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 I and WRITING AND RHETORIC II	
ENGL-109	COLLEGE WRITING AND RESEARCH	
Oral Communication		
Select one from the following:		3.00
COMM-101	FUNDAMENTALS OF ORAL COMMUNICATION	
COMM-203	SMALL GROUP COMMUNICATION	
COMM-204	PUBLIC SPEAKING	
Mathematical Ways of Knowing		
Select one of the following:		3.00-5.00
MATH-123	MATH IN MODERN SOCIETY	
MATH-130	FINITE MATHEMATICS	
MATH-137	ALGEBRA, TRIG AND STAT WITH APPLICATION	
MATH-140	ALGEBRAIC REASONING AND PROBLEM-SOLVING	
MATH-143	PRECALCULUS I: ALGEBRA	
MATH-147	PRECALCULUS	
MATH-153	STATISTICAL REASONING	
MATH-160	BRIEF CALCULUS	
MATH-170	CALCULUS I	
MATH-254	STATISTICAL METHODS	
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 two courses from two different categories (Literature, Arts, Language).		6.00-7.00
Literature		
ENGL-175	LITERATURE AND IDEAS	
ENGL-257	WORLD CLASSICS	
ENGL-258	INTERNATIONAL LITERATURE	
ENGL-260	NATIVE AMERICAN 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	NEZ PERCE LANGUAGE AND CULTURE	
NP-102	NEZ PERCE LANGUAGE AND HISTORY	
SPAN-101	ELEMENTARY SPANISH I	
SPAN-102	ELEMENTARY SPANISH II	
Scientific Ways of Knowing		
Select two courses from two different 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	
ENGR-108	SEMICONDUCTORS, SCIENCE, AND SOCIETY	
FSCI-101	INTRODUCTION TO FORENSIC SCIENCE	
GEOL-101	PHYSICAL GEOLOGY	
GEOL-120	INTRODUCTION TO EARTH SYSTEMS	
GIS-271	GEOGRAPHIC INFORMATION SYSTEMS	
ID-160	WATER AND ENERGY	
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	
PHYS-112	GENERAL PHYSICS II	
PHYS-171	PHYS SCIENCES FOR ELEMENTARY EDUCATORS	
PHYS-205	DESCRIPTIVE ASTRONOMY	
PHYS-211	PHYSICS FOR SCIENTISTS AND ENGINEERS I	
Social & Behavioral Ways of Knowing		
Select one of the following:		
ECON-201	PRINCIPLES OF MACROECONOMICS	3.00
or ECON-202	PRINCIPLES OF MICROECONOMICS	
Select one of the following:		3.00
ANTH-102	CULTURAL ANTHROPOLOGY	
ANTH-120	WORLD PREHISTORY	
ANTH-170	INTRODUCTION TO NATIVE AMERICAN STUDIES	
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/SS-184	DIVERSITY IN ORGANIZATIONS	
HRPT/SS-185	HUMAN RELATIONS IN ORGANIZATIONS	
POLS-101	AMERICAN NATIONAL GOVERNMENT	
POLS-237	INTERNATIONAL POLITICS	
POLS-285	COMPARATIVE GOVERNMENT	
PSYC-101	INTRODUCTION TO GENERAL PSYCHOLOGY	
PSYC-205	LIFESPAN DEVELOPMENTAL PSYCHOLOGY	

SOC-101	INTRODUCTION TO SOCIOLOGY	
SOC-102	SOCIAL PROBLEMS	
Global Perspectives		
Select one of the following:		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	INTERCULTURAL COMMUNICATION	
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	NEZ PERCE LANGUAGE AND CULTURE	
NP-102	NEZ PERCE LANGUAGE AND HISTORY	
POLS-285	COMPARATIVE GOVERNMENT	
SOC-101	INTRODUCTION TO SOCIOLOGY	
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 & Values		
Select one of the following:		3.00
ID 300A - 300Z (see course descriptions for options)		
ID-301A	HELLS CANYON INSTITUTE	
Total Credits		**37.00-42.00**

Program Requirements

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	
ECON/PSYC/SS-300	STATISTICAL METHODS	3.00
Communication Requirements		
COMM-310	ORGANIZATIONAL COMMUNICATION	3.00
COMM-320	PERSUASION	3.00
COMM-325	CRISIS COMMUNICATION	3.00
or COMM-380	ETHICAL ISSUES IN COMMUNICATION	
COMM-330	PROFESSIONAL COMMUNICATION	3.00

COMM-345	INTERCULTURAL COMMUNICATION	3.00
COMM-375	CREATING DIGITAL MEDIA	3.00
COMM-384	COMMUNICATION THEORY	3.00
COMM-400	ADVERTISING	3.00
COMM-440	SOCIAL MEDIA MARKETING	3.00
Capstone Area		
Select one Capstone Area:		6.00
Communication Capstone:		
COMM-394	INTERNSHIP IN COMMUNICATIONS	
or COMM-494	INTERNSHIP IN COMMUNICATIONS	
COMM-499	RESEARCH PROJECT AND SEMINAR IN COMMUNICATIONS	
Business Capstone:		
BUS-498	SENIOR STRATEGIC SEMINAR	
Select one of the following:		
BUS-346	NONPROFIT MANAGEMENT	
BUS-394	INTERNSHIP IN BUSINESS	
or BUS-494	INTERNSHIP IN BUSINESS	
BUS-405	ENTREPRENEURSHIP	
BUS-421	MARKETING RESEARCH	
Electives		
Select 23 elective credits		23.00
Total Credits		**83.00**

* Students must earn at least a "C-" in all Business major courses, and at least a "C" in all Communication major courses.

Sequential Plan of Study

Course	Title	Credits
First Year		
Fall		
ENGL-101	WRITING AND RHETORIC I	3.00
CORE	Oral Communication	3.00
CORE	Scientific Ways of Knowing	3.00
Elective	Elective Credits	3.00
CORE	Social & Behavioral Ways of Knowing	3.00
	Credits	**15.00**
Spring		
ENGL-102	WRITING AND RHETORIC II	3.00
CORE	Humanistic & Artistic Ways of Knowing	3.00
CORE	Humanistic & Artistic Ways of Knowing	3.00
ECON-201 or ECON-202	PRINCIPLES OF MACROECONOMICS or PRINCIPLES OF MICROECONOMICS	3.00
Elective	Elective Credits	3.00
	Credits	**15.00**
Second Year		
Fall		
CORE	Mathematical Ways of Knowing	3.00
CORE	Global Perspectives	3.00
AC-231	PRINCIPLES OF ACCOUNTING I	3.00
BUS-101	INTRODUCTION TO BUSINESS	3.00
BUS-220	BUSINESS COMMUNICATIONS	3.00
	Credits	**15.00**

Spring		
AC-232	PRINCIPLES OF ACCOUNTING II	3.00
COMM-310	ORGANIZATIONAL COMMUNICATION	3.00
CORE	Scientific Ways of Knowing	4.00
Elective	Elective Credits	6.00
	Credits	**16.00**
Third Year		
Fall		
BUS-311	FOUNDATIONS OF MANAGEMENT THEORY	3.00
BUS-365	BUSINESS LAW I	3.00
COMM-320	PERSUASION	3.00
COMM-330	PROFESSIONAL COMMUNICATION	3.00
CORE	Integrative Seminar: Ethics & Values	3.00
	Credits	**15.00**
Spring		
COMM-345	INTERCULTURAL COMMUNICATION	3.00
COMM-375	CREATING DIGITAL MEDIA	3.00
BUS-321	PRINCIPLES OF MARKETING	3.00
ECON-300 or PSYC-300 or SS-300	STATISTICAL METHODS or STATISTICAL METHODS or STATISTICAL METHODS	3.00
Elective	Elective Credits	3.00
	Credits	**15.00**
Fourth Year		
Fall		
BUS-380 or BUS-482	INTERNATIONAL BUSINESS or INTERNATIONAL MARKETING	3.00
COMM-384	COMMUNICATION THEORY	3.00
COMM-400	ADVERTISING	3.00
Elective	Elective Credits	3.00
Elective	Elective Credits	3.00
	Credits	**15.00**
Spring		
COMM-325 or COMM-380	CRISIS COMMUNICATION or ETHICAL ISSUES IN COMMUNICATION	3.00
COMM-440	SOCIAL MEDIA MARKETING	3.00
COMM-499 or BUS-498	RESEARCH PROJECT AND SEMINAR IN COMMUNICATIONS or SENIOR STRATEGIC SEMINAR	3.00
Elective	Elective Credits	2.00
Experiential Component	Experiential Component	3.00
	Credits	**14.00**
	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.

[1] 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