



MASTER OF SCIENCE IN BUSINESS COMMUNICATION (33 Hours)

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

CURRICULUM

PROJECT MANAGEMENT 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	Organizational Development and Change	3 Cr
_____	_____	MSBC 700	MSBC Capstone Course	3 Cr

Concentration (12 Hours):

_____	_____	MSBC 645	Performance Evaluation and Conflict Resolution	3 Cr
_____	_____	MSBC 646	Project Planning and Needs Analysis	3 Cr
_____	_____	MSBC 647	Resource Estimation, Risk Management and Communication	3 Cr
_____	_____	MSBC 649	Project Implementation and Management	3 Cr



MSBC Project Management 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)

- Project Planning and Needs Analysis
- Performance Evaluation and Conflict Resolution
- Resource Estimation, Risk Management and Communication
- Project Implementation and Management

Description of Concentration Electives:

PROJECT PLANNING AND NEEDS ANALYSIS

Students will learn techniques for deciding whether to undertake a project and for planning schedules and outcomes. The relationship between projects, organizational planning, budgeting, and information and performance appraisal systems will be discussed. Students will also learn how to conduct a cost benefit analysis, define desired project outcomes and determine project work to be performed.

PERFORMANCE EVALUATION AND CONFLICT RESOLUTION

The purpose of this course is to strengthen the project leader's communication and change management skills; conflict resolution and team evaluation skills. The specific skills that will be developed include: listening, managing multiple expectations, communicating "bad news" and learning tools and techniques for project team evaluation.

RESOURCE ESTIMATION, RISK MANAGEMENT AND COMMUNICATION

In this course students will learn how to estimate personnel and other project resources needs, and how to plan and budget for these resources within the scope of the project. Students will be exposed to statistical tools and methods associated with estimating materials and costs. Methods of managing communication, project quality and project risks will also be explored.

PROJECT IMPLEMENTATION AND MANAGEMENT

In this class students will learn techniques and processes to perform project management functions in organizations of varying complexities. Students will also learn how to track schedule performance, and charge clients for labor and other project activities. Students will also be introduced to methods of controlling labor and general product costs.

