

MANAGEMENT COMMUNICATIONS (MCOM)

MCOM 3010 Management Communication (3 Credit Hours)

Open to first-year students in their second semester and above. This course includes a writing-intensive component. Emphasizing a problem-solution approach, MCOM 3010 focuses on often overlooked—but essential—business writing skills, including grammar, punctuation, organization, etc. Through case exercises and focused assignments, MCOM instructors teach students to produce professional written documents and deliver oral presentations; analyze various communication purposes, strategies, and audiences; and work effectively in teams. Some sections of this course will satisfy one of the University's Public Service requirements and will provide an additional Public Service credit. Prerequisite: ENGL 1010

Prerequisite(s): ENGL 1010, 1010, 1010, 1010, 1011, 1020, 1020, 1020, 1020, ENLS 1190, ENGL 1011 or 1011.

MCOM 3100 Social Media (3 Credit Hours)

Using case studies and real-world examples from large corporations and small business, students explore current and future ways professionals communicate through online social networks, user-generated content, and content sharing. This course looks at these new channels of communication that make up social media and the Web, and it explores how these tools fit into a company's traditional integrated communication strategy. Prerequisites: MCOM 3010, junior standing or above

Prerequisite(s): MCOM 3010.

MCOM 3200 Conscious Busn Practices/Posit (3 Credit Hours)

The goals of this course are to make the student a positively, penetrating and powerful participant in their personal and professional lives, through exploration of positive business practices, meditation, communication, positivity, and negotiation. Students will acquire the skills and abilities to be a positive force in personal and professional settings. Learn to meditate, communicate, collaborate, activate creativities, enhance intuition, marshal resources and integrate the highest possibilities and business opportunity. Explore the methods and means to entrepreneurially address issues in need of service, support, advance, and expansion. Develop frameworks and strategies for paramount personal impact and purposeful satisfaction. Prerequisites: MCOM 3010, LGST 3010 and MGMT 3010

Corequisite(s): MCOM 3891.

MCOM 3300 Organizational Comm. (3 Credit Hours)

This course emphasizes the development of critical-thinking, communication, and team-building skills among students and focuses on enhancing team dynamics, leadership, and communication. For six weeks, students will engage in a global virtual team experience with students from other universities and other countries. As a result, students will know how to work in a virtual work environment using virtual collaboration tools (IBM Connections), manage a virtual team processes and collaboration, and develop leadership skills. Using case studies, we will explore crisis communications and corporate social responsibility as it relates to team coordination, leadership, and ethics. The course complements individual communication skills students have developed in other courses. Prerequisites: MCOM 3010, junior standing or above, Business students only

Prerequisite(s): MCOM 3010.

MCOM 3890 Service Learning: MCOM 3100 (1 Credit Hour)

Freeman students may elect to fulfill their upper-level Newcomb-Tulane public service requirement through this service learning option that functions as an added component to Management Communication. This added one-hour component supplements the Management Communication curriculum and gives students the opportunity to identify communication opportunities and challenges within a specific organization, identify and analyze various stakeholder groups associated with the organization, and consider the role of communication in achieving the organization's goals. Students are required to fulfill 20-40 hours of public service and will develop and execute a semester-long project for their community partner. Corequisites: MCOM 3100, junior standing or above

Prerequisite(s): ENGL 1010.

MCOM 5380 Junior Year Abroad (1-20 Credit Hours)

MCOM 5390 Junior Year Abroad (1-20 Credit Hours)

MCOM 6010 Management Communication (2 Credit Hours)

This course is a blend of principles and practice, subject and skill. Students apply communication theories to relevant business situations to develop specific behaviors and skills. The successful manager must analyze communication situations, develop communication strategies, and demonstrate appropriate behavior leading to intelligent, flexible decisions. Specifically, students evaluate communication issues in both internal and external environments, and communicate orally and in writing both as an individual employee and as a member of a work group. In addition, the course examines corporate communication issues such as communication management, image, identity, reputation, and media relations.

MCOM 6020 Business Communications (3 Credit Hours)

This course is a blend of principles and practice, subject and skill. Students apply communication theories to relevant business situations to develop specific behaviors and skills. The successful manager must analyze communication situations, develop communication strategies, and demonstrate appropriate behavior leading to intelligent, flexible decisions. Specifically, students evaluate communication issues in both internal and external environments, and communicate orally and in writing both as an individual employee and as a member of a work group. In addition, the course examines corporate communication issues such as communication management, image, identity, reputation, and media relations.

MCOM 6130 Financial Communications (3 Credit Hours)

Finance and accounting are disciplines that are pre-eminently quantitative, yet fundamentally rely on human interaction. This course arms finance and accounting students with the tools and knowledge of advanced communication principles, enabling them to deliver complicated financial information to various audiences in a way that fosters sound investment decisions. Through training in financial reporting in both written documents and in oral presentations, students will become an effective interface between the financial system and its stakeholders.

MCOM 7910 Independent Study (1-3 Credit Hours)