

THE CLEARY BUSINESS ARTS™ CURRICULUM



MARKETING

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*.

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|----------------------|----------------------|--------------------|-------------------|
| 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>Semester One</p> <p>CRITICAL THINKING</p> <p>The objective analysis and evaluation of an issue in order to form a judgment</p>	<p>ENVIRONMENT</p> <p>Semester Two</p> <p>ETHICS</p> <p>Moral principles that govern behavior or the conducting of an activity</p>	<p>HEALTHCARE</p> <p>Semester Three</p> <p>CREATIVE THINKING</p> <p>Ways to look at and solve problems from different perspectives</p>	<p>ARTIFICIAL INTELLIGENCE AND INFORMATION TECHNOLOGY</p> <p>Semester Four</p> <p>PROBLEM SOLVING</p> <p>The process of finding solutions to difficult or complex issues</p>
<p>GLOBALIZATION</p> <p>Semester Five</p> <p>COMMUNICATIONS</p> <p>The imparting or exchanging of information, news, or knowledge</p>	<p>ENTERTAINMENT, SPORTS, HOSPITALITY</p> <p>Semester Six</p> <p>PERSUASION</p> <p>The action of selling someone to do or believe something</p>	<p>Semester Seven</p> <p>ENTREPRENEURSHIP</p> <p>The mindset of creative business generation and economic return at any point in the economy</p>	<p>Semester Eight</p> <p>LEADERSHIP</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.

MARKETING

YEAR ONE

Semester One

Attribute: CRITICAL THINKING

BDA1000	Data Integration Toolbox No. 1	3.0
PHL1000	Know Thyself, Know Thyworld	3.0
BUS1000	The Business of Environmental Sustainability	3.0
COM1100	Discourse and Delivery	3.0
EEP1000	Ideation and Innovation	1.0
CAR1000	Career Fulfillment	2.0

Total Credits 13.0

Semester Two

Attribute: ETHICS **Focus Filter:** ENVIRONMENT

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

Total Credits 16.0

YEAR TWO

Semester Three

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

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

Total Credits 16.0

Semester Four

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

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

Total Credits 16.0

YEAR THREE

Semester Five

Attribute: COMMUNICATIONS **Focus Filter:** GLOBALIZATION

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

Total Credits 15.0

Semester Six

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

BUS3500	Strategic Thinking From The Inside Out	3.0
PHL4000	Rhetoric: The Hyde Park Soapbox	3.0
LAW3200	Business Ethics and Legal Issues	3.0
MGT4071	Organizational Behavior	3.0
MKT4200	Marketing Intelligence	3.0

Total Credits 15.0

SUMMER: LAN1000 Summer Language and Cultural Immersion Abroad 4.0

YEAR FOUR

Semester Seven

Attribute: ENTREPRENEURSHIP

BUS4000	The Entrepreneurial Mindset	3.0
PHL4500	Innovation and the Philosophy of Tinkering	3.0
MKT4340	Marketing Research and Relationship Marketing	3.0
MKT4350	Social Media Theory and Practice	3.0
MKT4400	Marketing Metrics	3.0

Total Credits 15.0

Semester Eight

Attribute: LEADERSHIP

MGT4950	Discovering Leadership	3.0
PHL4900	The Social Contract	3.0
PJT4910	Professional Project I	3.0
PJT4920	Professional Project II	3.0
MKT4800	Consumer Behavior	3.0

Total Credits 15.0

PROGRAM TOTAL CREDITS

121.0