

# ORGANIZATIONAL LEADERSHIP (OLED)

## OLED 310 - MEDIA OUTLETS: THEORY & PRACTICE

The course allows students to explore the fundamentals of public relations, messaging, identity crafting and media management, including how to conduct a media interview, as well as participate in a press conference and media interview. Simultaneously, students will work on the mechanics of media writing.

Credits: 3

## OLED 320 - INTRODUCTION TO ORGANIZATIONAL COMMUNICATIONS

Communication theory in the organizational environment; communication patterns and issues internal to an organization. Topics include communication theory, organizational structure, barriers to communication, gender, and diversity.

Credits: 3

## OLED 325 - ORGANIZATIONAL COMMUNICATIONS II

OLED 325 focuses on the changing organizational environment, strategic communication, corporate image, internal and external communication around organizational identity and crisis communication. Students make managerial decisions through case study analysis and develop a phased plan to deal with immediate communication issues as well as strengthening organizational communication over time.

Credits: 3

## OLED 330 - FOUNDATIONS OF ORGANIZATIONAL LEADERSHIP

Fundamental concepts for leaders, such as leadership style and followership, as well as specific leadership traits and styles are discussed. Students analyze their own leadership qualities as they study changing organizational models and changes in leadership demands.

Credits: 3

## OLED 335 - ORGANIZATIONAL CHANGE

This course investigates the processes through which organizations change and evolve in order to stay competitive in a rigorous global environment. Effective change management is discussed, agents of change, planning, communication, employee engagement, barriers to change, and measuring outcomes.

Credits: 3

## OLED 340 - PERSUASION & PRESENTATION SKILLS

The ability to influence with words and imagery is core to the successful organizational communications function. Students will work on personal presentation ability as well as tailoring presentation materials to the audience.

Credits: 3

## OLED 350 - GROUP DYNAMICS & FACILITATION

This course examines the reasons that organizations form work groups and how these groups evolve into effective decision-making teams in the workplace. The reasons for using a facilitator are discussed. Facilitation, as a mechanism to create greater group efficiency, is investigated. The skills, techniques and attitudes of productive meeting facilitation are explained.

Credits: 3

## OLED 360 - EVIDENCE-BASED DECISION MAKING

The course provides students with tools to rethink their approaches to data and knowledge in order to make more effective decisions. Students will learn how to make decisions based on scientific findings and organizational facts. These choices rely on decision processes that reduce bias and judgment errors and give due consideration to ethical concerns. The specific skills the course aims to develop are: (1) critical thinking and reasoning; (2) identifying and gathering of the best available evidence from multiple sources; (3) critical appraisal of evidence; and (4) applying evidence of different forms to decision-making.

Credits: 3

## OLED 365 - SOCIAL JUSTICE & DIVERSITY

This course focuses on understanding the differences (diversity) among people including but not limited to race, ethnicity, national origin, gender, age, sexual orientation, physical and mental ability and how these differences affect stakeholders and leaders in the workplace as well as the impact they have in terms of domestic and international commerce and enterprise. Additionally, the course will focus on the related issues of globalization, corruption, trade policies, corporate responsibility, sustainable and renewable practices, and how social justice can be integrated specific to each topic.

Credits: 3

Attributes: Social Justice Studies

## OLED 370 - LEADERSHIP DEVELOPMENT

Students will engage with ideas around leadership qualities, development plans and developmental action items. The scalability of leadership competencies is explored and a personal leadership development plan is a part of this course.

Credits: 3

Course Notes: Offered in fall only.

## OLED 372 - ORGANIZATION DEVELOPMENT

A variety of techniques will be investigated which will enable students to proactively facilitate organizational learning and effectiveness through diagnosis of organization problems involving employees, work groups, and corporate culture and structure; identifying appropriate alternative solutions and organization development interventions; and implementing change in a company's human systems. The course will emphasize the balance of traditional humanistic values with pressing, modern organizational concerns and focus, specifically on the alignment of vision, mission and practice.

Credits: 3

## OLED 375 - CONFLICT & NEGOTIATION

A variety of techniques will be investigated which will enable students to proactively facilitate organizational learning and effectiveness through diagnosis of organization problems involving employees, work groups, and corporate culture and structure; identifying appropriate alternative solutions and organization development interventions; and implementing change in a company's human systems. The course will emphasize the balance of traditional humanistic values with pressing, modern organizational concerns and focus, specifically on the alignment of vision, mission and practice.

Credits: 3

## OLED 378 - POWER & INFLUENCE

Students will reflect on the meaning of power and authority with history's great thinkers; explore how power is expressed and used in organizations. Student will learn about the effective use of power beyond compliance and toward commitment.

Credits: 3

**OLED 380 - STRATEGY, VISION, & PLANNING**

Strategic planning and its implementation are major factors in the success or failure of any organization. Leadership is key to developing and communicating a vision that drives this process. An examination of strategic planning and leadership and their roles in maintaining competitiveness in organizations.

Credits: 3

Prerequisites: OLED 320 and OLED 335

**OLED 385 - SOCIAL MEDIA STRATEGIES**

Student will immerse themselves in electronic information sharing strategies and methods to use this tool to serve a variety of organizational communication purposes. Principles for wider application in multiple industries will be stressed.

Credits: 3

**OLED 392 - ORGANIZATIONAL LEADERSHIP INTERNSHIP**

A supervised professional learning experience at a business or non-profit site. Must be arranged with internship coordinator and/or program director. Maximum of 3 credit hours can be applied to undergraduate business program.

Credits: 1-3

Course Notes: Internship requirements vary by assignment; consent is required by the instructor.