BUSINESS AND COMMUNICATION BA/BS

Students who want a career at the managerial level in business, with a heavy reliance on effective communication, should consider the Business and Communication major. This joint bachelor's degree program, offered by the Business and Humanities Divisions, provides graduates with the skills needed for success in a business environment. Program requirements and electives provide a strong foundation in both disciplines, culminating in capstone courses selected from either Business or Communication. This degree is for students pursuing careers in corporate communications, marketing, public relations, sales, or media relations. It may be completed online, face-to-face, or a combination of the two.

General Education Requirements

Code	Title	Credits
Written Communication		
Select one of the following:		6.00
ENGL-101 & ENGL-102	WRITING AND RHETORIC II	
ENGL-109	COLLEGE WRITING AND RESEARCH	
Oral Communication		
Select one from the followin	ng:	3.00
COMM-101	FUNDAMENTALS OF ORAL COMMUNICATION	
COMM-203	SMALL GROUP COMMUNICATION	
COMM-204	PUBLIC SPEAKING	
Mathematical Ways of Know	ving	
Select one of the following:		3.00-5.00
MATH-123	MATH IN MODERN SOCIETY	
MATH-130	FINITE MATHEMATICS	
MATH-143	COLLEGE ALGEBRA	
MATH-147	COLLEGE ALGEBRA AND TRIGONOMETRY	
MATH-153	STATISTICAL REASONING	
MATH-170	CALCULUS I	
MATH-253	STATISTICAL METHODS FOR THE SCIENCES	
MATH-257	MATHEMATICS FOR ELEMENTARY TEACHERS II	
MTHPT-130	FINITE MATHEMATICS	
MTHPT-137	MATH FOR TECHNOLOGY	
MTHPT-153	STATISTICAL REASONING	
Humanistic & Artistic Ways	of Knowing	
Select one course from two	categories:	6.00-8.00
Literature		
ENGL-175	LITERATURE AND IDEAS	
ENGL-257	WORLD CLASSICS	
ENGL-258	INTERNATIONAL LITERATURE	
ENGL-261	MYTHOLOGIES	
Arts		
ART-100	INTRODUCTION TO ART	
HUM-101	THE ART AND HISTORY OF THE MOTION PICTURE	
HUM-150	INTRODUCTION TO THE ARTS	
MUS-101	SURVEY OF MUSIC	
MUS-102	MUSIC IN AMERICA	
MUS-150	WORLD MUSIC	
MUS-151	HISTORY OF MUSICAL THEATER	
MUS-152	HISTORY OF JAZZ AND POPULAR MUSIC STYLES	
THEA-101	SURVEY OF THE THEATER	
Language		
NP-101	ELEMENTARY NEZ PERCE LANGUAGE I	
NP-102	ELEMENTARY NEZ PERCE LANGUAGE II	

SPAN-101	ELEMENTARY SPANISH I	
SPAN-102	ELEMENTARY SPANISH II	
Scientific Ways of Knowing	ng	
Select one course from tw	vo disciplines; one lab	7.00-8.00
BIOF-100	INTRODUCTION TO BIOINFORMATICS	
BIOL-100	CONCEPTS OF BIOLOGY	
BIOL-120	PLANTS AND PEOPLE	
BIOL-123	BIOLOGY IN FILM	
BIOL-175	HUMAN BIOLOGY	
BIOL-227	HUMAN ANATOMY AND PHYSIOLOGY I	
CHEM-100	CONCEPTS OF CHEMISTRY	
CHEM-105	GENERAL, ORGANIC AND BIOCHEMISTRY	
CHEM-111	PRINCIPLES OF CHEMISTRY I	
CITPT-108	INTRODUCTION TO COMPUTER SCIENCE	
CS-108	INTRODUCTION TO COMPUTER SCIENCE	
FSCI-101	INTRODUCTION TO FORENSIC SCIENCE	
GEOL-101	PHYSICAL GEOLOGY	
GEOL-120	INTRODUCTION TO EARTH SYSTEMS	
GIS-271	GEOGRAPHIC INFORMATION SYSTEMS	
ID-240	INTEGRATED SCIENCE II	
NS-140	INTEGRATED SCIENCE I	
NS-150	INTRODUCTION TO NATURAL SCIENCES 1	
NS-174	NATURAL SCIENCE FOR ELEMENTARY EDUCATOR	
PHYS-111	GENERAL PHYSICS I	
or PHYS-112	GENERAL PHYSICS II	
PHYS-171	PHYS SCIENCES FOR ELEMENTARY EDUCATORS	
PHYS-205	DESCRIPTIVE ASTRONOMY	
PHYS-211	ENGINEERING PHYSICS I	
Social & Behavioral Ways	of Knowing	
ECON-201	PRINCIPLES OF MACROECONOMICS	3.00
or ECON-202	PRINCIPLES OF MICROECONOMICS	
PSYC-101	INTRODUCTION TO GENERAL PSYCHOLOGY	3.00
Diversity		
Select one of the following	a:	3.00-4.00
ANTH-102	CULTURAL ANTHROPOLOGY	
ANTH-120	WORLD PREHISTORY	
ANTH-170	INTRODUCTION TO NATIVE AMERICAN STUDIES	
ANTH-360	RACE AND ETHNICITY	
COMM-345	COMMUNICATION AND DIVERSITY	
ENGL-258	INTERNATIONAL LITERATURE	
ENGL-474	NATIVE AMERICAN WRITTEN LITERATURE	
GEOG-102	INTRODUCTION TO GEOGRAPHY	
HIST-101	WORLD HISTORY I	
HIST-102	WORLD HISTORY II	
HIST-111	UNITED STATES HISTORY I	
HIST-112	UNITED STATES HISTORY II	
HRPT-184	DIVERSITY IN ORGANIZATIONS	
KIN-220	SOCIAL-CULTURAL ASPECTS OF SPORTS	
NP-101	ELEMENTARY NEZ PERCE LANGUAGE I	
NP-102	ELEMENTARY NEZ PERCE LANGUAGE II	
POLS-285	COMPARATIVE GOVERNMENT	
SOC-101	INTRODUCTION TO SOCIOLOGY	
000 101		

SPAN-101	ELEMENTARY SPANISH I		
SPAN-102	ELEMENTARY SPANISH II		
SPAN-201	INTERMEDIATE SPANISH I		
SPAN-202	INTERMEDIATE SPANISH II		
SS-184	DIVERSITY IN ORGANIZATIONS		
Integrative Seminar: Ethics 8	Values		
Select one of the following:			3.00
ID 300A - 300Z (see course descriptions for options)			
ID-301A	HELLS CANYON INSTITUTE		
Foreign/Heritage Language			
Select 16 credits of language if selecting Bachelor of Arts Degree			16.00
Total Credits			37.00-43.00

Program Requirements Code Title

<i>3</i>		
Code	Title	Credits
Business Requirements		
AC-231	PRINCIPLES OF ACCOUNTING I	3.00
AC-232	PRINCIPLES OF ACCOUNTING II	3.00
BUS-101	INTRODUCTION TO BUSINESS	3.00
BUS-220	BUSINESS COMMUNICATIONS	3.00
BUS-311	FOUNDATIONS OF MANAGEMENT THEORY	3.00
BUS-321	PRINCIPLES OF MARKETING	3.00
BUS-365	BUSINESS LAW I	3.00
BUS-380	INTERNATIONAL BUSINESS	3.00
or BUS-482	INTERNATIONAL MARKETING	
Select one of the following:		3.00
BUS-271	BUSINESS STATISTICS	
ECON/PSYC/SS-300	STATISTICAL METHODS	
Communication Requiremen	nts	
COMM-320	PERSUASION	3.00
COMM-345	COMMUNICATION AND DIVERSITY	3.00
Select 21 credits from the fo	ollowing:	21.00
COMM-201	INTRODUCTION TO MASS COMMUNICATION	
COMM-202	INTERPERSONAL COMMUNICATION	
COMM-203	SMALL GROUP COMMUNICATION	
COMM-204	PUBLIC SPEAKING	
COMM-205	LOGIC AND ARGUMENTATION	
COMM-300	EDITING FOR PRINT AND ONLINE	
COMM-301	MEDIA RELATIONS	
COMM-304	ADVANCED PUBLIC SPEAKING	
COMM-310	ORGANIZATIONAL COMMUNICATION	
COMM-330	PROFESSIONAL COMMUNICATION	
COMM-380	ETHICAL ISSUES IN COMMUNICATION	
COMM-384	COMMUNICATION THEORY	
COMM-392	SPECIAL TOPICS IN COMMUNICATIONS	
COMM-394	INTERNSHIP IN COMMUNICATIONS	
COMM-400	ADVERTISING	
COMM-405	MULTIMEDIA WRITING	
COMM-420	RESTORATIVE COMMUNICATION	
COMM-440	NEW MEDIA & COMMUNICATION	
COMM-470	HUMAN RELATIONS: CONFLICT MANAGEMENT	
COMM-492	SPECIAL TOPICS IN COMMUNICATIONS	

Business and Communication BA/BS

INTERNSHIP IN COMMUNICATIONS

TECHNICAL WRITING

4

COMM-494

ENGL-203

	WRITING FOR A DIGITAL AUDIENCE	
ENGL-305	ADVANCED WRITING AND COMMUNICATION	
ENGL-308	SURVEY OF PROFESSIONAL WRITING	
ENGL-497	PROFESSIONAL WRITING CAPSTONE	
Capstone Area		
Select one of the follo	owing capstone areas:	6.00
Communication Ca	apstone:	
COMM-498	SENIOR RESEARCH PROJECT DESIGN	
COMM-499	RESEARCH PROJECT AND SEMINAR IN COMMUNICATIONS	
Business Capston	e:	
BUS-498	SENIOR STRATEGIC SEMINAR	
Experiential Compone	ent	
Select one of the follo		
BUS-294	INTERNSHIP IN BUSINESS	
BUS-346	NONPROFIT MANAGEMENT	
BUS-394	INTERNSHIP IN BUSINESS	
BUS-405	ENTREPRENEURSHIP	
BUS-421	MARKETING RESEARCH	
BUS-494	INTERNSHIP IN BUSINESS	
Electives		
Select 23 elective cre	dits	23.00
Total Credits		83.00
Sequential P	Plan of Study	
Course	Title	Credits
		Cieulo
First Year		Ciedits
		Greats
Fall	WRITING AND RHETORIC I	
Fall ENGL-101	WRITING AND RHETORIC I	3.00
Fall ENGL-101 CORE	WRITING AND RHETORIC I Oral Communication	3.00 3.00
Fall ENGL-101 CORE CORE	WRITING AND RHETORIC I	3.00 3.00 3.00
Fall ENGL-101 CORE CORE PSYC-101	WRITING AND RHETORIC I Oral Communication Scientific Ways of Knowing	3.00 3.00 3.00 3.00
Fall ENGL-101 CORE CORE	WRITING AND RHETORIC I Oral Communication Scientific Ways of Knowing INTRODUCTION TO GENERAL PSYCHOLOGY Elective Credits	3.00 3.00 3.00 3.00 3.00
Fall ENGL-101 CORE CORE PSYC-101 Elective	WRITING AND RHETORIC I Oral Communication Scientific Ways of Knowing INTRODUCTION TO GENERAL PSYCHOLOGY	3.00 3.00 3.00 3.00
Fall ENGL-101 CORE CORE PSYC-101 Elective Spring	WRITING AND RHETORIC I Oral Communication Scientific Ways of Knowing INTRODUCTION TO GENERAL PSYCHOLOGY Elective Credits Credits	3.00 3.00 3.00 3.00 3.00
Fall ENGL-101 CORE CORE PSYC-101 Elective Spring ENGL-102	WRITING AND RHETORIC I Oral Communication Scientific Ways of Knowing INTRODUCTION TO GENERAL PSYCHOLOGY Elective Credits Credits WRITING AND RHETORIC II	3.00 3.00 3.00 3.00 3.00 15.00
Fall ENGL-101 CORE CORE PSYC-101 Elective Spring ENGL-102 CORE	WRITING AND RHETORIC I Oral Communication Scientific Ways of Knowing INTRODUCTION TO GENERAL PSYCHOLOGY Elective Credits Credits WRITING AND RHETORIC II Humanistic & Artistic Ways of Knowing	3.00 3.00 3.00 3.00 3.00 15.00
Fall ENGL-101 CORE CORE PSYC-101 Elective Spring ENGL-102 CORE CORE	WRITING AND RHETORIC I Oral Communication Scientific Ways of Knowing INTRODUCTION TO GENERAL PSYCHOLOGY Elective Credits Credits WRITING AND RHETORIC II Humanistic & Artistic Ways of Knowing Humanistic & Artistic Ways of Knowing	3.00 3.00 3.00 3.00 3.00 15.00
Fall ENGL-101 CORE CORE PSYC-101 Elective Spring ENGL-102 CORE	WRITING AND RHETORIC I Oral Communication Scientific Ways of Knowing INTRODUCTION TO GENERAL PSYCHOLOGY Elective Credits Credits WRITING AND RHETORIC II Humanistic & Artistic Ways of Knowing	3.00 3.00 3.00 3.00 3.00 15.00
Fall ENGL-101 CORE CORE PSYC-101 Elective Spring ENGL-102 CORE CORE CORE ECON-201	WRITING AND RHETORIC I Oral Communication Scientific Ways of Knowing INTRODUCTION TO GENERAL PSYCHOLOGY Elective Credits Credits WRITING AND RHETORIC II Humanistic & Artistic Ways of Knowing Humanistic & Artistic Ways of Knowing PRINCIPLES OF MACROECONOMICS	3.00 3.00 3.00 3.00 3.00 15.00
Fall ENGL-101 CORE CORE PSYC-101 Elective Spring ENGL-102 CORE CORE CORE ECON-201 or ECON-202	WRITING AND RHETORIC I Oral Communication Scientific Ways of Knowing INTRODUCTION TO GENERAL PSYCHOLOGY Elective Credits Credits WRITING AND RHETORIC II Humanistic & Artistic Ways of Knowing Humanistic & Artistic Ways of Knowing PRINCIPLES OF MACROECONOMICS or PRINCIPLES OF MICROECONOMICS	3.00 3.00 3.00 3.00 15.00 3.00 3.00 3.00 3.00
Fall ENGL-101 CORE CORE PSYC-101 Elective Spring ENGL-102 CORE CORE CORE ECON-201 or ECON-202	WRITING AND RHETORIC I Oral Communication Scientific Ways of Knowing INTRODUCTION TO GENERAL PSYCHOLOGY Elective Credits Credits WRITING AND RHETORIC II Humanistic & Artistic Ways of Knowing Humanistic & Artistic Ways of Knowing PRINCIPLES OF MACROECONOMICS or PRINCIPLES OF MICROECONOMICS Elective Credits	3.00 3.00 3.00 3.00 3.00 15.00 3.00 3.00 3.00
Fall ENGL-101 CORE CORE PSYC-101 Elective Spring ENGL-102 CORE CORE ECON-201 or ECON-202 Elective	WRITING AND RHETORIC I Oral Communication Scientific Ways of Knowing INTRODUCTION TO GENERAL PSYCHOLOGY Elective Credits Credits WRITING AND RHETORIC II Humanistic & Artistic Ways of Knowing Humanistic & Artistic Ways of Knowing PRINCIPLES OF MACROECONOMICS or PRINCIPLES OF MICROECONOMICS Elective Credits	3.00 3.00 3.00 3.00 15.00 3.00 3.00 3.00 3.00
Fall ENGL-101 CORE CORE PSYC-101 Elective Spring ENGL-102 CORE CORE ECON-201 or ECON-202 Elective Second Year	WRITING AND RHETORIC I Oral Communication Scientific Ways of Knowing INTRODUCTION TO GENERAL PSYCHOLOGY Elective Credits Credits WRITING AND RHETORIC II Humanistic & Artistic Ways of Knowing Humanistic & Artistic Ways of Knowing PRINCIPLES OF MACROECONOMICS or PRINCIPLES OF MICROECONOMICS Elective Credits Credits	3.00 3.00 3.00 3.00 15.00 3.00 3.00 3.00 3.00
Fall ENGL-101 CORE CORE PSYC-101 Elective Spring ENGL-102 CORE CORE ECON-201 or ECON-202 Elective Second Year Fall CORE	WRITING AND RHETORIC I Oral Communication Scientific Ways of Knowing INTRODUCTION TO GENERAL PSYCHOLOGY Elective Credits Credits WRITING AND RHETORIC II Humanistic & Artistic Ways of Knowing Humanistic & Artistic Ways of Knowing PRINCIPLES OF MACROECONOMICS or PRINCIPLES OF MICROECONOMICS Elective Credits	3.00 3.00 3.00 3.00 15.00 3.00 3.00 3.00 3.00
Fall ENGL-101 CORE CORE PSYC-101 Elective Spring ENGL-102 CORE CORE ECON-201 or ECON-202 Elective Second Year Fall CORE CORE CORE	WRITING AND RHETORIC I Oral Communication Scientific Ways of Knowing INTRODUCTION TO GENERAL PSYCHOLOGY Elective Credits Credits WRITING AND RHETORIC II Humanistic & Artistic Ways of Knowing Humanistic & Artistic Ways of Knowing PRINCIPLES OF MACROECONOMICS or PRINCIPLES OF MICROECONOMICS Elective Credits Credits Mathematical Ways of Knowing Diversity	3.00 3.00 3.00 3.00 3.00 3.00 3.00 3.00
Fall ENGL-101 CORE CORE PSYC-101 Elective Spring ENGL-102 CORE CORE ECON-201 or ECON-202 Elective Second Year Fall CORE CORE CORE CORE AC-231	WRITING AND RHETORIC I Oral Communication Scientific Ways of Knowing INTRODUCTION TO GENERAL PSYCHOLOGY Elective Credits Credits WRITING AND RHETORIC II Humanistic & Artistic Ways of Knowing Humanistic & Artistic Ways of Knowing PRINCIPLES OF MACROECONOMICS or PRINCIPLES OF MICROECONOMICS Elective Credits Credits Mathematical Ways of Knowing	3.00 3.00 3.00 3.00 3.00 15.00 3.00 3.00 3.00 3.00 3.00 3.00 3.00
Fall ENGL-101 CORE CORE PSYC-101 Elective Spring ENGL-102 CORE CORE ECON-201 or ECON-202 Elective Second Year Fall CORE CORE CORE	WRITING AND RHETORIC I Oral Communication Scientific Ways of Knowing INTRODUCTION TO GENERAL PSYCHOLOGY Elective Credits Credits WRITING AND RHETORIC II Humanistic & Artistic Ways of Knowing Humanistic & Artistic Ways of Knowing PRINCIPLES OF MACROECONOMICS or PRINCIPLES OF MICROECONOMICS Elective Credits Credits Mathematical Ways of Knowing Diversity PRINCIPLES OF ACCOUNTING I	3.00 3.00 3.00 3.00 3.00 3.00 3.00 3.00

CORE Scientific Ways of Knowing 4.00 AC-232 PRINCIPLES OF ACCOUNTING II 3.00 Program Requirement Select COMM Track course 3.00 Elective Elective Credits 6.00 Third Year Fall COMM-320 PERSUASION 3.00 BUS-331 FOUNDATIONS OF MANAGEMENT THEORY 3.00 BUS-365 BUSINESS LAW I 3.00 Program Requirement Select COMM Track course 3.00 CORE Integrative Seminar Ethics & Values 3.00 Spring Total Control of Contro	Spring		
Program Requirement Select COMM Track course 3.00 Elective Elective Credits 6.00 Trick of Credits 6.00 Third Year Fall COMM-320 PERSUASION 3.00 BUS-311 FOUNDATIONS OF MANAGEMENT THEORY 3.00 BUS-365 BUSINESS LAW I 3.00 CORE Integrative Seminar, Ethics & Values 3.00 CORE Integrative Seminar, Ethics & Values 3.00 CORM To Credits 3.00 Spring 15.00 Spring 15.00 COMM-345 COMMUNICATION AND DIVERSITY 3.00 BUS-321 PRINCIPLES OF MARKETING 3.00 ECON-300 STATISTICAL METHODS 3.00 or BUS-2271 or BUSINESS STATISTICS 3.00 Flective Elective Credits 3.00 Fourth Year Fall BUS-380 INTERNATIONAL BUSINESS or INTERNATIONAL MARKETING 3.00	CORE	Scientific Ways of Knowing	4.00
Elective Elective Credits 6.00 Third Year Today 16.00 Fall COMM-320 PERSUASION 3.00 BUS-311 FOUNDATIONS OF MANAGEMENT THEORY 3.00 BUS-365 BUSINESS LAWI 3.00 CORE Integrative Seminar Ethics & Values 3.00 CORE Today 3.00 Spring Verdits 3.00 ECOM-325 COMMUNICATION AND DIVERSITY 3.00 BUS-321 PRINCIPLES OF MARKETING 3.00 ECON-300 STATISTICAL METHODS 3.00 OF BUS-271 or BUSINESS STATISTICS 3.00 Elective Elective Cedits 3.00 Elective Elective Cedits 3.00 Elective Elective Cedits 3.00 FORTH Year FOUNTY 3.00 FOUTH Year FOUNTY 3.00 FOUTH Year FOUTH Year 3.00 FOUTH Year FOUTH YEAR YEAR 3.00 FOUTH Year FOUTH YEAR YEAR YEAR YEAR YEAR	AC-232	PRINCIPLES OF ACCOUNTING II	3.00
Trind Year Fall COMM-320 PERSUASION 3.00 BUS-311 FOUNDATIONS OF MANAGEMENT THEORY 3.00 BUS-365 BUSINESS LAW I 3.00 Program Requirement Select COMM Track course 3.00 CORE Integrative Seminar. Ethics & Values 3.00 CORM.345 COMMUNICATION AND DIVERSITY 3.00 BUS-321 PRINCIPLES OF MARKETING 3.00 ECON-300 STATISTICAL METHODS 3.00 COS BUS-271 or BUSINESS STATISTICS 3.00 Fourth Year Fourth Year Select COMM Track course 3.00 Drogram Requirement Select COME Track course 3.00 Program Requirement Se	Program Requirement	Select COMM Track course	3.00
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		Total Credits	120.00

Note: If a student wants to earn a Bachelor of Arts degree, they will need to complete 4 semesters (16 credits) of the same Foreign Language instead of taking elective credits.

Experiential Component: Select one from the following course options: BUS-294, BUS-346, BUS-394, BUS-405, BUS-421, or BUS-494

Graduates with a BA/BS in Business and Communication go on to obtain careers in a variety of fields:

- Corporate Communications
- Legal Studies
- Marketing
- Media
- · Public Relations
- · Sales and Promotion

6 Business and Communication BA/BS

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