B COM 4300 - Managing Communications in Business

Managing Communications in Business (3 semester credit hours) This course focuses on communication as a management tool: emphasizing communications with the variety of stakeholders within an organization: team members, superiors, direct reports, as well as management of external stakeholders such as clients. Topics include communication strategies for: persuasion, office politics, and conflict management. Students will prepare status reports, project proposals and recommendations, and practice effective meeting management. Credit cannot be received for B COM 4300 and (B COM 3100 or B COM 3200 or B COM 3310 or B COM 4350) Prerequisite: B COM 1300 or B COM 3300. (3-0) S