Syllabus
BUS 608
Doane College, Winter II 2015
Communication in a Global Environment

6:00 – 10:30 p.m. Karla J. Cooper
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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
Listening
Participation
Attendance
Completion of assignments
Investigation of class readings
Respect for classmates & their ideas

Assignments
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: January 14-March 4**

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<th>Date</th>
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<td>January 14</td>
<td>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.</td>
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| 2nd Session | Part I: Introduction and Orientation  
January 21  | 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  
January 28  | Part I: Personal Reflections/journals shared  
            | Part II: Chapter presentation: Chapters 5, 6, 7 & 8  
            | Part III: Lecture/debriefing |
| 4th Session | The Cultural Context in which Information is Received, Interpreted, and Understood  
Feb 4       | Part I: Personal Reflections/journals shared  
            | Part II: Chapter presentation: Chapters 9, 10, 11, 12, 13 & 14  
            | Part III: Lecture/debriefing |
| 5th Session | Work session                                                           |
| 6th Session | The Cultural Context in which Information is Received, Interpreted, and Understood  
Feb 18      | 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  
Feb 25      | Part I: Personal Reflections/journals shared  
            | Part II: Final Presentations |
| 8th Session | The Cultural Context in which Information is Received, Interpreted, and Understood  
Mar 4       | 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