



## MASTER OF SCIENCE IN BUSINESS COMMUNICATION (33 Hours)

Name _____	Address _____
_____	_____
ID Number _____	Telephone _____
Entry Date _____	Email _____
Notes: _____	
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### CURRICULUM

#### ORGANIZATIONAL LEADERSHIP CONCENTRATION

##### **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	Organization Development and Change	3 Cr
_____	_____	MSBC 700	MSBC Capstone Course	3 Cr

##### **Concentration (12 Hours):**

_____	_____	MSBC 661	Organization Analysis and Design	3 Cr
_____	_____	MSBC 662	Team Building and Diversity Management	3 Cr
_____	_____	MSBC 663	Communicating Financial Information: A Managerial Perspective	3 Cr
_____	_____	MSBC 664	Strategic Planning and Implementation	3 Cr

# MSBC Organizational Leadership Concentration



## 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)

- Organization Analysis and Design
- Team Building and Diversity Management
- Communicating Financial Information: A Managerial Perspective
- Strategic Planning and Implementation

## DESCRIPTION OF CONCENTRATION ELECTIVES:

### **ORGANIZATION ANALYSIS AND DESIGN**

This course is designed to develop competencies in the analysis of the phenomena and theories of large, complex, formal organizations. It examines the organization as an economic, social, bureaucratic and political system with regard to such design factors as structure, change and decision making.

### **TEAM BUILDING AND DIVERSITY MANAGEMENT**

In this course students will learn how to contribute constructively to, encourage, and value cultural diversity in the workplace. Students will also learn how to facilitate discussion about diversity policies and issues and will develop skills in managing diversity. Through effective communication and team building techniques, managers can help individuals understand each other and how to become successful as a team.

### **COMMUNICATING FINANCIAL INFORMATION: A MANAGERIAL PERSPECTIVE**

This course is designed to expose students to the important role financial information plays in an organization. Students will be taught the fundamentals of financial statements and how to effectively communicate with others about the data in those statements.

### **STRATEGIC PLANNING AND IMPLEMENTATION**

This course introduces the concepts, tools, and principles of strategy formulation and competitive analysis. Students will develop the critical analysis and communication skills necessary to create and implement organizational strategy. The course focuses on the analyses, organizational processes; skills and judgment managers must use to design strategies, position their organizations, and define boundaries to maintain effectiveness in the face of uncertainty and competition.

