

ORGANIZATIONAL LEADERSHIP (B.A.)

Required

- General Education Requirements
- A total of 45 sem. hrs. in major

Code	Title	Hours
Organizational Leadership (OL) Core		18
SOC 101	T1:FD:Principles of Sociology	3
PSYC 120	T1:FD: Principles of Psych	3
PSYC 240	Industrial/Organizatio Psych	3
BSC 220	Social Research Methods	3
BSC 221	Stats for Behavioral Science	3
ODL 200	Introduction to Leadership	3
ODL Concentrations: Select TWO 12-hour concentrations (one of which may be the choice of concentration A or B - not both)		24
Concentration A: Organizational Promotion		
BUS 233	Principles of Marketing	3
BUS 309	Consumer Behavior	3
BUS 416	Marketing Strategy	3
BUS 430	Digital Marketing	3
Concentration B: Resource Development		
BUS 318	Human Resource Management	3
BUS 361	Project Management	3
BUS 418	Leadership Seminar	3
BUS 448	Systems and Sustainability	3
Concentration C: Corporate Communications		
COM 212	Interpersonal Communication	3
COM 250	Writing for Mass Media	3
COM 295	Graphic Design	3
COM 360	Advert & PR in a Digital World	3
ODL Capstone		3
ODL 400	Org Develop & Ldrshp Capstone	3
Optional elective for the student accepted in the MBA 4+1 Program		0
MBA 600	Business Foundations	1
Total Hours		45