

BUSINESS COMMUNICATION (BCOM)

BCOM 205 Business English and Document Editing (2 crs)

Professional written communication must be clear and credible. This introductory course is designed for students who are interested in writing in business settings. The course will include instruction in standard Business English (i.e., spelling, grammar, mechanics, and punctuation); proofreading and editing techniques for business documents; use of style guides; and business document formatting. Through class exercises, individual writing assignments, tutorials, and teamwork, students will improve writing and editing skills to produce more focused, polished, and effective business documents.

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

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 208 Technology for Business Communication (2 crs)

• *Formerly offered as BCOM 308.*

Apply current and emerging technologies and applications in order to improve the efficiency and effectiveness of business communication in an organization. Discuss theoretical and practical aspects of business communication technologies to select, use, manage, and problem solve using a range of technologies to process, convey, and present information in business contexts.

Grading Basis: A-F Grades Only
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.

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 309 Communicating in Workplace Relationships (2 crs)

Prerequisite: BCOM 206 and BCOM 207 with C or better; minimum junior standing
This course is designed to enhance students' understanding of the multiple workplace relationships employees may experience in their organization and to develop the business communication skillset necessary to navigate these relationships. Particular emphasis is placed on experiential learning to improve students' ability to communicate successfully in workplace relationships. Students will author a business communication case study and lead peers through a discussion of the case, conduct informational interviews with full-time working adults on their experiences in workplace relationships and provide an analysis of those experiences, use articles to generate recommendations on how to communicate competently in workplace relationships, and develop and facilitate a training workshop designed to improve some aspect of workplace relationships.

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

BCOM 310 Theoretical Approaches to Business Communication (2 crs)

Prerequisite: BCOM 206 and BCOM 207, each with C or better
Students explore theoretical lenses and common methodologies for analyzing contemporary business communication genres. Particular focus is on the application of theoretical approaches and frameworks commonly used in the rhetorical tradition to critique an organization's messaging and create effective business messages.

Grading Basis: A-F Grades Only
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 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 401 Data Visualization for Business Communication (2 crs)

Prerequisite: BCOM 206 and BCOM 207, each with a C or better.
Data-driven organizations seek business professionals who can expertly communicate information. This course draws from best practices and research in business communication, graphic design, information literacy, cognitive science, and visual communication to prepare students to effectively incorporate data visualizations in their business communication efforts. Conceptual knowledge and practical application will enable students to grow in their data literacy.

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

BCOM 405 Advanced Business Communication (2 crs)

Prerequisite: BCOM 206 and BCOM 207 with C or better. BCOM 306 and BCOM 307; or concurrent enrollment in both BCOM 306 and BCOM 307 with BCOM 405.

An in-depth application of business communication skills. As internal communication specialists, students work in teams to prepare, organize, and deliver business communication training seminars. The course format is an applied business communication context.

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-11 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
