

# THE CLEARY BUSINESS ARTS™ CURRICULUM



## ENTREPRENEURSHIP

The Cleary Business Arts Curriculum is a key component in developing The Cleary Mind™—a more versatile business school graduate who can confidently think and contribute to the world from multiple, advantaged perspectives.

Each of your undergraduate semesters revolves around one of the **eight attributes** of *The Cleary Mind*.

- |                      |                      |                    |                   |
|----------------------|----------------------|--------------------|-------------------|
| 1. Critical Thinking | 2. Creative Thinking | 3. Problem Solving | 4. Communications |
| 5. Persuasion        | 6. Entrepreneurship  | 7. Leadership      | 8. Ethics         |

This is not to the exclusion of the other seven attributes, but places a keen eye on a specific attribute during a particular semester. The **eight attributes** of *The Cleary Mind* have been developed in direct response to demands from the country's top business employers.\*

The **eight attributes** are curriculum-crafted to produce a whole-thinking person, intellectually-equipped to be rendered even more whole by your experiences in the world. The attribute emphasis is applied to your lectures, reading materials and discussions, assignments, and projects. The objective is to foster cohesiveness, cross-influence, and connectivity across all of your coursework.

Five of your semesters are fitted with a **Focus Filter**. Each **Focus Filter** represents a topical, business segment promising to have significant influence upon domestic and global business, economic development, and your career opportunities.

The **Focus Filter** serves to enhance your coursework comprehension and retention by grounding lectures, assignments, and projects in tangible relevance. They also serve to expand your awareness of and connectivity to key social, economic, technological, and environmental game-changers in the world.

<p><b>Semester One</b></p> <p><b>CRITICAL THINKING</b></p> <p>The objective analysis and evaluation of an issue in order to form a judgment</p>	<p><b>ENVIRONMENT</b></p> <p><b>Semester Two</b></p> <p><b>ETHICS</b></p> <p>Moral principles that govern behavior or the conducting of an activity</p>	<p><b>HEALTHCARE</b></p> <p><b>Semester Three</b></p> <p><b>CREATIVE THINKING</b></p> <p>Ways to look at and solve problems from different perspectives</p>	<p><b>ARTIFICIAL INTELLIGENCE AND INFORMATION TECHNOLOGY</b></p> <p><b>Semester Four</b></p> <p><b>PROBLEM SOLVING</b></p> <p>The process of finding solutions to difficult or complex issues</p>
<p><b>GLOBALIZATION</b></p> <p><b>Semester Five</b></p> <p><b>COMMUNICATIONS</b></p> <p>The imparting or exchanging of information, news, or knowledge</p>	<p><b>ENTERTAINMENT, SPORTS, HOSPITALITY</b></p> <p><b>Semester Six</b></p> <p><b>PERSUASION</b></p> <p>The action of selling someone to do or believe something</p>	<p><b>Semester Seven</b></p> <p><b>ENTREPRENEURSHIP</b></p> <p>The mindset of creative business generation and economic return at any point in the economy</p>	<p><b>Semester Eight</b></p> <p><b>LEADERSHIP</b></p> <p>The ability to lead people and organizations to a goal they/it would have not otherwise attained</p>

\* The Key Attributes Employers Seek on Students' Resumes, NACE Center, 11/30/17. The Top 10 Traits Employers Want in Business School Graduates, GoodCall, 8/17/16. College vs. Business Training: What Do Employers Want?, Wharton, University of Pennsylvania, 2/11/16. 8 Essential Skills Every Employer Looks For In Recent Graduates, Inc. 10/13/15. What employers really look for in recent college graduates, USA Today, 7/22/15. What Employers Are Looking For When Hiring Recent College Grads, Forbes, 7/6/15. New college grads: Who employers want to hire, CBS News MoneyWatch, 1/20/15. What Employers Want From MBAs This Year, Poets & Quants, 5/19/14. The 10 Skills Employers Most Want In 2015 Graduates, Forbes, 11/12/14. What Employers Want, GraduateOpportunities.com.

# ENTREPRENEURSHIP

## YEAR ONE

### Semester One

**Attribute:** CRITICAL THINKING

<b>BDA1000</b>	Data Integration Toolbox No. 1	3.0
<b>PHL1000</b>	Know Thyself, Know Thyworld	3.0
<b>BUS1000</b>	The Business of Environmental Sustainability	3.0
<b>COM1100</b>	Discourse and Delivery	3.0
<b>EEP1000</b>	Ideation and Innovation	1.0
<b>CAR1000</b>	Career Fulfillment	0.0

**Total Credits 13.0**

### Semester Two

**Attribute:** ETHICS **Focus Filter:** ENVIRONMENT

<b>ACC1000</b>	Principles of Accounting and Economic Renaissance	3.0
<b>ECO1000</b>	Economies and Economics	3.0
<b>PHL1500</b>	The Right Decision	3.0
<b>HRM1000</b>	How We Work Together	3.0
<b>COM1400</b>	Speak Up!	3.0
<b>EEP1500</b>	Creating Compelling Value	1.0
<b>CAR1000</b>	Career Fulfillment	0.0

**Total Credits 16.0**

## YEAR TWO

### Semester Three

**Attribute:** CREATIVE THINKING **Focus Filter:** HEALTHCARE

<b>OPM2000</b>	How the Operation Works	3.0
<b>MKT2100</b>	Transformational Marketing	3.0
<b>PHL2000</b>	The Art of Business and the Business of Art	3.0
<b>BUS2000</b>	The Business of Science and Technology	3.0
<b>BDA2000</b>	Data Integration Toolbox No. 2	3.0
<b>EEP2000</b>	Structuring the Future	1.0
<b>CAR1000</b>	Career Fulfillment	0.0

**Total Credits 16.0**

### Semester Four

**Attribute:** PROBLEM SOLVING **Focus Filter:** AI and IT

<b>ACC2000</b>	Financial and Managerial Accounting for Sustainability	3.0
<b>MGT2900</b>	Structured Inventive Problem Solving (SIPS)	3.0
<b>BUS2900</b>	The Business of Artificial Intelligence and Information Technology	3.0
<b>PHL2900</b>	The Philosophy of Technology	3.0
<b>MKT2900</b>	Transactional Marketing	3.0
<b>EEP2500</b>	The Persuasive Pitch	1.0

**Total Credits 16.0**

## YEAR THREE

### Semester Five

**Attribute:** COMMUNICATIONS **Focus Filter:** GLOBALIZATION

<b>MKT3500</b>	Product Management	3.0
<b>COM3100</b>	Communicating to a Shrinking World	3.0
<b>MGT3500</b>	The Realities of Globalization	3.0
<b>PHL3500</b>	The Logic of the Global Brain	3.0
<b>OPM3000</b>	Supply Chain: Driving The Silk Road Into Today	3.0

**Total Credits 15.0**

### Semester Six

**Attribute:** PERSUASION **Focus Filter:** ENTERTAINMENT, SPORTS, HOSPITALITY

<b>BUS3500</b>	Strategic Thinking From The Inside Out	3.0
<b>PHL4000</b>	Rhetoric: The Hyde Park Soapbox	3.0
<b>ENT4000</b>	Entrepreneurship	3.0
<b>ENT4050</b>	Creativity and Innovation	3.0
<b>ENT4100</b>	Marketing the New Business	3.0

**Total Credits 15.0**

**SUMMER:** LAN1000 Summer Language and Cultural Immersion Abroad 4.0

## YEAR FOUR

### Semester Seven

**Attribute:** ENTREPRENEURSHIP

<b>BUS4000</b>	The Entrepreneurial Mindset	3.0
<b>PHL4500</b>	Innovation and the Philosophy of Tinkering	3.0
<b>ENT4200</b>	Technology Entrepreneurship	3.0
<b>ENT4300</b>	New Business Finance	3.0
<b>ENT4500</b>	Entrepreneurship Discovery	3.0

**Total Credits 15.0**

### Semester Eight

**Attribute:** LEADERSHIP

<b>MGT4950</b>	Discovering Leadership	3.0
<b>PHL4900</b>	The Social Contract	3.0
<b>PJT4910</b>	Professional Project I	3.0
<b>PJT4920</b>	Professional Project II	3.0
<b>Elective</b>		3.0

**Total Credits 15.0**

**PROGRAM TOTAL CREDITS**

**121.0**