



Organizational Leadership

Course Overview - (45 credit hours)

Bethel's Bachelor of Science Degree specializing in Organizational Leadership is tailored to offer the convenience and flexibility of studying online. Students study one course at a time for 5 weeks each.

OL 3050 Introduction to Adult Learning (3 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 3110 Principles of Management (3 hours)

Survey course in the functional areas of management including leading, controlling, planning, and organizing in a global environment.

OL 3230 Organizational Theory (3 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 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 3220 Principles of Marketing (3 hours)

Principles of Marketing introduce students to the 4 P's of marketing: product, price, promotion, and place, that combine to form the marketing mix.

OL 4020 Managerial Economics (3 hours)

The course is an introduction to economics from a managerial perspective.

OL 4240 Strategic Management (3 hours)

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

OL 4250 Human Resource Management (3 hours)

The course surveys the field of human resource management in its functional areas: staffing, compensation, performance appraisal, and training. The course includes an introduction to equal employment law.

OL 3370 Systems Approach to Organizational Change (3 hours)

An online class that examines the formal and informal functions of organizations and analysis of agencies or organizations based on a systems model. Adult learners analyze and solve organizational problems using a step-by-step method, which will be applied to work-related independent study projects. This class serves as the springboard for the organizational research project.

OL 3360 Management Information Systems (3 hours)

Management information systems explore the relationship between hardware, software, systems, and humans in the organizational context.

OL 3240 Business Statistics (3 hours)

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

OL 3250 Business Ethics (3 hours)

Business ethics explores the philosophical foundations of ethical and unethical behavior.

OL 3350 Leadership (3 hours)

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

OL 4340 Consumer Behavior (3 hours)

The course examines the behavior of consumers in terms of increasing sales.

Major Elective* (3 hours)***Major Elective Choices:****OL 4700 Organizational Research Project(3 hours)**

The Organizational Research Project is an online independent project requiring the analysis of an organization, identification of a problem or opportunity, research of previous work on the topic, and collection and analysis of data to make an informed recommendation. A comprehensive paper documenting the development of the project is required.

MOD 4350 Sales & Sales Management (3 hours)

The Selling & Sales Management course covers responsibilities and strategies associated with managing a sales force, examines selling techniques from a variety of perspectives and focuses on the creation of entrepreneurial strategies for sales force management. Gaining and 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 processing a key component of this course. Students engage in leadership and management techniques that enhance the success of individual salespeople and of organizations.

MOD 4450 Crisis Management (3 hours)

This course develops managerial skills in crisis avoidance, management, and recovery. Students learn how to respond to situations creating danger to organizations, their employees, and the public. Same as CCJ 4600.

MOD 4550 Business & Society (3 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 4800 Business Law (3 hours)

Business Law is a senior level course designed to provide the adult learner with an understanding of the nature of law, tort, contracts, the sale of goods, and the legal regulation of business competition. The law of ownership, forms of business, organization, commercial paper, and secured transactions may also be topics of discussion.

*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.