

# BUSINESS COMMUNICATIONS (BCOM)

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## BCOM 3113 Written Communication

**Prerequisites:** 50 credit hours.

**Description:** Analysis of business communication problems in terms of generally accepted communication principles. Practice in neutral and positive, negative and persuasive written messages. Practice writing a proposal and a business report. Students may not take both BCOM 3113 and BCOM 3443 for degree credit. Previously offered as GENA 3113.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Management

## BCOM 3223 Oral Communication

**Prerequisites:** 50 credit hours.

**Description:** Prepares students for oral and written communication in the workplace. Emphasis on planning and presenting of ideas to audiences as an individual and as a member of a team. Grammar skills and principles of effective communication will be explored. Previously offered as GENA 3223.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Management

## BCOM 3333 Advanced Business Communication

**Prerequisites:** BCOM 3113 and 6 hours of English.

**Description:** An advanced written and oral business communication class which focuses on the fundamentals of writing and presenting business reports. The course will include coverage of mechanics, content, structure, and research of business reports as well as Power Point presentation.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Management

## BCOM 3443 Business Communication for International Students

**Prerequisites:** 50 credit hours.

**Description:** Analysis of business communication problems in terms of generally accepted communication principles. Practice in written messages, a proposal, and a business report. This course is specifically designed for students who learned English as a second language. Students may not take both BCOM 3113 and BCOM 3443 for degree credit.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Management

## BCOM 5113 Seminar in Administrative Communication

**Description:** Understanding and application of valid and relevant communication principles and theories. Designed to develop management-level personnel who can effectively and efficiently use oral and written communications as administrative tools to organizational functioning.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Management

## BCOM 5210 Business Communication Applications

**Description:** Application of communication techniques to the business setting. Interpersonal communication skills necessary for the manager in a business organization. Problems and applications within the modern business setting. Offered for variable credit, 1-3 credit hours, maximum of 3 credit hours.

**Credit hours:** 1-3

**Contact hours:** Contact: 1-3 Other: 1-3

**Levels:** Graduate

**Schedule types:** Independent Study

**Department/School:** Management