

BUSINESS COMMUNICATION (MINOR)

This program was approved for students entering the university in the Summer 2024–Spring 2025 catalog year. For more information about catalog year, go to Catalog Year Information (<http://catalog.louisville.edu/undergraduate/university-wide-unit-specific-policies/catalog-year/>).

Minor in Business Communication

Unit: College of Business (<https://business.louisville.edu/>)

Department: Management (<https://business.louisville.edu/academics-programs/undergraduate-programs/management/>)

Academic Plan Code(s): BUCOMINOR

The College of Business offers a minor in Business Communication that provides students with the communication skills that are essential for success in the modern workplace. This practical minor in Business Communication provides a much needed resume credential to showcase skills in team building, persuasion, interpersonal communication, presentations with technology, and writing. The minor is available to all UofL students.

For non-business majors, a cumulative GPA of 2.5 is required for admittance to the program.

Program Requirements

| Code | Title | Hours |
|--|---|-----------|
| Required Courses | | |
| BUS 301 | Business Communication | 3 |
| MGMT 315 | Collaboration and Negotiation-SB - SB (http://catalog.louisville.edu/undergraduate/general-education-requirements/) | 3 |
| BUS 311 | Personal Influence in Business | 3 |
| BUS 401 | Executive Communication | 3 |
| Choose two courses from the following: | | |
| BUS 490 | Special Topics in Business | |
| MKT 360 | Professional Relationship Selling | |
| COMM 333 | Social Media, Mobile Technologies and Strategic Communications | |
| COMM 340 | Storytelling with Data Visualization | |
| COMM 342 | Introduction to Strategic Communication | |
| Minimum Total Hours | | 18 |

Students may also count courses from other departments toward the minor upon mutual agreement of the departments.

At least three (3) semester hours of the requirements for a minor must be successfully completed while enrolled in the University of Louisville.