

BUSINESS COMMUNICATION (BCOM)

See Course Description Symbols and Terms (<https://catalog.csuchico.edu/academic-standards-policies/course-description-symbols-terms/>) for an explanation of course description terminology and symbols, the course numbering system, and course credit units.

BCOM 300W Communication in Business (W) 3 Units W, GW

Prerequisite: GE English Composition (1A), sophomore standing.

Typically Offered: Fall and spring

Emphasis is on solving business problems through the strategic design of verbal, print, and electronic messages. Models for effective business documents, presentations, meetings, and interpersonal as well as electronic project interaction are applied to business communication problems. Related technology use, etiquette, cultural differences, and ethical considerations are highlighted. 3 hours lecture. (005687)

Grade Basis: Graded

Repeatability: You may take this course for a maximum of 3 units

Course Attributes: Upper Division; Writing Course; Graduation Writing Assessment Requirement Course

BCOM 504 Communication for Personal and Professional

Success 1.5 Units

Prerequisite: Open to declared Online MBA students only.

Typically Offered: Fall and spring

Effective business communication is central to success in business. Students learn how to be effective and persuasive communicators. The foundation for this begins with students developing an understanding of their strengths, communication style, professional goals, and career aspirations. Furthermore, interpersonal, written and presentation skills will be developed for professional success. To become more effective and skilled communicators, students focus on selected approaches to intrapersonal, interpersonal, and organizational communication. Finally, the course includes processes moving personal and professional understandings into actionable plans. 1.5 hours lecture. (022271)

Grade Basis: Graded

Repeatability: You may take this course for a maximum of 1.5 units

Course Attributes: Upper Division