

BUCO 503

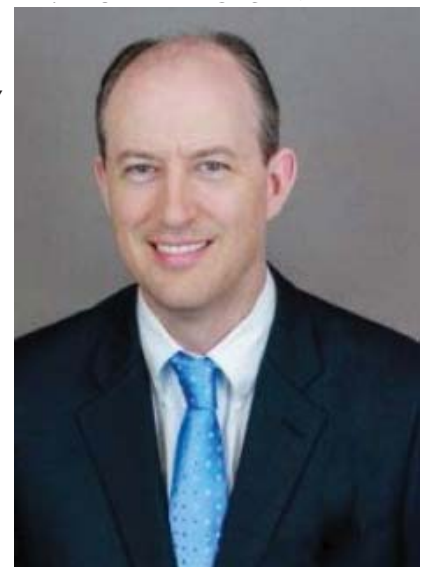
ADVANCED MANAGERIAL COMMUNICATION

THE ADVANCED MANAGERIAL COMMUNICATION COURSE IS DESIGNED TO SIGNIFICANTLY ACCELERATE YOUR FUTURE SUCCESS BY CREATING A STRONG, SUSTAINABLE COMPETITIVE ADVANTAGE FOR YOU IN THE MARKETPLACE. IT FOCUSES ON ENHANCING YOUR EFFECTIVENESS IN THE KEY SKILLS MOST SOUGHT BY RECRUITERS, MOST PREDICTIVE OF ADVANCEMENT ONCE IN YOUR CAREER, MOST USED BY ALUMNI AND MOST ASSOCIATED WITH LEADERSHIP SUCCESS.

THIS COURSE IS A VARIATION OF THE EXECUTIVE MBA PROGRAM CONTENT THAT WAS RATED #1 WORLDWIDE BY THE WSJ. THE COURSE WILL ENABLE YOU TO BE A BETTER LEARNER, LISTENER, FACILITATOR, INFLUENCER, ADVOCATOR, COACH AND VISIONARY LEADER THROUGHOUT YOUR CAREER JOURNEY. BUILDING ON YOUR MBA CORE COMMUNICATION COURSE EXPERIENCE, THIS COURSE USES AN EXECUTIVE COACHING MODEL IN WHICH APPLIED AND ADVANCED COMMUNICATION SKILLS ARE DEVELOPED USING 360 FEEDBACK, BUSINESS SIMULATIONS, EXPERIENTIAL LEARNING, LABS, APPLIED THEORY AND REAL WORLD APPLICATION IN A STRONGLY INTERACTIVE, FUN AND ENGAGING ENVIRONMENT.

PROFESSOR GREG PATTON

3 UNITS



FALL 2019

BUCO 599

COMMUNICATING IMAGE & REPUTATION

EXPLORING THE IMPACT OF
COMMUNICATION STRATEGIES
ON CORPORATE IDENTITY,
IMAGE, PUBLIC RELATIONS,
INVESTOR RELATIONS, AND
CRISIS MANAGEMENT.

ANALYZING THE INTERSECTION
OF INTERESTS IN THREE LARGE
ARENAS INVOLVING
MANAGEMENT COMMUNICATION:
THE MEDIA, PUBLIC AND PRIVATE
ENTERPRISE.

PROFESSOR LINDSEY BIER

TAUGHT IN HYBRID FORMAT
3 UNITS



FALL 2019



BUCO 536

LEADING WITH DIGITAL COMMUNICATION

THIS COURSE ENGAGES IN THEORY AND PRACTICE IN HOW LEADERS COMMUNICATE VIA SOCIAL MEDIA AND OTHER FORMS OF NEW MEDIA TO ACHIEVE BUSINESS GOALS.

STUDENTS WILL EVALUATE EMERGING FORMS OF LEADERSHIP COMMUNICATION IN NETWORKED AND COMMUNITY-DRIVEN ORGANIZATIONS, WHILE STRATEGICALLY CREATING AN ONLINE PROFESSIONAL PERSONA.

FALL 2019

PROFESSOR PETE CARDON
TAUGHT ONLINE
3 UNITS



BUCO 599

POWER DYNAMICS AND WORKPLACE COMMUNICATION

EXPLORE THE ROLE POWER
PLAYS IN COMMUNICATION
WORKPLACE STRATEGIES.

ANALYZE INDIVIDUAL
COMMUNICATION ROLES,
BEHAVIORS, AND TACTICS.

DEVELOP STRATEGIES AND
TOOLS TO NAVIGATE,
NEGOTIATE, AND MANAGE
COMMUNICATION SKILLS TO
MAXIMIZE YOUR POWER.

PROFESSOR SABRINA PASZTOR

TAUGHT IN HYBRID FORMAT
3 UNITS



SPRING 2020



BUCO 552

DEFINING AND COMMUNICATING YOUR PROFESSIONAL VALUE

THIS COURSE IS DESIGNED TO PREPARE STUDENTS WITH TOOLS TO UNDERSTAND HOW TO DEFINE THEIR PROFESSIONAL IDENTITY AND VALUE TO EMPLOYERS ACROSS DIVERSE INDUSTRIES.

STUDENTS WILL ALSO LEARN HOW TO DIFFERENTIATE INDIVIDUAL PROFESSIONAL TALENTS, SKILLS, WORK VALUES, AND EGO NEEDS.

PROFESSOR KIRK SNYDER

1.5 UNITS

FALL 2019

