

## Fall 2020 Course Descriptions as of 04/05/2020 08:10 PM

Information in Browse Course Catalog is subject to change. Information is term specific. Please refer to the appropriate term when searching for course content. Key to Course Descriptions may be found at: [http://rcs.registrar.arizona.edu/course\\_descriptions\\_key](http://rcs.registrar.arizona.edu/course_descriptions_key).

### Business Communications (BCOM)

#### **BCOM 212: Communication Essentials in Economics** (3 units)

**Description:** Business professionals spend 70% of their time communicating. According to NACE's Job Outlook 2017 survey, the top three skills employers seek are the abilities to lead effectively, work collaboratively, and write cogently. Employers' chief criteria for promotion are communication skills. Your ability to communicate effectively will set you apart from your peers and broaden your leadership potential. Focusing on messaging in the workplace, this course introduces the fundamentals of written business communication strategies. This series of tasks takes you purposefully through the process of analyzing, strategizing and executing professional communication strategies, both individually and as part of a team. The assignments will assist you in developing the credibility and agility you will need to compete in the workplace.

**Grading basis:** Regular Grades

**Career:** Undergraduate

**Course Components:** Lecture Required

**Course typically offered:**

Main Campus: Fall, Winter, Spring, Summer

**Enrollment requirement:** ECON 200 and (ENGL 102 or 108 or 109H)

#### **BCOM 214: Fundamentals of Business Communication** (3 units)

**Description:** Introduce students to successful business communication strategies and practices and to help them improve and develop their business communication skills for increased success in future coursework and the workplace.

**Grading basis:** Regular Grades

**Career:** Undergraduate

**Course Components:** Lecture Required

**Course typically offered:**

Main Campus: Fall, Winter, Spring, Summer

Online Campus: Fall, Winter, Spring, Summer

**Enrollment requirement:** ACCT 200 and BNAD 276.

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

**May Be Offered** Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

**BCOM 314L: Business Communication Laboratory** (1 unit)

**Description:** A one-credit workshop designed to address the needs of students who need additional instruction and practice in business communication. More specifically, B AD 314L focuses on oral and written instruction to help ESL students with the challenges they face. The curriculum includes English written/oral organizational skills, grammar skills, vocabulary building, American English pronunciation/intonation instruction and practice, and comparative cultural practices. The course requires some assignments, both in and out of class, in order to clarify or solidify the key concepts on which students need to work. Students are encouraged to bring in writing assignments from other classes for review and discussion. Students can repeat the course as often as they need during their matriculation at the Eller College. To encourage students to be responsible for their own knowledge acquisition, the course is designated pass/fail.

**Grading basis:** Pass/Fail

**Career:** Undergraduate

**Course Components:** Laboratory Required

**Repeatable:** Course can be repeated a maximum of 4 times.

**Equivalent to:** BAD 314L

**Course typically offered:**

Main Campus: Fall, Spring

**Enrollment requirement:** Adv Stdg: Accounting, Business Management, Business Economics, Finance, Marketing, MIS, Ops Management, General Business or Entrepreneurship.

**BCOM 314R: Business Communication** (3 units)

**Description:** Course intended to introduce students to the strategic nature of business communication. By the end of the course, students should be able to analyze business situations and prepare messages that fulfill all of the intended purposes of their communication, meet the needs and expectations of business audiences, and take into account other relevant contextual factors. Students must have adequate oral and communication skills to be able to effectively focus on developing the higher-order thinking skills that are necessary to succeed in the course. In order to help students devise successful communication strategies, the course will also therefore emphasize the development of these higher-order skills, which include analysis, synthesis, and evaluation.

**Grading basis:** Regular Grades

**Career:** Undergraduate

**Course Components:** Lecture Required

**Equivalent to:** BAD 314, BAD 314R

**Course typically offered:**

Main Campus: Fall, Winter, Spring, Summer

Online Campus: Fall, Winter, Spring, Summer

**Enrollment requirement:** Adv Stdg: Accounting, Business Management, Business Economics, Finance, Marketing, MIS, Ops Management, General Business or Entrepreneurship.

**Student Engagement Activity:** Professional Development

**Student Engagement Competency:** Innovation and Creativity

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

**May Be Offered** Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

**BCOM 315: Management Communication Review (2 units)**

**Description:** This two credit, skills-based course gives you the opportunity to review and improve your written communication skills. You will examine and practice the written communication strategies and skills that are essential for your success in business.

**Grading basis:** Regular Grades

**Career:** Undergraduate

**Course Components:** Lecture Required

**Equivalent to: BAD 315**

**Course typically offered:**

**Main Campus: Fall, Winter, Spring, Summer**

Online Campus: Fall, Winter, Spring, Summer

**Recommendations and additional information:** Available only to students who did not pass BNAD 314R writing assessment.

**Enrollment requirement:** Adv Stdg: Accounting, Business Management, Business Economics, Finance, Marketing, MIS, Ops Management, General Business or Entrepreneurship.

**BCOM 510A: Communication for Managers and Professional Development (3 units)**

**Description:** Today's M.B.A. candidates face an exciting and challenging job market with a need to focus their professional energies as soon as they enter graduate school. According to a recent Wall Street Journal article (9/22/04), the top four attributes desired by recruiters are (1) communication and interpersonal skills, (2) the ability to work well within a team, (3) personal ethics and integrity, and (4) analytical and problem-solving skills. Regardless of a student's "dream job" after graduation the strategies for enhancing these skills, especially the soft "people skills," are critical additions to the Eller M.B.A.'s portfolio of knowledge.

**Grading basis:** Regular Grades

**Career:** Graduate

<b>Course Components:</b>	Lecture	Required
---------------------------	---------	----------

**Course typically offered:**

Main Campus: Fall

**-SA** represents a Student Abroad & Student Exchange offering

**-CC** represents a Correspondence Course offering

**May Be Offered** Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

**BCOM 510B: Language Support Lab** (1 unit)

**Description:** The Language Support Lab elaborates on the strategic approach to professional communication and principles of effective writing and speaking taught in MGMT 510. It also provides additional practice for developing a more polished, focused, and professional persona. A combination of individual and team-based practice will equip international students to better perform on assignments given in MGMT 510. Students for whom English is not their first language face additional challenges as they must understand and express professional ideas in a language and a culture they are not completely familiar with. The Language Support Lab is designed to give these students help with pronunciation, American English writing styles, and cultural expectations of the business world today.

**Grading basis:** Regular Grades

**Career:** Graduate

**Course Components:**      Laboratory                      Required

**Course typically offered:**

Main Campus: Fall, Spring

**BCOM 510E: Communication for Managers** (2 - 3 units)

**Description:** This course introduces a strategic approach to professional communication, examines principles of effective writing and speaking, and provides practice for developing a more polished, focused, and professional persona. Key components include: audience analysis, communicator credibility, message construction, design, delivery, and style flexibility.

**Grading basis:** Regular Grades

**Career:** Graduate

**Course Components:**      Lecture                      Required

**Course typically offered:**

Main Campus: Fall, Winter, Spring, Summer

Online Campus: Fall, Spring, Summer

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

**May Be Offered** Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

**BCOM 510F: Communication for Managers in Finance** (1 unit)

**Description:** Students for whom English is not their first language face additional challenges as they must understand and express professional ideas in a language and a culture they are not completely familiar with. The Language Support Lab is designed to give these students help with pronunciation, American English writing styles, and cultural expectations of the business world today. This lab elaborates on the strategic approach to professional communication and principles of effective writing and speaking needed in a business context. It also provides additional practice for developing a more polished and professional persona. A combination of individual and team-based practice will equip international students to accomplish these objectives.

**Grading basis:** Regular Grades

**Career:** Graduate

**Course Components:** Laboratory Required

**Also offered as:** FIN 510F

**Course typically offered:**

Main Campus: Fall

**BCOM 511: Communication Management** (2 units)

**Description:** This course introduces a strategic approach to professional communication (writing and speaking). Key components include: audience analysis, communicator credibility, message construction, design, and delivery.

**Grading basis:** Regular Grades

**Career:** Graduate

**Course Components:** Lecture Required

**Course typically offered:**

Main Campus: Spring

Online Campus: Summer

**Recommendations and additional information:** BCOM 510A

**BCOM 512: Advanced Strategic Communication** (2 units)

**Description:** Advanced Strategic Communication

**Grading basis:** Regular Grades

**Career:** Graduate

**Course Components:** Lecture Required

**Course typically offered:**

Main Campus: Fall, Winter, Spring, Summer

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

**May Be Offered** Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.