Business Communication

**BCOM 3100** Professional Development (1 semester credit hour) This course is required for all first time in college freshmen who were required to take **BA 1100**, in the Naveen Jindal School of Management. This course is designed to enhance the student's experience in the Naveen Jindal School of Management. Students will enhance networking skills, verbal and written communication skills, business etiquette training, and learn how to increase their human capital. Students will also work on projects geared towards career management and overall professional development as a business major. The goal of this class is to make the student a more marketable and valuable professional in the global economy. Credit cannot be received for more than one of the following: **ACCT 3100, BA 3100, BCOM 3100, FIN 3100, HMGT 3100, IMS 3100, ITSS 3100, MKT 3100, OBHR 3100, OPRE 3100, ACCT 3200, BA 3200, BCOM 3200, FIN 3200, HMGT 3200, IMS 3200, ITSS 3200, MKT 3200, OBHR 3200 or OPRE 3200.** Prerequisite: **BA 1100.** (1-0) S

**BCOM 3200** Introduction to Business and Professional Development (2 semester credit hours) This course is required for all students in their first semester majoring in the Naveen Jindal School of Management who were not required to take BA1100. This course will enhance the student's experience in the Naveen Jindal School of Management, introduce them to the professional and communication expectations of their field, and make them a more marketable and valuable professional in the global economy. Credit cannot be received for more than one of the following: **ACCT 3100, BA 3100, BCOM 3100, FIN 3100, HMGT 3100, IMS 3100, ITSS 3100, MKT 3100, OBHR 3100, OPRE 3100, ACCT 3200, BA 3200, BCOM 3200, FIN 3200, HMGT 3200, IMS 3200, ITSS 3200, MKT 3200, OBHR 3200 or OPRE 3200.** (2-0) S

**BCOM 3310** Business Communication (3 semester credit hours) Introduction to various types of professional communication, with an emphasis on business writing. Students will gain experience writing and revising business email, letters, proposals, and job search documents. Students will work both individually and in teams and will exit the course with a clear understanding of the centrality of communication in business. Not eligible for audit. This course does not fulfill the university communications core requirement. Credit cannot be received for both courses, **BCOM 3310 and BCOM 3311.** Prerequisites: **RHET 1302 and (ACCT 3100 or BA 3100 or BCOM 3100 or FIN 3100 or HMGT 3100 or IMS 3100 or MKT 3100 or ITSS 3100 or OPRE 3100 or ACCT 3200, BA 3200 or BCOM 3200 or FIN 3200 or HMGT 3200 or IMS 3200 or ITSS 3200 or MKT 3200 or OBHR 3200 or OPRE 3200.)** (3-0) S

**BCOM 4310** Strategic Business Communications (3 semester credit hours) This course is designed to increase a student's understanding of strategic communication management. Students will learn how all aspects of communication can significantly impact the success of a business. The coursework will explore existing theory, research and the practice of organizational communications through case analysis. Students will discover the pervasiveness of communications in all aspects of organizational life, learning how communication and decision-making problems are solved. Working in groups, students will evaluate the strengths and weaknesses of communication in an organizational setting through group study, presentations and written individual reports. Prerequisite: **BCOM 3310 or equivalent.** (3-0) R

**BCOM 4350** Advanced Business Communication (3 semester credit hours) This course builds on **BCOM 3310** by helping students work towards mastery of three critical communication competencies: business speaking, professional use of social media/technology in/for work, and the development of a professional online presence. Students will gain experience engaging in many different kinds of oral communication for
business, both individually and in teams. Prerequisites: (BCOM 3310 or equivalent) and (MATH 1325 or MATH 2413 or MATH 2417) (3-0) Y