BCOM 1300 - Introduction to Professionalism and Communication in Business

BCOM 1300 Introduction to Professionalism and Communication in Business (3 semester credit hours) This course is an introduction to the study of business, with exposure to each of the business disciplines. Students will be introduced to the functional areas of business and will begin to plan their business careers. Students will focus on developing the skills necessary to communicate professionally in the business world. Particular communication skills include: writing and evaluation of internal and external communication; analysis of data in Excel; appropriate integration of analyzed data into presentations; networking and professional presence; and interviewing professionals in the student's chosen field for career path analysis. Required and open only to all first time in college freshman Naveen Jindal School of Management majors. Credit cannot be received for both courses, BCOM 1300 and (BCOM 3100 or BCOM 3200 or BCOM 3300 or BCOM 3310 or BCOM 4350). Corequisite: UNIV 1010. (3-1) Y