

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 PHL 1200 Critical Thinking in an Illogical World BUS 1100 Introduction to Organizations TCM 1000 The Cleary Mind: Introduction to Human Behavior and Leadership MIS 1000 Applied Business Tools Total Credits	GE ENG/COM GE HUM BBA Core GE SS BBA Core	3 3 3 3 3 15
	SPRING	ENG 1100 Discourse and Delivery ECO 1000 Introduction to Macroeconomics COM 1400 Speech Communications QLR 1000 Data Foundations SCI 1500 The Science of Well-Being Total Credits	GE ENG/COM GE SS GE HUM GE MTH GE NS	3 3 3 3 3 15
YEAR TWO	FALL	ECO 2000 Introduction to Microeconomics OPM 2000 Operations Management ACC 1000 Introduction to Financial Accounting MKT 2200 Introduction to Marketing ELE Elective Course Total Credits	GE ELE SS BBA Core BBA Core BBA Core ELE	3 3 3 3 3 15
	SPRING	LAW 2900 Business Law HRM 2800 Introduction to Human Resource Mgmt ACC 2000 Introduction to Managerial Accounting NTR 2000 Nutrition for the Active Adult with Lab ELE Elective Course CAR 1050 Navigating Academic and Life Challenges Total Credits	BBA Core BBA Core BBA Core GE NS ELE Prog Course	3 3 3 3 3 1 16
YEAR THREE	FALL	COM 3200 Organizational Communication in a Global Environment MGT 3400 Managing Projects and Processes in Organizations DMA 4200 Data Analysis in Business FIN 3000 Introduction to Corporate Finance ELE Elective Course Total Credits	BBA Core BBA Core BBA Core BBA Core ELE	3 3 3 3 3 15
	SPRING	BUS 3500 Strategic Management PHL 4010 Culture of Ethics BUS 3000 Emerging Business Technologies COM 2200 Public Relations Elective Course Total Credits	BBA Core BBA Core BBA Core Course Major ELE	3 3 3 3 3 15
YEAR FOUR	FALL	MGT 4071 Organizational Behavior LED 4010 Leadership Theories and Applications COM 3500 Advanced Media Writing COM 4200 Advanced Advertising Strategy CAR 3060 Navigating Future Career and Life Challenges Total Credits	BBA Core BBA Core Course Major Course Major Prog Course	3 3 3 3 2 14
	SPRING	LED 4900 Leadership Seminar COM 4300 Design and Production COM 4900 Business Communication Contexts Elective Course Elective Course Total Credits	Prog Course Course Major Course Major ELE ELE	3 3 3 3 3 15
TOTAL CREDITS				120