



MASTER OF SCIENCE IN BUSINESS COMMUNICATION (33 Hours)

Name _____	Address _____

ID Number _____	Telephone _____
Entry Date _____	Email _____
Notes: _____	

CURRICULUM

MSBC OPEN ELECTIVES

Required Core Courses (21 Hours):

_____	_____	MSBC 611	Research Methods	3 Cr
_____	_____	MSBC 618	Integrated Marketing Communication	3 Cr
_____	_____	MSBC 623	Organizational Leadership	3 Cr
_____	_____	MSBC 628	Ethics and Business Decision Making	3 Cr
_____	_____	MSBC 648	New Media in Organizations	3 Cr
_____	_____	MSBC 655	Organizational Development and Change	3 Cr
_____	_____	MSBC 700	MSBC Capstone Course	3 Cr

Electives (12 Hours):

_____	_____	MSBC _____		3 Cr
_____	_____	MSBC _____	_____	3 Cr
_____	_____	MSBC _____	_____	3 Cr
_____	_____	MSBC _____	_____	3 Cr

MSBC Open Electives Concentration



MASTER'S DEGREE IN BUSINESS COMMUNICATION

33 CREDITS

COMPLETE YOUR DEGREE IN 12 MONTHS

The Master of Science in Business Communication (MSBC) program is the first interdisciplinary degree of its kind in the state of Kentucky. The MSBC program started in 2004 in response to the growing need for improved competence in leadership, oral and written communication and interpersonal skills. In national surveys professionals reported varying levels of competence in strategic thinking, problem solving and implementation, but admitted weaknesses in human relations skills.

The MSBC program is designed for working professionals with a variety of academic backgrounds and career objectives.

MSBC graduates consistently report that the MSBC degree plays a significant role in enhancing their employability and in preparing them for senior leadership positions in many disciplines including healthcare, banking, marketing and communication, retail, government and higher education.

Required Courses (21 Credits)

- Research Methods
- Integrated Marketing Communication
- Organizational Leadership
- Ethics and Business Decision Making
- New Media in Organizations
- Organizational Development and Change
- MSBC Capstone Course

Elective Courses (12 Credits)

- Create your own program by selecting four courses of interest from our electives in Business and Communication



For details about the program, call (502) 585-9911 ext. 2630 or email oblackman@spalding.edu