

## The Business Communication Track/ Professional Writing Minor

Development of written, visual, oral and collaborative skills for the workplace (business, government, non-profit organizations), with a focus on design, development, and re-purposing of hardcopy and new media documents. A final portfolio will include examples of a variety of professional genres—such as letters, e-mails, status reports, proposals, news releases, feasibility reports, policies and procedures, brochures—presented in both print and digital form.

### Which students might want to enroll in this track?

- \***Those interested in refining workplace communication**—especially in business, governmental, and non-profit organizations. Students will work collaboratively with community organizations on client projects.
- \***Those interested in entrepreneurial and managerial work**, who need to enhance leadership and communication skills, and students who plan for graduate MBA or law school degrees.
- \***Those interested in sustainability careers**, who want to explore the professional skills needed to engage investors, employees, and citizens.

### What do we do in the business communication courses?

The capstone courses (Writing 157A, 157B) and internship (Writing 150) in this track seek to assist students with the important transition from school to work. We build on the academic skills gained throughout students' undergraduate studies and the applied, professional skills gained through our client work, internship, and other work experiences.

By using case studies, we expand students' understanding of workplace issues, especially in the areas of business ethics, corporate environmental sustainability, and crisis management. By working collaboratively on service learning projects for community clients, students will refine skills and contribute to our local community before graduation.

### Where will students get internships?

- \***Local businesses**, including public relations firms, publishing, and accounting organizations such as Yardi Systems, DAVIES Communication, *The Independent*, UCSB Accounting Controls, Citrix Online
- \***Local environmental businesses and organizations**, including Green Business Program for Santa Barbara County, Tetra Tech, Allen Associates, Kids in Nature, The Center for Urban Agriculture
- \***Local government and non-profit organizations**, including the City of Santa Barbara, United Way, Direct Relief, UCSB Sustainability, Creative Wealth International

### Which courses are recommended?

Writing 107B, Business and Administrative Writing	Writing 107P, Writing for Public Relations
Writing 107EP, Writing for Environmental Professions	Writing 107T, Technical Writing
Writing 105PS, Writing for Public Speaking	Writing 105NM, Writing for New Media
Writing 107G, Writing for Global Careers	Writing 105S, Writing About Sustainability

### Who is the director of this track?

**Dr. LeeAnne G. Kryder** directs the Business Communication track and teaches professional writing (business, environmental, managerial) in the Writing Program and UCSB's Training & Development. Prior to teaching at UCSB, Dr. Kryder worked in the computer field as a manager, systems analyst, and technical writer. She serves as a campus change agent for sustainability. Her research interests are in writing for sustainability, the school-to-work transition, and corporate social responsibility.