Bachelor of Arts in Organizational Leadership
Curriculum & Course Descriptions

General Education Requirements

WRIT 101 Writing Colloquium
A first-year writing-intensive skills course whose content focuses on Benedictine University and its mission of higher learning grounded in the liberal arts and guided by its Benedictine Heritage and Catholic tradition. Students will be introduced to the theme of “Person in Community,” which unites the Cultural Heritage sequence of courses. Readings will encourage students to understand, discuss, and write about issues of contemporary relevance. Emphasis on writing and revising argumentative essays, grammar review, basic library research skills, and textual analysis.

WRIT 102 Research Writing
A course that introduces students to writing in the disciplines of literature, social science, or biological science. Students study types of writing in the discipline, use advanced library research techniques, write brief literature reviews, and develop and write significant research papers.

SPCH 110 Speech Communication
An introduction to public speaking, communication theory and small-group and interpersonal communication. The course includes researched extemporaneous speeches and several in-class exercises.

MATH 095 Intermediate Algebra
Topics include real numbers, linear equations, exponent, polynomials, rational expressions, radicals, and quadratic equations.

MATH 105 Finite Mathematics
A survey of algebra, functions, graphs, and linear equations as applied to problems in economics and business. Topics include mathematics of finance, linear, polynomial, exponential, and logarithmic functions.

HUMN 240 Converging Hemispheres
Studies the increasingly global encounter of peoples, ideas, and cultures from the Age of Exploration (from 1400 A.D.) into the Twentieth century. Drawing upon the resources of the Catholic and Benedictine traditions, the course explores the shift in emphasis from “person in community” the values of freedom, equality, and responsibility. Examines the construction of the modern era focusing on scientific revolutions, economic transformation, religious reformations, and revolution, resistance and republicanism.

HUMN 250 The Contemporary World
Drawing upon the resources of the Catholic and Benedictine traditions, this course examines a variety of interpretations of the current world situation in light of the theme “person in community.” Have the notions of person and community changed, or are they being changed through current political, economic, cultural and technological challenges? Must have completed over 60 credit hours.
PHIL 245  **General Ethics**
Investigation of ethical concepts and theories and an analysis of the norms of ethical decision.

MUSI 104  **Music Appreciation**
This course explores the history of Western Classical Music by focusing on each of its eras. It also offers access to various ways to listen to music and how to take full advantage of concert attendance. Provides detailed explanations and sound demonstrations of the basic musical elements and performing media.

FNAR 100  **Art Appreciation**
Introduction to the visual arts through lectures, discussions and field trips.

NUTR 100  **Impact of Nutrition**
For non-majors. An introduction to nutrients; cultural, socioeconomic, and other influences on nutrition intake; impact of nutrition on health status; and issues of hunger and malnutrition.

GEOG 105  **Physical Geography**
An introduction to hydrology and the physical processes operating in and on the planet earth. Topics of study will include ground and surface water, the hydrologic cycle, watershed models, groundwater recharge, geomorphology, tectonics, structural features, and geological processes relating to natural resource management, environmental processes and concerns.

ECON 101  **Principles of Macroeconomics**
Determination of income, employment, and the price level. Effects of fiscal and monetary policies.

ECON 102  **Principles of Microeconomics**
Demand-Supply model, consumer and firm decision-making, market structures, price determination, resource allocation.

PSYC 100  **Survey of Psychology**
Overview of the field; principles and general methodology; concepts, theories and research, applicability to modern living.

**Degree Specific Requirements**

MGT 217  **Group Dynamics and Learning Strategies**
This course provides an overview of organizational structure, group dynamics, and learning strategies.

MGT 247  **Ethical Leadership**
This course is an overview of management at the strategic and tactical levels. It reviews various models of leadership, ethics involved in that leadership, strategies, and skills.

SOCL 290  **Social and Cultural Change**
Analysis of large scale historical change, the succession of types of societies and the emergence of the contemporary world. Evolution of social institutions (the family, religion) and speculation about significant future change.
ANTH 200  **Cultural Anthropology**  
Study of the origins of mankind and culture. Development of human language, culture, and institutions, cross cultural analysis of societies, and cultures.

PSYC 210  **Social Psychology**  
How social influences affect the individual and group. Attitudes, attribution and prejudice.

MGT 320  **Organizational Behavior**  
Overview of organizational structures and group dynamics. Examines job satisfaction, motivation, performance evaluation, decision-making and goal setting.

MKTG 300  **Marketing**  
An investigation of the basic principles of marketing, with an emphasis on the practical application of those principles to formulate marketing plans that will deliver value to customers and meet the goals of the organization.

MGT 330  **Human Resource Management**  
Relationship of internal and external labor market concepts to organizational manpower planning.

MGT 303  **Management-Labor Relations**  
The course focuses on the evolution of employer-employee relations in union and non-union organizations. The emphasis is on union, governmental and workplace policies and practices, history, functions, forecasted changes relating to labor and management in both public and private sector.

INTB 300  **Introduction to International Business**  
This course is designed to introduce students to the importance and role of international business. Predominant themes will be culture and business opportunities. Topics include international trade, balance of payments, multinational corporations and the functional areas of international business.

MGT 150  **Business Statistics I**  
Basic course in statistical technique, includes measures of central tendency, variability, probability theory, sampling, estimation and hypothesis testing.

MGT 251  **Business Statistics II**  
Covers regression and correlation, and analysis of variance and nonparametric statistics.

MGT 333  **Operations Management**  
A study of theory, principles and computational procedures as applied to such areas as strategic planning, forecasting, capacity planning, productivity and quality control.

PSYC 298  **Research Methods**  
Completion of the first part of an original research design.

PSYC 389  **Organizational Leadership Capstone**  
Completion of an original research design.
**Human Resource Management Concentration**

**MGT 262 Employee Recruitment Strategies**
This course will focus on developing, implementing and evaluating sourcing, recruitment, hiring, orientation, succession planning, retention, and organizational exit programs necessary to ensure the workforce's ability to achieve the organization's goals and objectives.

**MGT 264 Employee Performance and Appraisal Management**
This course will focus on developing, implementing and evaluating activities and programs that address employee training and development, performance appraisal, talent and performance management, and the unique needs of employees to ensure that the knowledge, skills, abilities, and performance of the workforce meet current and future organizational and individual needs.

**MGT 266 Essentials of Compensation and Benefits**
This course will focus on developing, selecting, implementing, administering, and evaluating compensation and benefits programs for all employee groups that support the organization's strategic goals, objectives, and values.

**MGT 270 Employment Law and Risk Management**
This course will focus on developing, implementing, administering, and evaluating programs, plans, and policies which provide a safe and secure working environment and to protect the organization from liability. Additional focus will be placed on the workplace relationship between employer and employee in order to maintain relationships and working conditions that balance employer and employee needs and rights in support of the organization's strategic goals, objectives, and values.

**Marketing Concentration**

**MKTG 310 Consumer Behavior**
A study of consumers' needs, wants, and behavior in the marketplace as a basis for the formulation of marketing strategy.

**MKTG 330 Promotional Strategy**
An integrated marketing communications (IMC) approach to the study of the strategies organizations use to promote their products and services. The course goes beyond the traditional study of advertising, sales promotion, personal selling, direct marketing, and public relations to show how all four elements of the marketing mix—product, price, promotion, and distribution—must blend together to present a unified message to customers.

**MKTG 350 International Marketing**
Studies strategic issues in marketing products and services across national borders. Examines cultural, legal, ethical, and economic constraints.
Internet Marketing Communications

Internet marketing is reshaping the way businesses and consumers interact with each other. This course studies how the Internet as a communication channel can be valuable to marketing decision makers eager to understand and utilize Internet technology to grow their businesses. Examining the Internet and its evolution from a research tool to a marketing communications medium, this course shows how the Internet offers an array of one-to-one, real-time, personalized marketing communications. Through various exercises and projects, students will explore how the Internet affords decision makers the opportunity to customize their marketing approaches to meet individual customers’ needs and to make the Internet an effective part of an overall Integrated Marketing Communications Strategy.