

BUSINESS COMMUNICATION (BCOM)

BCOM 280 Strategic Business Communications (3 credits)

Prerequisite(s): INFO 240 or BUS 215, may be taken concurrently; and WRIT 105, WRT 105/105A, or HONP 100. Restriction(s):

Business Administration, Business Analytics, Accounting, and Visual Communications Design (BFA) majors only; or Bloomfield Business Student. This course will teach business communication concepts in the framework of strategic and analytical business situations. Students will learn to communicate effectively in the business environment both in written and in oral form through audience-specific communications. Students will become aware of their critical role as effective business communicators to work in teams, as leaders, and as analytical thinkers to inform, persuade, and affect data-driven decision-making. Students will work individually and in teams and be expected to present the results of their analyses in written, graphical, and oral formats. Students will be exposed to business documents and financial data from various business disciplines and apply data interpretation and analysis skills that include the use of graphical design, descriptive statistical measures, and statistical inference methods in order to draw meaningful conclusions that connect context and the analysis. Meets the Graduation Writing Requirement for majors in Business Administration and Accounting. Equivalent course BUGN 280 effective through Summer 2024. Satisfies SEEDS Effective Writing II student learning outcome in alignment with Educated Citizenry and Diversity and Intercultural Competency values. Special fee.

BCOM 560 Storytelling with Data (1.5 credit)

The Storytelling with Data course is designed to provide students with knowledge on how to build compelling narratives based on complex data and analytics. The goal is to utilize data to inform and influence an audience to take action, adopt or change a position, or make business decisions by providing deeper insights and supporting evidence through graphs and charts. By learning and applying data visualization tools and business storytelling principles, students will be able to interpret, streamline and present large quantities of data to reveal trends and patterns or provide context and insights. Students will practice creating and delivering effective business messages intended to inform and persuade leaders and teammates at all levels of an organization.