Nebraska Wesleyan University

Organizational Leadership and Communication (B.S.)

Catalog

2015-2016

Departments

1. Organizational Leadership and Communication (Adult Undergraduate)

Organizational Leadership and Communication (36 hours)

Required Courses	27 hours
COMM 1200 Introduction to Professional and Academic Communication	3 hours
COMM 1100 Introduction to Organizational Communication	3 hours
LEAD 3100 Introduction to Leadership	3 hours
LEAD 3200 Interpersonal Communication for Leadership	3 hours
LEAD 4100 Group and Team Dynamics	3 hours
LEAD 4300 Leadership for Complex Challenges	3 hours
COMM 4200 Conflict Resolution	3 hours
BUSAD 3000 Organizational Behavior or BUSAD 5260 Organizational Behavior	3 hours
LEAD 4980 Organizational Leadership and Communication Seminar	3 hours
Inclusive Leadership and Communications Elective - Choose One	**3 Hours**
COMM 1501 Intercultural Communication	3 hours
COMM 1600 Diversity Issues in U.S. Society	3 hours
Electives - Choose Two	**6 Hours**
COMM 1170 Copy and Layout	3 hours
COMM 2301 Communication Theory	3 hours
COMM 2600 Mass Media	3 hours
COMM 3201 Persuasive Communication	3 hours
COMM 3300 Public Relations	3 hours
COMM 3501 Communication Research Methods	3 hours
COMM 3701 Communication in the Professions	3 hours
COMM 4300 Professional Communication Strategies	3 hours
BUSAD 2000 Principles of Marketing	3 hours
BUSAD 2500 Principles of Management	3 hours

Electives - Choose Two	6 Hours
BUSAD 3400 Promotional Strategy	3 hours
BUSAD 3500 Consumer Behavior	3 hours
BUSAD 4200 Marketing Management	3 hours
BUSAD 4600 Business Ethics	3 hours
BUSAD 4700 Entrepreneurship	3 hours
BUSAD 5250 Leadership	3 hours
BUSAD 5300 International Business	3 hours
BUSAD 5330 Business Ethics and Corporate Responsibility	3 hours
BUSAD 5430 Innovation	3 hours