

## Bachelor of Science in Business Administration: Communication Emphasis Electives

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### **BUCO 333mw (4 units) - Communication in the Working World: Managing Diversity**

Learn about communication strategies to manage workplace diversity. Examine historical, social, legal precedents and institutional barriers to diversity. Fulfills USC diversity requirement.

### **BUCO 425 (4 units) - Ethics and Professional Communication**

Study the intersection between business and professional leadership, language, and ethics. Analyze and present results to public audiences through publications, professional conferences, ethics case competitions.

### **BUCO 445 (4 units) - Communicating to Lead and Persuade**

In this highly interactive class, you will critically analyze persuasion in a collection of leaders' speeches, social media, commercials, and campaigns and discover a number of ways to create persuasive and memorable messages that resonate with a wide range of audiences via traditional and media-mediated communication channels.

### **BUCO 450 (2 units) - Communication for Organizations: Exploring Creativity**

Develop individual creative thinking and problem solving skills; enhance managerial communication skills necessary to foster workplace creativity.

### **BUCO 458 (4 units) - Managing Communication and New Media**

Achieve interpersonal and collaborative success with new media in the workplace through creative assessment of e-culture management, including analysis of corporate use of YouTube, Second Life, blogs, Skype, and social media.

### **BUCO 460 (4 units) - International Business Communication**

Understand cultures and global systems to deepen your interpersonal, cultural and organizational communication skills and prepare you to be successful in international business settings.

### **BUCO 485 (4 units) - Business Communication Management for Nonprofits**

Explore the communication issues and challenges that nonprofit managers face. Design communication tools used to conduct fundraising and visibility campaigns, work with a board of directors, attract and retain volunteers, write grants and report on program outcomes. Fulfills elective option for completion of Marshall's minor in Social Entrepreneurship, SPPD's minor in Nonprofits and Social Innovation

### **BUCO 499 (4 units) - Crisis and Reputation Communication**

The course will focus on key elements of crisis management that will teach you crisis communication competencies. A crisis can result in significant economic consequences and damage to a brand image.