



SCAN ME

Department  
of Business  
Communication

*Undergraduate  
Electives*

**Spring 2024**

**BUCO 425**

Ethics and Professional  
Communication (4 units)

**BUCO 445**

Communicating to Lead  
and Persuade (4 units)

**BUCO 450**

Communication for Organizations:  
Exploring Creativity (2 units)

**BUCO 458**

Managing Communication  
and New Media (4 units)

**BUCO 499**

Special Topics: Strategic  
Communication in ESG (4 units)

BUCO 425

BUCO 445

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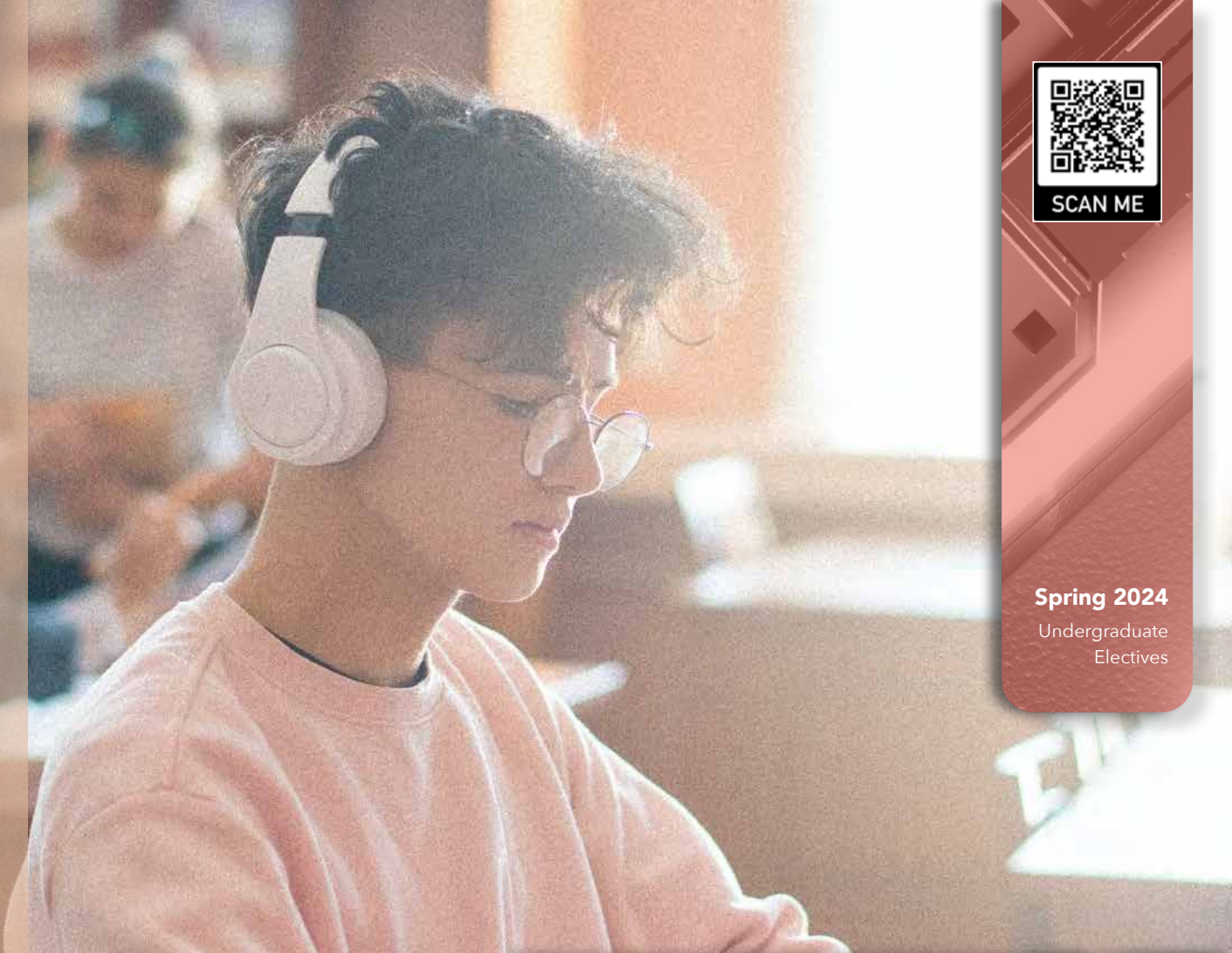
BUCO 445

BUCO 450

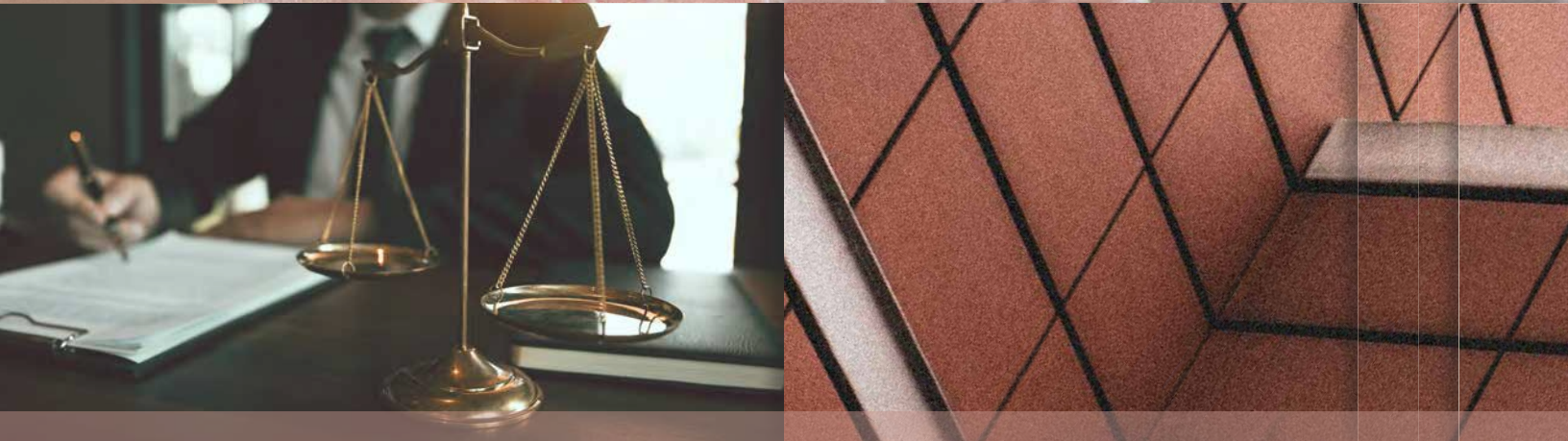
BUCO 458

BUCO 499





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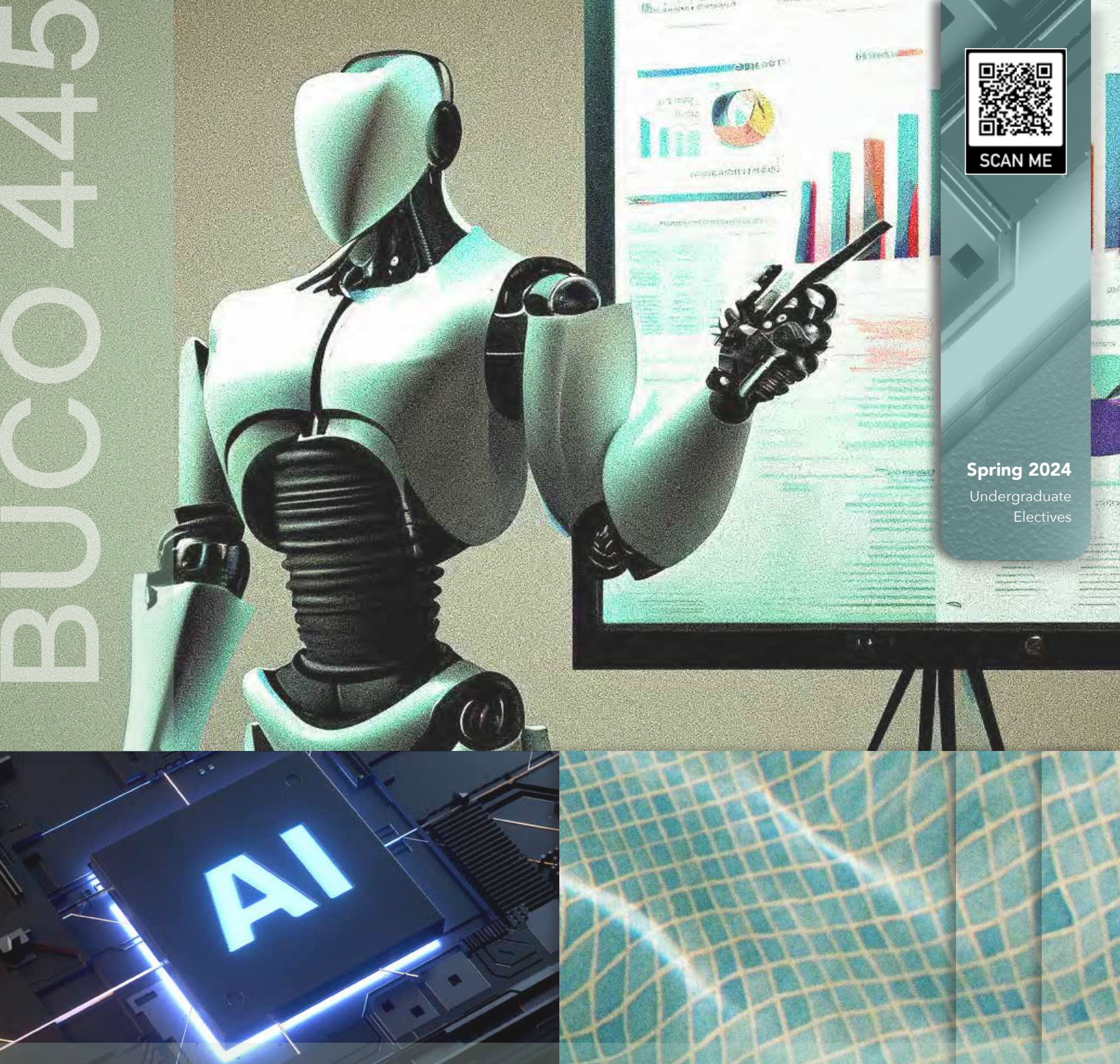
## **BUCO 425: Ethics and Professional Communication (4 units)**

Explore professional leadership language in business and analyze the sometimes uneasy relationship between ethics and capitalism, in order to effectively communicate at work, conferences, case competitions, and in publications. The course is intended for those who wish to understand ethics, foundations of proper conduct in the workplace, and investigate the pressing need for ethical leadership in today's marketplace.

**Professor Lee Cerling**

M/W 12:00pm to 1:50pm (Spring 2024)





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

Leverage artificial intelligence (AI) tools and receive personalized coaching to craft and refine your communication game in the workplace. BUCO 445 teaches students the techniques to develop and deliver excellent professional pitches for a variety of workplace situations. Individualized feedback from the course's coaching model builds unique strengths.  
*No midterm and no final exam.*

**Professor Stephen Lind**  
T/TH 12:00pm to 1:50pm (Spring 2024)





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

Highly-experiential seminar that will help develop communication strategies that contribute to intrapersonal, interpersonal, and organizational success through an exploration of creativity in business. Explore, experiment, and enhance your own creative thinking skills by developing them into strategic, problem solving tools. *You do not have to 'be creative' to take this course.*

**Professor Ellen-Linnea Dipprey**

TH 12:00pm to 1:50pm (Spring 2024)



BUCO 458



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SOCIAL  
MEDIA

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

This course will develop students' understanding of media use in business settings and will teach students how to maintain the skills required for success with a variety of social media platforms. Practical use of individual and corporate branding, complemented by advice from guest lecturers, students will leave with the capacity to utilize new media to their best advantages in many business settings.

**Professor Janna Wong-Healy**  
T/TH 12:00pm to 1:50pm (Spring 2024)





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## **BUCO 499: Special Topics: Strategic Communication in ESG (4 units)**

Environmental, social, and governance plays a critical role in today's business landscape. Companies and organizations increasingly seek to hire students who are familiar with ESG as well as having skills to communicate effectively and persuasively in business contexts. This course enables students to learn in a hands-on environment to perform effectively in these two areas—ESG and strategic business communication.

**Professor Andrew Ogilvie**  
M/W 2:00 - 3:50pm (Spring 2024)