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: 2
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
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
<th>Prerequisite</th>
<th>Attributes</th>
<th>Repeat</th>
<th>Grading Basis</th>
<th>Lecture/Discussion Hours</th>
<th>Lab/Studio Hours</th>
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<tbody>
<tr>
<td>BCOM 491</td>
<td>Selected Topics in Business Communication (1-3 crs)</td>
<td>1-3</td>
<td>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.</td>
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<td>Course may be repeated for a maximum of 3 credits</td>
<td>A-F Grades Only</td>
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<td>BCOM 495</td>
<td>Directed Studies (1-3 crs)</td>
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<td>Minimum junior standing. Selected topics in business communication chosen because of a special interest on the part of students or faculty.</td>
<td>Undergraduate/Graduate Offering</td>
<td>Course may be repeated for a maximum of 3 credits</td>
<td>A-F Grades Only</td>
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<td>BCOM 499</td>
<td>Independent Study - Seniors (1-3 crs)</td>
<td>1-3</td>
<td>Minimum senior standing. Minimum resident and total GPA of 2.75.</td>
<td>Department Consent Required</td>
<td>Course may be repeated for a maximum of 3 credits</td>
<td>A-F Grades Only</td>
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<td>BCOM 506</td>
<td>Advanced Business Writing (2 crs)</td>
<td>2</td>
<td>Limited to MBA students.</td>
<td>Cross-listed with BCOM 306. Credit may not be earned in both courses.</td>
<td>Course may be repeated</td>
<td>No S/U Grade Option</td>
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<td>BCOM 507</td>
<td>Advanced Business Presentations (2 crs)</td>
<td>2</td>
<td>Limited to MBA students.</td>
<td>Instructor Consent Required</td>
<td>Course may be repeated</td>
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<td>BCOM 517</td>
<td>Administrative Management (3 crs)</td>
<td>3</td>
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<td>Cross-listed with BCOM 317. Credit may not be earned in both courses.</td>
<td>Course may be repeated</td>
<td>No S/U Grade Option</td>
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<td>Course may be repeated</td>
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<td>BCOM 695</td>
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<td>BCOM 705</td>
<td>Teaching Business Communications - Secondary and Post-secondary Levels (2 crs)</td>
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<td>Limited to MBA students.</td>
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<td>BCOM 797</td>
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<td>Instructor Consent Required</td>
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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