



# FORT HAYS STATE UNIVERSITY

*Forward thinking. World ready.*

## Bachelor of Science in Business Education Concentration in Corporate Communication

### Major Core (33 Hours)

Course	Course Name	Hr.	Sem
MGT 101	Intro to Business	3	_____
GBUS 204	Business Law	3	_____
INT 250	Intro to Web Development	3	_____
MIS 304	Management Info Systems	3	_____
MGT 301	Management Principles	3	_____
MKT 301	Marketing Principles	3	_____
LDRS 300	Intro to Leadership Concepts	3	_____
BCOM 301	Business Communication	3	_____

### Software Applications (Choose 1)

Course	Course Name	Hr.	Sem
BCOM 300	Spreadsheet Applications	3	_____
BCOM 310	Database Applications	3	_____
BCOM 350	Business Comm. Applications	3	_____

### Business Related Electives (Choose 1)

Course	Course Name	Hr.	Sem
MKT 403	Retail Management	3	_____
MKT 601	Consumer Behavior	3	_____
MKT 609	Strategic Electronic Marketing	3	_____
ECFI 305	Managerial Finance	3	_____
MGT 403	Business, Society, Ethics	3	_____
MGT 602	Production Operations Mgt	3	_____

### Related Electives (Choose 1)

Course	Course Name	Hr.	SM.
BCOM 201	Intro to Corporate Comm.	3	_____
COMM 128	Mass Media in Society	3	_____
COMM 347	Advertising	3	_____
COMM 345	Desktop Publishing	3	_____

### Corporate Communication Conc. (36 Hours)

Course	Course Name	Hr.	Sem
ACCT 203	Principles of Accounting I	3	_____
BCOM 400	Global Business Communication	3	_____
BCOM 601	Managerial Communication	3	_____
BCOM 690	Professional Development	3	_____
BCOM 692	Managerial Reports & Present.	3	_____
BCOM 695	Corporate Communication	3	_____
MGT 610	Labor Relat. & Collect. Bargain.	3	_____
MGT 611	Human Resource Management	3	_____
COMM 606	Conflict Mgt Through Commun.	3	_____
COMM 611	Org. Culture & Climate	3	_____
	<b>One Elective by Advisement</b>	3	_____
	<b>One Elective by Advisement</b>	3	_____

General Education Cognates			
Course	Course Name	Hr.	SM.
ECFI 202	Principles of Economics: Macro	3	_____
ECFI 205	Theory & Prac/Personal Finance	3	_____
MATH 250	Elements of Statistics	3	_____
IDS 350	Multiculturalism in the U.S.	3	_____