

**Department:** BADM, School of Business

**Course No. :** 4075W

**Credits :** 3

**Title :** Business Communications

**Contact:** Theophilus (Lane) Barrow

**WQ:** W

**Catalog Copy:** BADM 4075W Business Communications

Either semester. Three credits Prerequisite: Open only to juniors or higher admitted to the School of Business. Students may not receive credit for both BADM 4080W and BADM 4070W (formerly MGMT 3070W)

Course presents techniques for improving professional writing and oral communications skills and explores ways in which visual communications, document design, and use of workplace technologies shape the message.

#### **RATIONALE FOR ACTION REQUESTED**

Course is a requirement for new business major proposed for the regional campuses currently offering the BSBT major. Both majors to be offered. It will be an elective option for business students at Storrs.

#### **Course Information:**

BADM 4075W is designed to improve the writing and oral presentations skills of the student through extensive practice in a variety of business models, including short correspondence, responding to negative situations, short reports and proposals, performance appraisals, sales presentations, virtual teaming strategies, collaborative writing, and interviewing. Students will submit a minimum of 15 pages of business writing, which will be revised for final submission. There will also be team assignments, including a final substantive oral presentation and written report.

#### **W Criteria:**

BADM 4075W meets the specific criteria for a “W” class by requiring a minimum of 15 pages of written material, all of which will be revised for submission in a final portfolio. The basis for these revisions will be from a combination of peer review and consultation with the instructor, both in-class and during office hours. In order to pass this course, the student must receive a passing grade in the writing component.

#### **Supplementary Information :**

**SYLLABUS:**

Online URL: ( [https://web2.uconn.edu/senateform/request/course\\_uploads/jec02010-1257196626-jec02010-1256582305-BADM 4080W syllabus final for fac. vote \(2\).docx](https://web2.uconn.edu/senateform/request/course_uploads/jec02010-1257196626-jec02010-1256582305-BADM_4080W_syllabus_final_for_fac_vote_(2).docx) )