

# Business Communication

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.

Read more at the [website for the Business Communication track](#).

## 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 service learning projects.
- Those interested in entrepreneurial and managerial work, who will need to complement leadership skills with written and oral communication. Many students are preparing for graduate MBA or MPA degrees.
- Those interested in sustainability careers, who want to explore the professional skills needed, including social media tools, to engage employees and citizens.

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

The capstone courses in business communication 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 internship and other work experiences and community service.

By using case studies, we expand students' understanding of workplace issues, especially in the areas of business ethics, cross-cultural understanding, and crisis management. By working collaboratively on service learning projects for community "clients," students will work on writing, speaking, and project management skills--and contribute to our local community before graduation.

Each student will have an opportunity to study new media tools along with traditional print media, and will construct both a digital and hardcopy portfolio.

## 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 Tetra Tech, Green2Gold, 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, Family Services Agency, Creative Wealth International

## Which courses are recommended for this track?

- Writing 107B, Business and Administrative Writing (formerly Writing 109EC)
- Writing 107J, Journalism and News Writing formerly Writing 109JW)
- Writing 107M, Magazine Writing for Publication
- Writing 107G, Writing for Global Careers (formerly Writing 109GS)
- Writing 107P (Writing for Public Relations)
- Writing 107T (Technical Writing)
- Writing 105M (Multimedia Writing)

## Who is the director of this track?

Dr. LeeAnne G. Kryder teaches professional writing (business, environmental, and managerial) for the University of California at Santa Barbara, in the Writing Program and for Training & Development. She directs students in the business communication emphasis of the Professional Writing Minor, and trains

and consults with local organizations, including City of Santa Barbara; Tetra Tech; Pacific Scientific; Kids in Nature, etc. Prior to this, she spent eleven years in the computer industry as a technical writer, systems analyst, and manager. She publishes and researches in the areas of business and environmental communication, service learning, strategic writing, and social media. She serves as Director-at-Large for a professional association for business communication (ABC).