Nebraska Wesleyan University
Catalog 2016-2017

Major:

Organizational Leadership and Communication (B.S.)

Departments/Programs:
Organizational Leadership and Communication (Adult Undergraduate)

Organizational Leadership and Communication (36 hours)

Core Courses	24 hours
COMM-1100	COMM-1100
LEAD-3100	LEAD-3100
LEAD-3200	LEAD-3200
LEAD-4100	LEAD-4100
LEAD-4300	LEAD-4300
LEAD-4500	LEAD-4500
COMM-4200	COMM-4200
BUSAD 3000 Organizational Behavior or BUSAD 5260 Organizational Behavior	3 hours

Inclusive Leadership and Communications Elective - Choose one	3 hours
COMM-1650	COMM-1650
COMM 1600 Diversity Issues in U.S. Society	3 hours

Electives - Choose two	6 hours
COMM 1170 Copy and Layout	3 hours
COMM-2301	COMM-2301
COMM-2601	COMM-2601
COMM-3201	COMM-3201
COMM 3300 Public Relations	3 hours
COMM-3501	COMM-3501
COMM-3701	COMM-3701
COMM-4300	COMM-4300
BUSAD 2000 Principles of Marketing	3 hours
BUSAD 2500 Principles of Management	3 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

Senior Comprehensive	3 hours
LEAD-4980	LEAD-4980