

BUSINESS COMMUNICATION MAJOR (A)

Communication is by far the most important skill professionals have in the business world. Main components of communication within the workplace involve nonverbal communication, audience analysis, data interpretation, and public speaking.

The Business Communication program provides an opportunity to study topics such as public relations, group dynamics, conflict management and cross-cultural communication. Students gain practical experience through mock-interviews, crisis response activities, networking events, journalism, social media campaigns, and servant leadership opportunities. Graduates of the program are well equipped for a variety of careers in management, corporate communication, negotiation and technical writing.

Program Learning Outcomes

By fulfilling all of the course requirements for the Bachelor's of Science in Business Communication, students will be able to:

1. Write and deliver effective speeches for a variety of audiences
2. Apply different managerial perspectives (e.g., classical, human relations, and human resources) to motivate and manage subordinates
3. Write clear letters, proposals, and persuasive messages that accomplish the intended purposes in the workplace
4. Write a research paper that uses and cites a variety of up-to-date and credible sources
5. Use empathetic listening to understand and support those experiencing issues, problems or emotions
6. Negotiate to obtain desired outcomes using either collaborative or competitive approaches, when appropriate
7. Possess readiness to use their God-given gifts effectively in their vocation to serve others.

Curriculum

Code	Title	Hours
Core Requirements (https://catalog.cuw.edu/undergraduate/university/acad-prog/trad/core/) ¹		45
Major Requirements		63
Electives		12
Minor: Optional		
Total Hours		120

¹ For transfer students, please see the Advanced Transfer Core (<https://catalog.cuw.edu/undergraduate/university/acad-prog/trad/transfer-core/>).

Major Requirements

Code	Title	Hours
<i>Required Core Courses</i>		
BUS 315	Business Statistics (counted in University Core)	
ECON 222	Macroeconomics (counted in University Core)	

COMM 105	Public Speaking or COMM 20 Interpersonal Communication	
<i>Core Business Requirements</i>		
ACCT 205	Accounting & Finance for Business Professionals	3
BUS 161	Business Essentials	3
	or BUS 162 Quantitative Business Essentials	
BUS 210	Business Law I	3
BUS 355	Management Information Systems	3
BUS 399	Business Internship	3
BUS 453	Business Policy and Ethics (Business School Capstone)	3
ECON 231	Microeconomics	3
MGMT 130	Management & Leadership	3
	or MBA 544 People-Focused Management	
MKTG 131	Sales and Marketing	3
Required Courses		
BCOM 247	Business Writing	3
BCOM 300	Group Dynamics	3
BCOM 390	Conflict Management	3
COMM 205	Advanced Public Speaking	3
COMM 260	Social Media	3
MGMT 340	Organization Behavior	3
MGMT 345	Diversity, Inclusion, and Human Relations	3
MKTG 223	Public Relations	3
Major Electives		
Select four of the following:		12
BCOM 323	Intermediate Public Relations	
BCOM 385	Interviewing Principles	
BCOM 423	Advanced Public Relations	
COMM 460	Cross-Cultural Communication	
COMM 354	Gender and Communication	
MGMT 472	Managing Change	
Total Hours		63