



MASTER OF SCIENCE IN BUSINESS COMMUNICATION (33 Hours)

ORGANIZATIONAL LEADERSHIP CONCENTRATION

2024-2025

The concentration in Organizational Leadership focuses on academic and practical competencies relevant to contemporary workplaces. This is our most versatile concentration because organizational leaders are able to work across most industries and in many work settings. Graduates of this concentration are skilled in:

- Addressing contemporary leadership challenges, best practices, and industry standards relating to leadership.
- Applying strong critical thinking, decision-making, presentation, and writing skills based upon synthesis of knowledge.
- Articulating an ethical personal leadership philosophy for a diverse and multicultural workforce.
- Providing vision and mission articulation, problem identification and definition, strategic planning, and implementation.
- Analyzing data and presenting to target audiences.

CURRICULUM

Required Core Courses (24 Hours):

MSBC 614 Data Visualization & Storytelling (3)
MSBC 618 Integrated Marketing Communication (3)
MSBC 623 Organizational Leadership (3)
MSBC 628 Purpose Driven Business in the Global Economy (3)
MSBC 638 Interpersonal Communication in the Workplace (3)
MSBC 655 Organizational Development and Change (3)
MSBC 664 Strategic Planning and Implementation (3)
MSBC 700 Applied Capstone in the Workplace (3)

Required Concentration Courses (9 Hours):

MSBC 663 Communicating Essential Financial Information (3)
MSBC 612 Negotiation (3)
MSBC 662 Teambuilding and Cultural Competence (3)