Nebraska Wesleyan University

Bachelor of Science in Organizational Communication

Catalog

2012-2013

Program Description

The Adult Undergraduate Bachelor of Science in Organizational Communication helps students develop oral, written, and interpersonal communication skills, as well as critical thinking and problem solving so they will be able to communicate their ideas effectively and understand the businesses within which they work. Organizational communication looks at informal and formal communications, leadership, intercultural communication, and diversity issues, as well as types of internal communications within a business. Students may specialize in human resources, public relations, marketing, or project management.

Departments

1. Organizational Communication (Adult Undergraduate)

Bachelor of Science in Organizational Communication

Required Courses	30 Hours
COMM 003 Introduction to Professional and Academic Communication	3 hours
COMM 040 Interpersonal Communication	3 hours
COMM 100 Introduction to Organizational Communication	3 hours
COMM 130 Communication Theory	3 hours
COMM-140	COMM-140
COMM 151 Communication Research Methods	3 hours
COMM 160 Group Communication	3 hours
COMM 275 Professional Communication Strategies	3 hours
COMM 298 Organizational Communication Seminar	3 hours
One course from:	
COMM 050 Intercultural Communication	3 hours
COMM 185 Diversity Issues in U.S. Society	3 hours

Specialization Areas (15 hours)

Select one of the following:	Hours
Human Resources	
COMM 200 Conflict Resolution	3 hours
BUS 251 Business Law 1	3 hours

Select one of the following:	Hours
BUS 265 Behavior in Organizations	3 hours
BUS 270 Human Resources/Personnel	3 hours
BUS 271 Advanced Human Resources/Personnel	3 hours
Public Relations	
COMM 155 Mass Media	3 hours
COMM 170 Copy and Layout	3 hours
COMM 225 Persuasive Communication	3 hours
COMM 232 Public Relations	3 hours
COMM 270 Speaking in the Professions	3 hours
Project Management	
COMM 200 Conflict Resolution	3 hours
PRO 201 Introduction to Project Management	2 hours
PRO 202 Practice Project Management 1	2 hours
PRO 203 Practice Project Management 2	2 hours
PRO 204 Exploring Tools for Project Management	2 hours
PRO 205 Project Management Case Study	3 hours
PRO 206 Project Management Independent Study	1 hours
** PRO 205 and PRO 206 are taken concurrently*	

Electives (6 hours)

Electives	Hours
Choose two courses from the ones listed or any course not requiring a prerequisite from another specialization area.	
BUS 105 Management	3 hours
BUS 107 Marketing	3 hours
BUS 266 Marketing Management	3 hours
BUS 267 Consumer Behavior	3 hours
BUS 269 Promotional Strategy	3 hours
BUS 272 Ethics in Business	3 hours
BUS 274 Small Business Management	3 hours

General Education Requirements (39-45 hours)

Requirement	Hours
English and Communication	6-9
Developing Foundations	8-9
Global Perspectives	6-8
Western Intellectual and Religious Traditions	3

Requirement	Hours
U.S. Culture and Society	6
Fine Arts	3
Scientific Inquiry	7