

# BUSINESS COMMUNICATION (MINOR)

This program was approved for students entering the university in the Summer 2025-Spring 2026 catalog year. For more information about catalog year, go to Catalog Year Information (<https://catalog.louisville.edu/undergraduate/university-wide-unit-specific-policies/catalog-year/>).

## Minor in Business Communication

Unit: College of Business (<https://business.louisville.edu/>)

Department: Management (<https://business.louisville.edu/academics-programs/undergraduate-programs/management/>)

Academic Plan Code(s): BUCOMINOR

The College of Business offers a minor in Business Communication that provides students with the communication skills that are essential for success in the modern workplace. This practical minor in Business Communication provides a much needed resume credential to showcase skills in team building, persuasion, interpersonal communication, presentations with technology, and writing. The minor is available to all UofL students.

For non-business majors, a cumulative GPA of 2.5 is required for admittance to the program.

## Program Requirements

Code	Title	Hours
Required Courses		
BUS 301	Business Communication	3
MGMT 315	Collaboration and Negotiation-SB - SB ( <a href="https://catalog.louisville.edu/undergraduate/general-education-requirements/">https://catalog.louisville.edu/undergraduate/general-education-requirements/</a> )	3
BUS 311	Personal Influence in Business	3
BUS 401	Executive Communication	3
Choose two courses from the following:		6
BUS 390	Business Communication Special Topics	
MKT 360	Professional Relationship Selling	
ENGL 306	Business Writing - WR ( <a href="https://catalog.louisville.edu/undergraduate/general-education-requirements/">https://catalog.louisville.edu/undergraduate/general-education-requirements/</a> )	
COMM 310	Business Communication	
COMM 333	From Viral to Vital: Building Effective Social Media Strategies	
COMM 340	Storytelling with Data Visualization	
COMM 342	Introduction to Strategic Communication	
<b>Minimum Total Hours</b>		<b>18</b>

**Students may also count courses from other departments toward the minor upon mutual agreement of the departments.**

At least three (3) semester hours of the requirements for a minor must be successfully completed while enrolled in the University of Louisville.