

Business Communication (BCOM)

COURSES

BCOM 3360. EFFECTIVE BUSINESS COMMUNICATION. 3 Hours.

Principles and practice of effective communication with business organizations. Students will be exposed to theories of persuasion, argumentation and advocacy. Techniques to achieve group compromise and conflict resolution are also emphasized. A business professionalism lab is required. The grade for this course requires the completion of both the lecture component and the professionalism lab. Prerequisite: 30 credit hours.

BCOM 4380. ADVANCED COMMUNICATIONS FOR BUSINESS. 3 Hours.

Students develop written and oral communication skills. Multiple individual professional writing projects will be produced and critiqued. Grammar, sentence structure, and word choice in the business setting will be developed. Students will deliver multiple oral presentations and learn their strategy, techniques, and tips for succinct communications. Non-verbal communication will be reviewed. Prerequisite: BCOM 3360.

BCOM 5175. BUSINESS COMMUNICATIONS. 1 Hour.

Course focuses on effective oral and written communication skills for business leaders. Discusses advanced techniques for improved business writing and presentation skills. Also stresses presentation media and computer graphics for reports and presentations.

BCOM 5375. ADVANCED BUSINESS COMMUNICATION THEORY & PRACTICE. 3 Hours.

Examines theories of effective oral and written communication for managers, including conflict resolution, emotional intelligence, and others. Discusses techniques for improved research, report writing and presentation. Integrates presentation media and computer graphics for reports and presentations.