

**B.S. in Applied Communication with Organizational Communication and Leadership Concentration**

Existing Requirement	Course Alternative
ACL 3540 Strategic Business and Professional Communication 3 credits	CME 2540: Strategic Communication 3 credits (formerly ACL 2450: Strategic Business and Professional Communication)
ACL 4700 Applied Communication & Leadership in Organizations 3 credits	LSS 3250: Theories and Techniques of Leadership 3 credits
ACL 4900 Internship 3 credits	CME 4230: Internship 3 credits
Required Statistic Course (Pick one) <ul style="list-style-type: none"> <li>• MAT 2200 Applied Statistics 3credits.</li> <li>• SOC 2200 Applied Statistics 3credits</li> <li>• PSY 2500 Statistics for Psychology 3 credits</li> <li>• BUS 2160 Statistics for Business and Economics 3 credits</li> <li>• JUS 2200 Applied Statistics 3 credits)</li> </ul>	All courses still offered
<i>Leadership Electives (select six credits)</i>	
<ul style="list-style-type: none"> <li>• LSS 3000 Principles of Leadership 3 credits</li> <li>• LSS 3250 Theories and Techniques of Leadership 3 credits</li> <li>• LSS 3400 Issues in Contemporary Leadership 3 credits</li> <li>• LSS 3750 Future-Oriented Leadership 3 credits</li> </ul>	Courses still offered
<i>Organizational Communication and Leadership Concentration elective</i>	
<ul style="list-style-type: none"> <li>• COM 3350 Public Relations 3 credits</li> <li>• BUS 1510 Management and Organization 3 credits</li> <li>• BUS 3010 Entrepreneurship 3 credits</li> <li>• BUS 3750 Human Resource Management 3 credits</li> <li>• BUS 3910 Negotiation 3 credits</li> </ul>	Courses still offered

- ECO 1510 Principles of Macroeconomics 3 credits
- ECO 1520 Principles of Microeconomics 3 credits
- ENG 3201 Business Writing 3 credits
- ENG 3210 Technical Writing 3 credits
- ENP 3010 or Entrepreneurship 3 credits 53
- ENP 3100 Managing Family Business 3 credits
- ENP 3300 International Entrepreneurship 3 credits
- MKT 1510 Principles of Marketing 3 credits
- MKT 4000 Consumer Behavior 3 credits
- MKT 4100 Global Marketing 3 credits
- MSL 1010 Introduction to the Army and Critical Thinking 1 credit
- MSL 1020 Introduction to Tactical Leadership 1 credit
- MSL 2010 Leadership and Decision Making 2 credits MSL 2020
- Foundations of Tactical Leadership 2 credits
- PHI 3200 Business Ethics 3 credits
- PSY 3100 Industrial/Organizational Psychology 3 credits
- SOC 3320 Methods of Social Research 3 credits