BPS 6302 - Strategic Business Communications

BPS 6302 Strategic Business Communications (3 semester credit hours) The ability to communicate clearly and persuasively is the hallmark of a successful leader. Students in this course will get hands-on experience working through communication challenges in a realistic and dynamic class setting, and will learn the importance of communication for problem solving and decision-making in business. Material emphasizes both written and oral presentation skills and the use of media/technology. For students in all business areas. (3-0) Y