Business Communication

Business Communication is a new and unique program of study that offers students the opportunity to learn and hone communication skills necessary to be successful in the workplace. The Business Communication teaching environment is a student-centered atmosphere in which careful guidance and quality feedback are given as the student progresses through his/her educational experience. Because business supervisors and managers spend the majority of their time engaged in communication, learning to communicate efficiently and effectively with diverse populations will serve to enhance any individual’s career aspirations.

Learning

Emphasis is placed on developing written and oral communication skills, computer application skills and technology management strategies with a theme of professionalism in the workplace. Some skills taught in the business communication program include the following:

- Promoting a company’s service, product or image
- Presenting information to small and large groups
- Developing listening skills
- Writing and clarifying work assignments and managerial procedures
- Evaluating employees and colleagues
- Managing conflict in the workplace
- Conducting or attending meetings
- Writing business documents
- Utilizing social media and technology in a business setting
- Promoting teamwork between employees, departments or organizations
- Approaching the job-search process efficiently and effectively
Choosing Courses

Business Communication majors are required to take business core courses, making business communication an exceptional choice for students who want to combine a business degree with a major emphasizing communication. Students can take elective courses to concentrate on areas of interest such as mass communication or managerial communication.

Core course requirements:
INFS 315 Introduction to Internet Programming for E-business
INFS 361 Network Administration

Courses required for concentration:
INFS 236 Microsoft Office Suite Applications
INFS 240 Professional Writing, Note Taking, and Listening Skills
INFS 255 Digital Writing with Business Grammar
INFS 330 Employability Skills and Business Presentation
INFS 460 Technology for Business Communication
INFS 465 Professional Presence and International Protocol
INFS 485 Advanced Business Communication
MGT 303 Organizational Behavior and Theory

Minor in Business Communication

A minor is also available and consists of the following courses:
INFS 236 Microsoft Office Suite Applications
INFS 255 Digital Writing with Business Grammar
INFS 330 Employability Skills and Business Presentation
INFS 460 Technology for Business Communication OR
INFS 465 Professional Presence and International Protocol
INFS 485 Advanced Business Communication

Supplying students with knowledge to meet the demands of the future!

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Career Choices...
Communication Manager or Director
Documentation Specialist
Business Operations Specialist
Social Media Support Specialist
Business Manager
Small Business Owner/Entrepreneur
Applications Software Support Specialist
Information Systems Project Manager
Business Continuity Planner
Administrative Services Manager
Training Assistant Specialist
Technical Writer
Administrative/Executive Assistant