



2018-19 Course Descriptions

COLLEGE OF PROFESSIONAL STUDIES

Organizational Leadership – Bachelor of Science

(45 credit hours)

Designed for working professionals who have at least 30 hours of previous college credit, the Organizational Leadership program offers the convenience and flexibility of studying online and includes relevant business topics. Students study one course at a time for five weeks each.

TERM 1 15 semester hours

OL 3051 Introduction to Adult Online Learning (3 credit hours)

This course is an introduction to learning in the online environment. Topics include the learning management system, library resources, and other support mechanisms within the program.

OL 3100 Management (3 credit hours)

Provides a general understanding of the managerial functions of planning, organizing, leading and controlling from the viewpoint and needs of the professional manager.

OL 3230 Organizational Theory (3 credit hours)

The course is an investigation of the theoretical models of organization and how organizations can be structured for maximum efficiency.

OL 3210 Principles of Managerial Accounting (3 credit hours)

This course is an introduction to concepts in accounting from the manager's perspective. Topics include cost-volume-profit analysis, costing and budgeting.

OL 3225 Survey of Marketing (3 credit hours)

Survey of Marketing introduces students to the nature, scope and economic importance of marketing. The 4 P's of marketing; product, price, promotion, and place will be discussed.

TERM 2 15 semester hours

OL 3390 Organizational Analysis (3 credit hours)

This course addresses contemporary challenges arising from managing organizations in the face of complex environmental conditions, new technological developments, and increasingly diverse workforces. It focuses on providing a systematic approach for analyzing, diagnosing, and responding to organizations problems. It also provides an opportunity for students to enhance their communication and writing skills.

OL 4000 Understanding the Economics of Business (3 credit hours)

This introductory course provides management students with basic tools to analyze a wide variety of economic problems.

OL 4240 Strategic Management**(3 credit hours)**

The course examines the development and deployment of strategy as a critical factor in organizational success.

OL 4245 Human Resources**(3 credit hours)**

This course examines the role of the human resource professional as a strategic partner in managing today's organizations. Key functions such as recruitment, selection, development, appraisal, retention, compensation, and labor relations are examined.

OL 3360 Managing Information Systems**(3 credit hours)**

Managing Information Systems explores the relationship between hardware, software, systems, and humans in the organizational context.

TERM 3 15 semester hours**OL 3240 Business Statistics****(3 credit hours)**

The course introduces the basic statistical concepts needed in the business environment. The emphasis is on the use of statistical information.

OL 3245 The Ethics of Business**(3 credit hours)**

A study of theoretical and practical problems of moral conduct in the field of business. The course emphasizes both the philosophical foundations of ethical conduct and the practical problems encountered in the day-to-day conduct of business affairs.

OL 3350 Leadership**(3 credit hours)**

The course examines various theories of leadership as a managerial function on and from the perspective of personal development.

OL 4300 Consumers and Marketing**(3 credit hours)**

This course focuses on the examination and application of consumer behavior principles to the development and implementation of marketing strategies.

Major Elective (choose 1 from of the following)**(3 credit hours)*****Major Elective Choices:****OL 4705 Organizational Analysis II****(3 credit hours)**

A continuation of OL 3390, this course is an independent project using the lessons learned in OL 3390. Students will identify a problem or an opportunity in their current or previous place of business. The student will research the issue, collect and analyze data, and make recommendations for correction or enhancement of the issue. A paper documenting the development of the project and examination of the findings is required.

MOD 4351 Sales Management**(3 credit hours)**

This course covers responsibilities and strategies associated with managing a sales force, examines selling techniques from a variety of perspectives. Gaining an understanding of selling in the contemporary business environment with a strong focus on creating and communicating value for customers and managing the buyer/seller relationship process is a key component of this course.

MOD 4455 Crisis Management in Business**(3 credit hours)**

This course explore how and why public, private and nonprofit organizations prepare for, respond to, and recover from disasters and other crisis situations.

MOD 4550 Business & Society**(3 credit hours)**

This course introduces a strategic social responsibility for courses that address the role of business in society. Social responsibility is concerned with issues related to values and expectations, as well as the rights of members of society. We view social responsibility as the extent to which a business adopts a strategic focus for fulfilling the economic, legal, ethical, and philanthropic responsibilities expected by all its stakeholders.

MOD 4810 Legal Environment of Business**(3 credit hours)**

The dynamic nature of law, the legal processes and specific areas of law that guide business decisions are discussed. The course addresses the aspects of law and its standard for human behavior that increasingly affects and constrains business activity. Includes introductions to the legal system, tort, criminal and contract law.

*128 credit hours are required to graduate with a Bachelor of Science degree. The balance of the credits needed after the major coursework is completed can be fulfilled with electives, previous transferred credit, and other advanced standing credit options. Contact your recruiter or advisor for details.