

THE CLEARY BUSINESS ARTS™ CURRICULUM BUSINESS COMMUNICATIONS



Looking for a timeless degree? One that will open doors in the workplace and offer immense job opportunities? A bachelor's degree in business communications from Cleary will give you that and so much more. Students will graduate with strong speaking, writing and information technology skills combined with the insightfulness to serve as strategic advisors for businesses and corporations.

Cleary business communications graduates will be equipped with the knowledge and training to navigate conflicts effectively, manage and resolve crisis situations, problem solve quickly and productively, and use persuasive techniques efficiently to bridge any gaps between a corporation's aspirations and accomplishments. As the world becomes more global, diverse and inclusive, Cleary business communications graduates are fully prepared to handle workplace changes as they rely on The Cleary Mind™ attributes.

Career opportunities available in Business Communications

With a Business Communications degree, graduates can choose from many career paths: communications advisor, director of communications, marketing strategist, speech writer, public relations specialist, advertising copywriter, corporate communications manager, journalist, crisis management specialist, social media director, and more.

The Cleary Mind™ gives Cleary graduates a competitive advantage

Cleary University instills in our students the following professional skills:

Critical Thinking

Effective Communication

Problem Solving

Creative Thinking

Persuasion

Entrepreneurship

Leadership

Ethics

The Cleary Mind™ is the core of who we are and what distinguishes us from other universities. As students begin their academic career here – online or on campus – they learn and apply attributes of The Cleary Mind™ throughout their program, and by the time they graduate, The Cleary Mind™ has become their way of thinking, leading and living. That's why employers want to hire Cleary graduates. They not only have the workplace competencies to master their new job, but they also are ready to serve as creative and critical thinkers, problem solvers, effective and persuasive communicators, and ethical leaders, mentors and entrepreneurs. They exceed the expectations of employers!

* The Key Attributes Employers Seek on Students' Resumes, NACE Center, 11/30/17. The Top 10 Traits Employers Want in Business School Graduates, GoodCall, 8/17/18. 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 Money Watch, 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



BUSINESS COMMUNICATION CURRICULUM PATHWAY - SINGLE MAJOR

BBA IN BUSINESS MANAGEMENT

| COURSE | | CATEGORY | CREDITS |
|------------|----------------------|---|-----------------------|
| YEAR ONE | FALL | ENG 1000 English Composition | GE ENG/COM 3 |
| | | PHL 1200 Critical Thinking in an Illogical World | GE HUM 3 |
| | | BUS 1100 Introduction to Organizations | BBA Core 3 |
| | SPRING | TCM 1000 The Cleary Mind Professional Skills | GE ELE SS 3 |
| | | MIS 1000 Applied Business Tools | BBA Core 3 |
| | | Total Credits | 15 |
| YEAR TWO | FALL | ENG 1100 Discourse and Delivery | GE ENG/COM 3 |
| | | ECO 1000 Introduction to Macroeconomics | GE SS 3 |
| | | COM 1400 Speech Communications | GE HUM 3 |
| | SPRING | QLR 1000 Data Foundations | GE MTH 3 |
| | | SCI 1500 The Science of Well-Being | GE NS 3 |
| | | Total Credits | 15 |
| YEAR THREE | FALL | ECO 2000 Introduction to Microeconomics | BBA Core 3 |
| | | OPM 2000 Operations Management | BBA Core 3 |
| | | ACC 1000 Introduction to Financial Accounting | BBA Core 3 |
| | SPRING | MKT 2200 Introduction to Marketing | BBA Core 3 |
| | | ELE Elective Course | ELE 3 |
| | | Total Credits | 15 |
| YEAR FOUR | FALL | LAW 2900 Business Law | GE SS 3 |
| | | HRM 2800 Introduction to Human Resources Mgmt | BBA Core 3 |
| | | ACC 2000 Introduction to Managerial Accounting | BBA Core 3 |
| | SPRING | NTR 2000 Nutrition for the Active Adult with Lab | GE NS 3 |
| | | ELE Elective Course | ELE 3 |
| | | CAR 1050 Navigating Academic and Life Challenges | Prog Course 1 |
| | Total Credits | | 16 |
| YEAR FOUR | FALL | COM 3200 Organizational Communication in a Global Environment | BBA Core 3 |
| | | MGT 3400 Managing Projects and Processes in Organizations | BBA Core 3 |
| | | DMA 4200 Data Analysis in Business | BBA Core 3 |
| | SPRING | FIN 3000 Introduction to Corporate Finance | BBA Core 3 |
| | | ELE Elective Course | ELE 3 |
| | | Total Credits | 15 |
| YEAR FOUR | FALL | BUS 3500 Strategic Management | BBA Core 3 |
| | | PHL 4010 Culture of Ethics | BBA Core 3 |
| | | BUS 3000 Emerging Business Technologies | BBA Core 3 |
| | SPRING | COM 2200 Public Relations | Course Major 3 |
| | | Elective Course | ELE 3 |
| | | Total Credits | 15 |
| YEAR FOUR | FALL | MGT 4071 Organizational Behavior | BBA Core 3 |
| | | LED 4010 Leadership Theories and Applications | BBA Core 3 |
| | | COM 3500 Advanced Media Writing | Course Major 3 |
| | SPRING | COM 4200 Advanced Advertising Strategy | Course Major 3 |
| | | CAR 3060 Navigating Future Career and Life Challenges | Prog Course 2 |
| | | Total Credits | 14 |
| YEAR FOUR | FALL | LED 4900 Leadership Seminar | Prog Course 3 |
| | | COM 4300 Design and Production | Course Major 3 |
| | | COM 4900 Business Communication Contexts | Course Major 3 |
| | SPRING | Elective Course | ELE 3 |
| | | Elective Course | ELE 3 |
| | | Total Credits | 15 |