

The Future is OPEN



BUS 310: Business
Communications
(Buch)

BUS 310: BUSINESS
COMMUNICATIONS
(BUCH)



This text focuses on the concepts, strategies, and principles of effective communication in business situations. Tools to communicate effectively in a fast-paced technological, global marketplace are emphasized. The course provides opportunities to create, edit, evaluate, and critique business documents and reports. A formal research paper using analytical skills, graphics, and the ability to draw conclusions and make recommendations is required.

