
The Cultural Context in which Information is Received, Interpreted, and Understood
Part I: Personal Reflections/journals shared
Part II: Final Presentations
(Possible work study day)

7th Session
The Cultural Context in which Information is Received, Interpreted, and Understood
Part I: Personal Reflections/journals shared
Part II: Final Presentations

8th Session
The Cultural Context in which Information is Received, Interpreted, and Understood
Part I: Personal Reflections/journals shared
Part II: Final Presentations
What does this all mean?
Final Projects
course evaluations
BUS 608 Learning Objectives

The course assignments and discussions are designed as installments leading up to the final project where students effectively fill in the gaps of global communication by:

- Recognizing and challenging assumptions presented in the media
- Demonstrating a global perspective and appreciation through new ways of thinking, planning and communicating inter-culturally
- Developing intercultural competencies
- Demonstrating an understanding of the interconnectedness of political, economic, religious and environmental systems that influence media through various methods of communication
- Developing an ability to use appropriate international etiquette in business and other situations