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
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 the immediate communication issues as well as to strengthen organizational communication over time.
Credits: 3
Prerequisites: OLED 320

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 342 - MEDIA WRITING: TELLING THE BIG STORY
All compelling writing has a strong dramatic arch, but in media writing the focus has to be to educate, as well as entertain. Students will focus on the structures of communication, how to position a story within the context of virtual options, and reinforce consistent messaging around brand and identity. This course focuses on the elements of storytelling while communicating provocative, important and factual information. This is a required course for Organization Communication students.
Credits: 3
Attributes: Adult Flex Track

OLED 349 - EVALUATION AND USES OF NEW COMMUNICATION MEDIA
This course looks into how various social media technologies can be leveraged, but also evaluates them for effectiveness with the end goal of being able to predict the next "big thing" and strategically choose from among various social media tools. Emphasis will be placed on the decision-making process for new media tools and the application of strategy to the choices available to the practitioner. This is a required course for Organization Communication students.
Credits: 3
Attributes: Adult Flex Track

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 352 - COMMUNICATION MEASUREMENT: MYTHOLOGY AND THE MEDIA
Legends about the power of the media are explored and compared to the reality of analytics, return on investment and what it really takes to develop a strong media campaign in a virtual world. Focusing on truth-telling, ethics, source location and the ethics of persuasive writing, this course explores the question of what role the media has in shaping opinions, while still focusing on an open, just and factual presentation of the truth. This is a required course for Organization Communication students.
Credits: 3
Attributes: Adult Flex Track

OLED 355 - 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

OLED 358 - ORGANIZATION BEHAVIOR
Students will investigate the patterns of interaction common to modern organizations. Emphasis will be on effective communication techniques in a multi-cultural world and understanding the dynamics of organized culture.
Credits: 3
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 through appropriate organization development interventions. 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
This course explores the role of conflict in organizations. Students will practice a process-based approach to successfully navigating issues of conflict and negotiation. Students will develop observational skills, methods for solution and alternative idea generation, and be able to identify appropriate conflict management modes.
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 325

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 388 - ENTREPRENEURIAL LEADERSHIP
In this course students will focus on the leadership concepts, theories, traits, skills, and practices necessary for effectiveness in varied entrepreneurial settings. Additionally, the course addresses the key components of venture start up including innovation and opportunity identification, developing a business plan, selling the venture to funders and/or clients and consumers, financial management, and long-term planning an sustainability.
Credits: 3
Attributes: Adult Flex Track

OLED 389 - FINANCIAL ISSUES FOR LEADERS
In this course students will explore the complex relationship of strategic economic issues for leaders within organizations. The course begins with an overview of basic economics and then examines different market structures, fiscal policy tools, monetary policy options, monetary and policy constraints, and long-term planning for fiscal security.
Credits: 3
Attributes: Adult Flex Track