

# BUSINESS COMMUNICATION AND INFORMATION SYSTEMS

Schneider Social Science 404F  
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[www.uwec.edu/bcom](http://www.uwec.edu/bcom) (<https://www.uwec.edu/academics/college-business/departments-programs/business-communication/>) and [www.uwec.edu/is](http://www.uwec.edu/is) (<https://www.uwec.edu/academics/college-business/departments-programs/information-systems/>)

## Business Communication

Business Communication (BCOM) is the study of written, oral, and visual communication in the workplace. It is a field of study in its own right, but it is also an important field of study for anyone in any business discipline. Students have two pathways for studying BCOM: the comprehensive business communication major (no minor required) and the Advanced Business Communication Certificate (12 credits).

BCOM graduates are prepared for a variety of internships and career opportunities as an internal communication specialist, communications manager, writer, editor, social media specialist, and related jobs. BCOM students study a range of business communication topics, including writing common business documents, leading teams and facilitating their work, communicating visually, and using current technologies that enable a multimodal approach to effective communication in the workplace. In conjunction with other business courses in information systems, finance, economics, accounting, management, and marketing, the courses in the BCOM major position graduates well to be assets in a range of positions in many organizations.

Business Writing (BCOM 206) and Business Presentations (BCOM 207) are part of the BUSCORE. Students must earn a C or above in BCOM 206 and BCOM 207 to meet College of Business degree requirements. Students who do not earn at least a C in BCOM 206 must repeat the course until they earn a C or better. Students who do not earn at least a C in BCOM 207 must repeat the course until they earn a C or better.

## Information Systems

Information Systems (IS) is the study of the development, management, and application of computer information systems by businesses.

IS graduates have a wide variety of excellent career prospects. Systems/business/data analyst, web services developer, application software developer, project manager, digital network manager, risk assurance professional, and database administrator are just a few of the prestigious and well-paid positions available.

The IS program is housed in the College of Business, allowing IS graduates to obtain a broad background in business concepts. This allows them to develop expertise in bridging the gap between business professionals and computer technologists. IS graduates develop important business knowledge and skills such as communication, teamwork, and problem solving, as well as technical knowledge and skills such as systems analysis and design, computer programming, database management, network management, and Web development.

Students can pursue one of three different IS programs: a comprehensive major (62 credits, no minor required), a minor (25 credits), and a certificate (12 credits).

## Business Administration

The standard major in Business Administration is offered through the Business Communication and Information Systems Department. The standard major in Business Administration is offered for those students interested in the flexibility of a major/minor or major/certificate program of study, particularly for those interested in a minor or certificate outside the College of Business. Many of the minors and certificates offered within the College of Business do not satisfy university academic concentration requirements (<https://catalog.uwec.edu/undergraduate/graduation-requirements/#header16>) when paired with the Business Administration major, and some minors (Entrepreneurship, Human Resources, Management, Operations/Supply Chain Management, all of the Marketing minors, and the Business Administration minor) may not be paired as a secondary program with the Business Administration major. Please see the list of approved double major and major/minor combinations (<http://catalog.uwec.edu/undergraduate/business/#academicprogramtext>) in the College of Business.

## Student Organizations

The department supports the student organization Learning & Technology. Membership is open to all students interested in the study of information systems.

## 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 and Information Systems scholarships, or contact the department chair, Schneider 400F.

## Business Communication Faculty

Paula Lentz, Chair

Bridget Kurtenbach  
Marcy Leasum Orwig  
Nici Ploeger-Lyons  
Jane Strong

## Information Systems Faculty

Ali Ahmed  
Ezgi Akar  
Liqiang Chen  
Anthony Keys  
Jean Pratt  
Mark Staloch  
Ruidong Zhang

## Majors

- Standard Major: Business Administration- B.B.A. (<http://catalog.uwec.edu/undergraduate/business/business-communication-info-systems/business-administration-major-bba/>)
- Comprehensive Major: Business Communication (<http://catalog.uwec.edu/undergraduate/business/business-communication-info-systems/business-communication-major-bba/>)- B.B.A. (<http://catalog.uwec.edu/undergraduate/business/business-communication-info-systems/business-communication-major-bba/>)

- Comprehensive Major: Information Systems - B.B.A. (<http://catalog.uwec.edu/undergraduate/business/business-communication-info-systems/information-systems-comprehensive-major-bba/>)

## Minors

- Minor: Business Administration (<http://catalog.uwec.edu/undergraduate/business/business-communication-info-systems/business-administration-minor/>)
- Minor: Information Systems (<http://catalog.uwec.edu/undergraduate/business/business-communication-info-systems/information-systems-minor/>)

## Certificates

- Certificate: Advanced Business Communication (<http://catalog.uwec.edu/undergraduate/business/business-communication-info-systems/advanced-business-communication-certificate/>)
- Certificate: Information Systems (<http://catalog.uwec.edu/undergraduate/business/business-communication-info-systems/information-systems-certificate/>)