

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' Resume, 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
		TCM 1000 The Cleary Mind Professional Skills	GE ELE SS 3
		MIS 1000 Applied Business Tools	BBA Core 3
	Total Credits		15
	SPRING	ENG 1100 Discourse and Delivery	GE ENG/COM 3
		ECO 1000 Introduction to Macroeconomics	GE SS 3
		COM 1400 Speech Communications	GE HUM 3
		QLR 1000 Data Foundations	GE MTH 3
SCI 1500 The Science of Well-Being		GE NS 3	
Total Credits		15	
YEAR TWO	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
		MKT 2200 Introduction to Marketing	BBA Core 3
		ELE Elective Course	ELE 3
	Total Credits		15
	SPRING	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
		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 THREE	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
		FIN 3000 Introduction to Corporate Finance	BBA Core 3
		ELE Elective Course	ELE 3
	Total Credits		15
	SPRING	BUS 3500 Strategic Management	BBA Core 3
		PHL 4010 Culture of Ethics	BBA Core 3
		BUS 3000 Emerging Business Technologies	BBA Core 3
		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
		COM 4200 Advanced Advertising Strategy	Course Major 3
		CAR 3060 Navigating Future Career and Life Challenges	Prog Course 2
	Total Credits		14
	SPRING	LED 4900 Leadership Seminar	Prog Course 3
		COM 4300 Design and Production	Course Major 3
		COM 4900 Business Communication Contexts	Course Major 3
		Elective Course	ELE 3
Elective Course		ELE 3	
Total Credits		15	
TOTAL CREDITS			120