Business Communication Emphasis
The Relevance of Communication in Business

Communication is the CONNECTER, INFLUENCER, ENABLER, DISRUPTOR of (ORGANIZATIONAL) LIFE

APPLIED SKILLED COMMUNICATION PRACTICES AND STRATEGY = CAREER AND COMPETITIVE ADVANTAGE
Banking on social capital: People are and have always been “the game.”

**Human Capital =** represents knowledge & expertise, or what you know

**Social Capital =** represents relationships and interactions, or how well you are positioned to leverage what you know

Realize the power of connections. Develop communication strategy to connect and drive your professional success and that of the organization you work for.
Adaptive space = freedom of ideas to flow throughout an organization.

Impact of Media
Impact of Economic and Corporate Interests
Impact and use of AI

Impact of People

Agile & Adaptive Organizations = Agile & Adaptive Communication

BUCO 425  
Ethics and Professional Communication (4 units)

BUCO 445  
Communicating to Lead and Persuade (4 units)

BUCO 460  
Communication for Organizations: Exploring Creativity (4 units)

BUCO 458  
Managing Communication and News Media (4 units)

BUCO 499  
Special Topics: Strategic Communication in ESG (4 units)

BUCO 333mv (4 units)  
Communication in the Working World - Managing Diversity

BUCO 450  
Communication for Organizations: Exploring Creativity (4 units)

BUCO 485  
business Communication Management for Nonprofits (4 units)

BUCO 499  
Special Topics: Strategic Communication in Entertainment (4 units)
BUCO 485: Business Communication Management for Nonprofits (4 units)
Communication environment; communication activities for fundraising and visibility; research and evaluation methods; grant proposals; strategies for communicating social mission to media, government and for-profit partners.

Professor James Owens

BUCO 499: Special Topics: Strategic Communication in the Entertainment Industry (4 units)
Current developments in the field of business communication. Topics vary from semester to semester.

Professor Janna Wong-Healy
BUCO 333: Communication in the Working World - Managing Diversity (4 units)
Communication strategies to manage workplace diversity.
Historical, social, legal precedents. Institutional barriers to diversity.
Race, gender, sexual orientation, age, physical disabilities, culture.

Professor Naomi Warren

BUCO 450: Communication for Organizations: Exploring Creativity (2 units)
Highly-experiential seminar that will help develop communication strategies that contribute to interpersonal, intrapersonal, and organizational success through an exploration of creativity in business. Explore, experiment, and enhance your own creative thinking skills by developing them into strategic, problem-solving tools. You do not have to “be creative” to take this course.

Professor Ellen-Linnea Dipprey
BUCO 458: Managing Communication and New Media (4 units)

This course will develop students’ understanding of media use in business settings and will teach students how to maintain the skills required for success with a variety of social media platforms. Practical use of individual and corporate branding, complemented by advice from guest lecturers, students will leave with the capacity to utilize new media to their best advantages in many business settings.

Professor Jamaa Wong-Healy
T/TH 12:00pm to 1:50pm (Spring 2024)

BUCO 445: Communicating to Lead and Persuade (4 units)

Leverage artificial intelligence (AI) tools and receive personalized coaching to craft and refine your communication game in the workplace. BUCO 445 teaches students the techniques to develop and deliver excellent professional pitches for a variety of workplace situations. Individualized feedback from the course’s coaching model builds unique strengths. No midterm and no final exam.

Professor Stephen Lind
T/TH 12:00pm to 1:50pm (Spring 2024)