

GO²TRANSFER

Business Communications Certificate

What is a Business Communications Certificate?

This is an ideal value-added credential for students majoring in business at OCTC or for those planning to earn a bachelor's degree in business or communications. Whether you are pursuing an associate in arts, an associate in science degree, an associate in applied science in Business Administration System, or completing this certificate independently, you will develop the communication skills that will serve you throughout your career.



An understanding of the relationship between the world of business and the communication process, particularly in relation to business environments and different cultures, will be a key element of your studies. Projects will require you to exercise and refine your research, development and presentation skills. You will be prepared to thrive in today's team-based workplace by learning to negotiate with co-workers effectively, to communicate your thoughts clearly, and to present your ideas in the best possible light.

Job Outlook: The U.S. Chamber of Commerce emphasizes that the number one skill employers seek in college graduates is "effective communication skills on all levels—the ability to speak, write, and listen effectively are critical to both organizational and career success."



GO YOU.



KENTUCKY COMMUNITY & TECHNICAL COLLEGE SYSTEM

BUSINESS COMMUNICATIONS CERTIFICATE

Course Listings & Requirements

Units required for completion: 18 credits

Students must complete 3 courses from both the Business and Communication Course Listings:

Business Course Options

(select and complete 3)

BAS 160	Introduction to Business
BAS 274	Human Resource Management
BAS 282	Principles of Marketing
BAS 283	Principles of Management
BAS 287	Supervisory Management

Communication Course Options

(select and complete 3)

COM 181	Basic Public Speaking
COM 252	Interpersonal Communication
COM 254	Intercultural Communication
COM 281	Small Group Communication
COM 287	Advanced Persuasion

Contact:
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