BUSINESS COMMUNICATION

The Business Communication Department offers a series of courses designed to develop written and oral communication skills for business purposes. These courses give students communication experience in a variety of business settings, prepare students to communicate in the workplace, and build a foundation for writing and speaking in other College of Business courses.

Business Writing (BCOM 206) and Business Presentations (BCOM 207) are the introductory business communication courses and are part of the BUSCORE. These courses prepare students to take advanced business communication courses, which offer students an opportunity to further strengthen, refine, and apply their business communication skills. Students need to earn a B- or above in BCOM 206 and BCOM 207 to meet College of Business requirements. Students who do not earn a B- in BCOM 206 must take Business Writing II (BCOM 216) and earn a grade of C or better. Students must earn a B- or better in BCOM 207. After completing BCOM 206 and BCOM 207, students can take additional course work in business communication to earn the Advanced Business Communication Certificate.

Business Writing Fundamentals Program

The Business Writing Fundamentals Program is designed to ensure that students have the basic grammar skills needed to successfully complete BCOM 206 (Business Writing) as well as other COB courses. Completing this program is a requirement within the BCOM 206 course.

Department of Business Communication Scholarships

Refer to the College of Business website (http://www.uwec.edu/academics/college-business/academic-resources/scholarships) for an up-to-date listing of Business Communication scholarships, or contact the program director, Schneider 400F.

Faculty

Paula Lentz, Program Director
Emily Elsner Twesme
Cynthia Hofacker
Marcy Leasum Orwig
Keith Stearns

Certificate

- Certificate: Advanced Business Communication

BCOM 206 Business Writing (2 crs)
Prerequisite: Minimum sophomore standing.
- Business Writing Fundamentals Program or concurrent enrollment. Students who earn less than a B- (B minus) in BCOM 206 must complete BCOM 216 with a grade of C or above.

Learn to write emails, memos, letters, reports, and employment documents. Adapt messages to existing and emerging technologies. Analyze audiences and use effective techniques to communicate using standard grammar, mechanics, punctuation, and document format.

Attributes: LE-S1 Written and Oral Communication
Lecture/Discussion Hours: 2
Lab/Studio Hours: 0

BCOM 207 Business Presentations (2 crs)
Prerequisite: Minimum sophomore standing.
- Students who earn less than a B- (B minus) in BCOM 207 must complete BCOM 217 with a grade of C or above.

Students will learn to communicate professionally in meetings, roundtables, project teams, and individual presentations using appropriate psychology, sensitivity, and technology.

Attributes: LE-S1 Written and Oral Communication
Lecture/Discussion Hours: 2
Lab/Studio Hours: 0

BCOM 216 Business Writing II (2 crs)
Prerequisite: BCOM 206 with a grade of C+ (C plus) or below.
- Students who earn less than a B- (B minus) in BCOM 206 must complete BCOM 216 with a grade of C or above.

The creation and enhancement of business documents through the application and study of problem solving strategies, analytical skills, and the principles of grammar, mechanics, and punctuation.

Grading Basis: A-F Grades Only
Lecture/Discussion Hours: 2
Lab/Studio Hours: 0

BCOM 217 Business Presentations II (2 crs)
Prerequisite: BCOM 207 with a grade of C+ or below.
- Students who earn less than a B- (B minus) in BCOM 207 must complete BCOM 217 with a grade of C or above.

Develop your nonverbal, oral, and interpersonal communication skills and learn ways to minimize anxiety, develop organizational skills, and create a professional image for the business world.

Grading Basis: A-F Grades Only
Lecture/Discussion Hours: 2
Lab/Studio Hours: 0
BCOM 306 Advanced Business Writing (2 crs)
Prerequisite: B- (B minus) or above in BCOM 206 or grade of C or above in BCOM 216.
Further develop your writing skills by creating formal business reports, news releases, instructions, and brochures. Explore writing for print vs. electronic environments. Develop a professional employment portfolio.
Attributes: Undergraduate/Graduate Offering
Lecture/Discussion Hours: 2
Lab/Studio Hours: 0

BCOM 307 Advanced Business Presentations (2 crs)
Prerequisite: B- (B minus) or above in BCOM 207 or grade of C or above in BCOM 217. Minimum junior standing.
Theory and practice in making presentations in a variety of professional settings using a variety of support media. Student presentations are evaluated.
Attributes: Undergraduate/Graduate Offering
Lecture/Discussion Hours: 2
Lab/Studio Hours: 0

BCOM 308 Technology for Business Communication (2 crs)
Prerequisite: BCOM 206 or BCOM 216 and BCOM 207 or BCOM 217.
Apply written, oral, and nonverbal communication skills for business purposes through a variety of technologies. Discuss emerging technologies and their effect on communication. Learn to manage information and engage in distance collaboration.
Lecture/Discussion Hours: 2
Lab/Studio Hours: 0

BCOM 317 Administrative Management (3 crs)
The role of the first-line supervisor in the organization is examined. Units with projects covering planning tools, employee selection, orientation and training, office productivity, and job analysis are covered.
Attributes: Undergraduate/Graduate Offering
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0

BCOM 365 Executive Profile Development (2 crs)
Designed to develop personal and social finesse in students preparing for professional careers. Emphasis on self-image, professionalism, and social etiquette. Units relate to development of the student's job campaign.
Lecture/Discussion Hours: 2
Lab/Studio Hours: 0

BCOM 399 Independent Study - Juniors (1-3 crs)
Prerequisite: Minimum junior standing. Minimum resident and total GPA 2.75.
Consent: Department Consent Required
Individual project under the direction of a faculty member.
Repeat: Course may be repeated

BCOM 405 Advanced Business Communications (2 crs)
Prerequisite: BCOM 206 and BCOM 207 or consent of instructor.
An in-depth application of written, oral, and nonverbal communication. The class simulates a business organization involved with preparing, organizing, and delivering communication training seminars. Considerable emphasis on interpersonal and organizational communication within business.
Attributes: Undergraduate/Graduate Offering, Capstone Course
Lecture/Discussion Hours: 2
Lab/Studio Hours: 0

BCOM 490 Internship in Business Communication (1-3 crs)
Prerequisite: BCOM 206; BCOM 207. Grade of B- (B minus) or better in both BCOM 206 and BCOM 207. Minimum junior standing.
Consent: Department Consent Required
• Additional BCOM course work is recommended.
Students gain on-the-job experience in business communication in a supervised professional setting.
Attributes: LE-I1 Integration, Special Course Fee Required
Repeat: Course may be repeated for a maximum of 3 credits
Grading Basis: A-F Grades Only

BCOM 491 Selected Topics in Business Communication (1-3 crs)
Prerequisite: BCOM 206 or BCOM 216; BCOM 207 or BCOM 217. Minimum junior standing.
Selected topics in business communication chosen because of a special interest on the part of students or faculty.
Repeat: Course may be repeated for a maximum of 3 credits
Grading Basis: A-F Grades Only

BCOM 495 Directed Studies (1-3 crs)
• Permission of department chair for each new topic.
Permits a student or group of students to pursue a defined problem in an intensive way under the direction of departmental faculty members.
Attributes: Undergraduate/Graduate Offering
Repeat: Course may be repeated
Grading Basis: No Auditors

BCOM 499 Independent Study - Seniors (1-3 crs)
Prerequisite: Minimum senior standing. Minimum resident and total GPA of 2.75.
Consent: Department Consent Required
Individual project under the direction of a faculty member.
Repeat: Course may be repeated
BCOM 506 Advanced Business Writing (2 crs)
Prerequisite: Limited to MBA students.
• Cross-listed with BCOM 306. Credit may not be earned in both courses.
Further develop your writing skills by creating formal business reports, news releases, instructions, and brochures. Explore writing for print vs. electronic environments. Develop a professional employment portfolio.
Grading Basis: No S/U Grade Option
Lecture/Discussion Hours: 2
Lab/Studio Hours: 0

BCOM 507 Advanced Business Presentations (2 crs)
Prerequisite: Limited to MBA students.
Consent: Instructor Consent Required
• Cross-listed with BCOM 307. Credit may not be earned in both courses.
Theory and practice in making presentations in a variety of professional settings using a variety of support media. Student presentations are evaluated.
Grading Basis: No S/U Grade Option
Lecture/Discussion Hours: 2
Lab/Studio Hours: 0

BCOM 517 Administrative Management (3 crs)
Prerequisite: Limited to MBA students.
• Cross-listed with BCOM 317. Credit may not be earned in both courses.
The role of the first-line supervisor in the organization is examined. Units with projects covering planning tools, employee selection, orientation and training, office productivity, and job analysis are covered.
Grading Basis: No S/U Grade Option
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0

BCOM 605 Advanced Business Communications (2 crs)
Prerequisite: Limited to MBA students.
Consent: Instructor Consent Required
• Cross-listed with BCOM 405. Credit may not be earned in both courses.
An in-depth application of written, oral, and nonverbal communication. The class simulates a business organization involved with preparing, organizing, and delivering communication training seminars. Considerable emphasis on interpersonal and organizational communication within business.
Attributes: Capstone Course
Grading Basis: No S/U Grade Option
Lecture/Discussion Hours: 2
Lab/Studio Hours: 0

BCOM 695 Directed Studies (1-3 crs)
Prerequisite: Limited to MBA students.
Consent: Department Consent Required
• Cross-listed with BCOM 495. Permission of department chair for each new topic.
Permits a student or group of students to pursue a defined problem in an intensive way under the direction of departmental faculty members.
Repeat: Course may be repeated
Grading Basis: No S/U Grade Option

BCOM 705 Teaching Business Communications - Secondary and Post-secondary Levels (2 crs)
Instruction for graduate students interested in teaching Business Communications at the secondary and post-secondary level. This course will involve mastery of business communications content and the teaching methodology appropriate for the subject area.
Grading Basis: No S/U Grade Option
Lecture/Discussion Hours: 2
Lab/Studio Hours: 0

BCOM 797 Independent Study (1-3 crs)
Consent: Department Consent Required
Individual project under the direction of a faculty member.
Repeat: Course may be repeated
Grading Basis: No S/U Grade Option

BCOM 799 Thesis (1-4 crs)
• Full-time equivalent.
A description of acceptable topics and the precise nature of the thesis requirement is provided in the departmental program descriptions.
Repeat: Course may be repeated
Grading Basis: PR Only Grade Basis