

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
Twelve semester credits in the following courses with a grade of B- or above: 12 credits		
BCOM 206	Business Writing	2
BCOM 207	Business Presentations	2
BCOM 306	Advanced Business Writing	2
BCOM 307	Advanced Business Presentations	2
BCOM 308	Technology 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:

- 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.
- 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.

- Apply knowledge, skills, or responsibilities gained in one academic or experiential context to other contexts