

BUSINESS COMMUNICATION (BCOM)

BCOM 206 Business Writing (2 crs)

Prerequisite: Minimum sophomore standing.

- *Students who earn less than a C in BCOM 206 must repeat the course until they earn a C to meet the College of Business communication requirement.*

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 C in BCOM 207 must repeat the course to meet the College of Business communication requirement.*

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 306 Advanced Business Writing (2 crs)

Prerequisite: A grade of C or better in BCOM 206

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: A grade of C or better in BCOM 207

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, 207 with C or better

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. 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, 207 with C or better

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, 207 with C or better; 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, 207 with C or better; 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
