

BCOM3300 - Professionalism and Communication in Business

[BCOM 3300](#) Professionalism and Communication in Business (3 semester credit hours) This course introduces students to business communication and professionalism with a focus on developing the skills necessary to communicate professionally and effectively. Particular communication skills include understanding audience and context; writing and evaluating internal and external communications; using appropriate communication tools and channels; effectively integrating research and data into presentations; and networking and professional presence. 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](#). (3-1) S