

# ADVANCED BUSINESS COMMUNICATION, CERTIFICATE

(Code 765-601)

## Certificate Requirements

The **Advanced Business Communication Certificate** program is awarded to students who have completed course work in business communication and meet specific grade requirements. Students who earn the certificate will have the accomplishment noted on their official transcript.

| Code   | Title  | Credits |
|--|--|---------|
| <b>Twelve semester credits in the following courses with a grade of B- or above:</b> |  |         |
| BCOM 206   | Business Writing                                 | 2       |
| BCOM 207   | Business Presentations                           | 2       |
| BCOM 306   | Advanced Business Writing                        | 2       |
| BCOM 307   | Advanced Business Presentations                  | 2       |
| BCOM 309   | Communicating in Workplace Relationships         | 2       |
| BCOM 310   | Theoretical Approaches to Business Communication | 2       |
| BCOM 401   | Data Visualization for Business Communication    | 2       |
| BCOM 405   | Advanced Business Communications                 | 2       |
| BCOM 490   | Internship in Business Communication             | 1-3     |
| BCOM 491   | Selected Topics in Business Communication        | 1-3     |
| BCOM 495   | Directed Studies                                 | 1-3     |
| BCOM 499   | Independent Study - Seniors                      | 1-3     |

College of Business students may petition to count up to 3 credits of a communication-intensive course in the College of Business in their major toward the 12 credits earned for the certificate. Students need to earn a grade of B- or better in the course to count toward the certificate. The petition must be approved by the Business Communication Program Director prior to taking the course.

Contact the Business Communication Department (Schneider 404) for more information.

## Program Learning Outcomes

Students completing this program will be expected to meet the following learning outcomes:

- Create and use visuals to present quantitative and qualitative data in written communication and oral presentations.
- Use standard business-English grammar, mechanics, and punctuation in written and oral communication.
- Write common business documents (e.g., emails, memos, letters, reports, proposals, manuals, instructions), individually and in teams, using standard business document formats and organizational patterns (e.g., direct, indirect, persuasive).
- Use oral communication skills to communicate effectively, individually and in teams, in presentations, meetings, roundtable discussions, interviews, and interpersonal communication settings.
- Use technologies and software to create documents and presentations, present data, and facilitate meetings.