

MBA 5301X : Introduction to Business Communications

This class presents written business communication as strategy critical to success in the workplace and graduate business classroom. The course introduces a written communication model useful to identify objectives, analyze audiences, choose information, and create the most effective method for written messages. The course is designed to ensure that students learn proper and effective use of paragraph organization, sentence structure, punctuation, grammar, and research documentation by writing and revising various documents. In addition, students are provided the opportunity to improve their research skills and analytical writing skills completing a research report.

Credits 3

Course ID

007808