Introduction to Business Communication (LHC 250)
1.5 credits  Core  Terms Offered: F 05
Course Prerequisites: No credit in LHC 350
Introduction to Business Communication presents frameworks for writing documents, managing email, and preparing presentations. Cases and exercises emphasize informative communication and strategies for collaboration. Methods for organizing ideas, analyzing data, formatting information, understanding audience needs, and developing a professional communication style are covered.

Business Communication (LHC 350)
3.0 credits  Core  Terms Offered: F05, W05, W06
Advisory Prerequisites: BBA student
LHC 350 IS A CORE COURSE FOR BBA2s ONLY!
Incoming Fall 2005 and later BBA students should be registered for LHC 250.
Business Communication 350 introduces communication theories and strategies for a variety of business situations, including memo, letters, meetings, presentations, proposals, reports, and technology-based communications (with an emphasis on routine e-mail correspondence). Using a developmental approach to business communication, the course examines methods for organizing ideas, analyzing data, addressing diverse concerns, presenting information, and developing a professional communication style.

Managerial Writing (LHC 520)
3.0 credits  Terms offered: W 06, Sp 06, Su 06
This course introduces conceptual and analytical tools that facilitate decisions about written communications in organizations. Its perspective is that of the manager; its focus is on the complex role writing plays in key management activities such as the written presentations of complex data to multiple constituencies (e.g. writing connected with performance appraisals; informational memos, proposals, annual reports). Through a series of cases and writing tasks, participants learn to associate managerial goals and receiver responses with textual variations involving the organization and development of content, syntactic constructions, and document design. Also explored, in the second half of the course, are strategies for effective collaboration and presentation. This course satisfies the Communication Requirement.

Writing Fundamentals for Entrepreneurs (LHC 521)
1.5 credits  Terms offered: W 06 A
This course explores fundamental communication principles for writing required in entrepreneurial contexts. The course overviews relevant business writing principles giving participants an opportunity to complete entrepreneurial documents including personal biographical statements, product descriptions, industry overviews, value propositions, target market analyses, and mission statements. Participants also evaluate business plans and solicitations for funding. This course satisfies the Communication Requirement.

Managerial Writing Fundamentals (LHC 522)
1.5 credits  Terms offered: F 05 A, F 05 B, W 06 A, W 06 B
Fundamentals for managerial writing are central to the course. Students review the punctuation, grammar, syntax, organizational approaches, content development and conventional formats necessary for managerial documents. Goals include writing clearly, concisely and correctly, achieved through numerous writing exercises and by composing a variety of business memoranda and letters. This course satisfies the Communication Requirement.
Persuasive Management Communication (LHC 524)
1.5 credits  Terms offered: W 06 A
This course presents persuasive communication strategies that facilitate effective management. Specifically, the course covers fundamental persuasive frameworks (e.g., compliance-gaining, conflict management, credibility control) applied to oral and written messages. These frameworks provide a basis for exploring persuasive communication in a variety of management settings. Special emphasis is placed on differing strategies associated with cultural variation, focusing on those most critical for global business communication.
This course satisfies the Communication Requirement.

Business & Media Relations (LHC 526)
1.5 credits  Terms offered: Not offered in 2005-2006
Business & Media Relations explores the dynamic, complex, and often distant relationship between businesses and the media. The idea that one can "manage" the media rather than "react" to it is the basis for the course which covers ways managers can improve their communication with converging, media organizations involving print, television, radio, and the internet. Through a variety of exercises, including on-camera interview training, mock press conferences, and case discussions, participants learn techniques for relating to reporters, journalists, and even media moguls, including ways to create a positive corporate image, understand and respond to media attribution, and neutralize negative media coverage that, without intervention, could become a full blown damaging crisis situation.
This course is offered as an elective only and does not satisfy the Communication Requirement.

Communication for the Global Manager (LHC 559)
1.5 credits  Terms offered: W 06 B
Communication for the Global Manager covers strategies to motivate, inform, persuade, and negotiate with people from a variety of cultural backgrounds. Intercultural communication techniques include: establishing credibility with a culturally diverse audience, leveraging an organization's use of authority, developing comfort with silence, and listening for verbal and nonverbal cues that reveal cultural attitudes. Intercultural constructs cover society's view of itself in terms of individual or group orientation, of the employee as a free agent or as part of a group, and of time, authority, nonverbal behavior and silence. Dilemmas and strategies related to gender that occur across cultures are also discussed. By the end of the course, students should be able to analyze and use intercultural communication differences, tailoring strategies for culturally diverse audiences.
This course is offered as an elective only and does not satisfy the Communication Requirement.

Communication Management (LHC 560)
3.0 credits  Terms offered: F 05
Focusing on oral and written communications managers use to get work done in organizations, participants in this class respond to cases, complete interpersonal/scenarios, give individual and team presentations, run meetings, and write a variety of messages using diverse media replicating communications that managers must produce to perform their organizational responsibilities. Participants learn linguistic and rhetorical alternatives for structuring and delivering content, analytical tools for assessing message effectiveness, and frameworks that facilitate decisions involving information timing, media selection, and targeting multiple constituencies. Participants also collect evaluative data on their own communication effectiveness using a survey instrument to gather information from external associates as well as through videotape review of in-class performances and evaluations from the professor and class colleagues. There are two quizzes and every class involves case analyses and communication performances.
This course satisfies the Communication Requirement.
Management Presentations (LHC 561)
1.5 credits Terms offered: F 05 A, F 05 B, W 06 A, W 06 B
Management Presentation stresses the concepts and skills needed to give effective oral presentations in professional settings. The course is guided by a theoretical framework that emphasizes strategic communication choices, expansion of communication styles, and adaptation to others within communication contexts. LHC 561 requires students to give professional business presentations in each of the four quadrants of management communication. In the course of doing these presentations, students develop outlines, create speaking notes, adapt content, and design supplementary materials. Students also practice questions management and impromptu speaking. By the end of the course, students will be able to design, develop, and deliver management presentations that employ a variety of audience-centered strategies.
This course is offered as an elective only and does not satisfy the Communication Requirement.