



# Bachelor of Science in

# BUSINESS EDUCATION



## Corporate Communication

Major Core (21 hrs.)			
Course	Course Name	Hrs.	✓
BCOM 300	Spreadsheet Applications	3	
BCOM 301	Strategic Business Communication	3	
GBUS 204	Business Law I	3	
LDRS 306	Leadership & Team Dynamics	3	
MGT 301	Management Principles	3	
INF 304	Management Info. Systems	3	
MKT 301	Marketing Principles	3	

Software Applications Choose 1 (3 hrs.)			
Course	Course Name	Hrs.	✓
INF 250	Intro. to Web Development	3	
INF 312	Web Design for Non-Majors	3	

Related Electives Choose 2 (6 hrs.)			
Course	Course Name	Hrs.	✓
MKT 403	Retail Management	3	
MKT 609	Digital Marketing	3	
THM 625	International Tourism & Hospitality	3	
THM 632	Sustainable Tourism & Event Management	3	

Corporate Communication (30 hrs.)			
Course	Course Name	Hrs.	✓
BCOM 201	Introduction to Corporate Communication	3	
BCOM 210	Business Communication for Professional Development	3	
BCOM 310	Database Applications: MS Access	3	
BCOM 350	Business Communication App.	3	
BCOM 400	Global Business Communication	3	
BCOM 601	Managerial Communication	3	
BCOM 690	Advanced Professional Development	3	
BCOM 692	Managerial Reports & Presentations	3	
BCOM 695	Corporate Communication Strategy*	3	
MKT 603	Customer Service and Relationship Management	3	

Additional Requirements (12 hours, these courses can also count in specific areas of the KBoR SWT General Education System)			
Course	Course Name	Hrs.	✓
FIN 205	Personal Finance	3	
ECON 201/202	Principles of Econ: Micro <i>or</i> Principles of Econ: Macro	3	
MATH 250	Elements of Statistics	3	
SOC 376	Diversity in the United States	3	

Total Credit Hours Required:	Hrs.	✓
University General Education	34	
Major Core	21	
Software Applications	3	
Related Electives	6	
Concentration:		
- Corporate Communication	30	
Free Electives	14-26	
<b>TOTAL</b>	<b>120</b>	

**Free electives? Ask your advisor about earning a Minor or Certificate**

Minor: (Our Recommendations)	Hrs.	✓
Organizational Communication	21	
Marketing	21	
Leadership Studies	21	
Certificate: (Our Recommendations)	Hrs.	✓
Workforce Development	9	
Professional Development	9	
Digital Business Communication	12	
Economic Justice and Advocacy	10	
Business Report Writing	9	