BCOM 3300 - Professionalism and Communication in Business

BCOM 3300 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. 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 BCOM 1300. Credit cannot be received for both courses, BCOM 3300 and (BCOM 1300 or BCOM 3100 or BCOM 3200 or BCOM 3310 or BCOM 4350). (3-1) S