

BUS 651

Applied Leadership

3 hours

The course is a comprehensive application corporate-communications strategy, tactics, and programs. Small teams will design, implement, and evaluate a campaign in the context of a challenging 8-week case study. Team projects are presented via a student-created website for evaluation by classmates and faculty.

BUS 652

Understanding and Creating Effective Organizations

3 hours

This course focuses on the management areas of leadership. Learners will be exposed to elements of organizational structure, topics of human resource management and organizational behavior. Learners will explore how corporate strategy is linked to organizational structure.

BUS 653

Managing Change

3 hours

Today's leaders need to be proactive and forecast the needs of the organization for the short-term, the intermediate, and the long-term. Students will explore how leaders are primarily change agents to influence a shared vision for the future. Students will learn to identify elements critical to leading in a changing environment.