

BUSINESS COMMUNICATIONS (BCOM)

BCOM 301 - BUSINESS COMMUNICATIONS

Focuses on building strategic capability and specific skill sets necessary for effective written and oral business communication in the age of domestic diversity and globalism. The communication process, Internet-based and traditional research techniques, presentation strategies, nonverbal and intercultural communications, the impact of new technologies and ethical considerations in communication are addressed.

Credits: 3

Prerequisites: ENG 102