

HIGH POINT UNIVERSITY

MASTER OF ARTS IN COMMUNICATION AND BUSINESS LEADERSHIP

COURSE DESCRIPTIONS Summer 2021

The Master of Arts Degree in Communication and Business Leadership provides the full complement of analytical and practical life skills resulting in exceptional communicators that employ interdisciplinary principles of business management. This program develops students' strategic thinking and messaging, relationship building, organizational leadership, logical analysis, negotiation, and complex problem-solving abilities.

GRADUATES WITH A MA-CBL DEGREE WILL DEMONSTRATE MASTERY IN:

- **Data-Driven Decision Making** | Identify opportunities in dynamic and uncertain business environments and integrate business concepts with core communication strategies to provide data-driven solutions.
- **Persuasive Communication** | Construct clear, concise, and convincing written and oral communication and integrate technology in message dissemination.
- **Global Leadership Principles** | Display the actions that leaders take to communicate a vision and generate buy-in, understand tactics that create a motivational environment, and respond to intercultural and international issues that impact business decisions and community relations.
- **Team Development Skills** | Foster collaboration and manage group and interpersonal dynamics in a multilevel team environment.
- **Ethical Analysis** | Recognize and respond to legal and ethical dilemmas in decision-making and complex problem solving.

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CORE COURSES

CBL 5000 | STRATEGIC MESSAGE DESIGN (online or on campus)

This writing-intensive course provides a general overview to the theories and practices of written, oral, and mediated strategic messaging. Emphasis is placed on understanding how strategic communication can influence public opinion, audience behavior, and organizational outcomes. Students will also examine the role and use of technology to communicate and lead in several workplace settings, ultimately creating a communication plan grounded in best technological practices for use in a number of circumstances, including high-stakes scenarios frequently encountered by those in leadership positions. Throughout the course, students will practice several genres of professional communication that they will encounter in workplaces, gaining the writing and presenting skills they will need to gain and excel in a variety of professional roles.

CBL 5100 | DATA AND DECISION-MAKING (online or on campus)

This course examines how to measure public opinion and audience reactions. Topics include what public opinion is, group differences in public opinion, the content of public opinion on certain issues, and public opinion polling methods. In the first half of the semester, students will consider issues of sampling, question wording, how survey information is collected, tactics of audience analysis, and how to read, understand, and analyze quantitative data. Students will also explore focus groups and several techniques to measure audience reactions.

CBL 5200 | PERSUASION AND NEGOTIATION (online with synchronous component)

Business people need analytical skills to discover optimal solutions to problems but need persuasion and negotiation skills to get them implemented. The course asks students to learn persuasion and negotiation skills experientially and to understand communication strategies via analytical and theoretical frameworks. The class emphasizes readings, simulations, exercises, and case study analysis.

MGT 5020 | ORGANIZATIONAL BEHAVIOR (online with synchronous component)

A course designed to improve leadership skills of managers. Students will explore how to develop a high performing organization through the study of leadership theory and practices, organizational culture, motivation, decision-making, and group behavior.

MGT 5050 | GLOBAL LEADERSHIP (online with synchronous component)

Critically examines major theories of leadership within a global context. Through discussion of relevant research and practice, emphasis will be placed on understanding the changing global business environment and its impact on the process of leadership. Students will be expected to evaluate their own strengths and weaknesses with respect to international leadership and create individualized development plans to improve their leadership knowledge, skills, and abilities.

CBL 5010 | PRACTICUM (online)

The goal of this course is for students to develop specific knowledge and skills that professionals need to be successful in the workplace. Students will be provided a menu of practicum options for each semester. Options include, among others, internships/professional experience, research internships, learning new technology, working in NQSC's student-run PR agency, or teaching/training experiences. Graded Credit/No Credit. Can be repeated for credit. One to Two Credit Options

ELECTIVE COURSES

COM 5520 | Crisis Communication (online-asynchronous)

This course provides students with a fundamental understanding of crisis management, risk communication and media relations in multiple contexts. It introduces students to crisis management principles, strategies, tactics, and communications methods. Three Credits

COM 5603 | Interpersonal Communication (online-asynchronous or on campus)

Theories and research on the components and dynamics of interpersonal interaction and comparative analysis of approaches to study of interpersonal communication. Students will learn the skills in managing complex interpersonal situations. Three credits.

COM 5604 | Intercultural Communication (online or on campus/Hybrid)

Theories and evidence on factors that facilitate and inhibit communication between representatives of different cultural groups, across national boundaries, and among people of different ethnic backgrounds. Three Credits

CBL 5510 | Media and Public Policy (online with synchronous component)

This course will examine the influence of the media on public policy in the United States. Students will join the instructor in considering various explanations of how the news (and other activities of journalists) affects the policymaking process. This will involve exposure to the major themes of media influence in American politics. We will also consider the role of the media in elections, in public policy debates, and in public opinion formation. Through readings, discussion, and expert guest speakers, we will gain a better understanding of how the media influences American politics and policy, as well as why the media behaves and operates the way it does. The goal is that students will leave the course with a better understanding of the role of the media in American public life, with practical experience in the analysis of news, with knowledge of the laws that affect the media, and with some sense of how to interact with journalists and media when participating in policy-making.

CBL 5610 | Leadership Ethics in a Global Context (on campus)

This course explores approaches to leadership and analyzes how they address the complex ethical issues faced by individuals and corporations in our global context. It teaches students how to develop and assess ethical solutions by drawing on rigorous philosophical theory. Through collaborative problem-solving and real world case studies, the course engages students in becoming ethical leaders as it equips them with the knowledge and skills to tackle the ethical challenges they face. Three Credits

CBL 5699 | Special Topics

Courses will focus on particular issues relevant to students and may be offered in alternative formats (half semester; weekends; one-week). Topics may focus on particular methods, technology, or content.

CBL 5699 | Special Topic: Group Dynamics (online with synchronous component)

Navigating interpersonal relationships within small groups and teams is a pivotal skill for all professionals. To that end, this course provides an opportunity to explore the scientific discipline of group dynamics. Students will gain an intellectual and personal understanding of fundamental group processes, development, and interaction, as well as an understanding of how one's interpersonal style impacts both personal and professional dynamics in a group. Topics of study include group formation and development, cohesion, group structure, interpersonal influence and power, leadership, performance, decision-making, and inter- and intra-group conflict. Course emphasis is on empirical research as well as practical application, including active learning techniques such as case analyses, group exercises, and personal reflection.

CBL 5699 | Special Topic: Entrepreneurial Thinking and Planning (online-asynchronous)

Students will learn to identify skill sets and characteristics of successful entrepreneurs; how to implement these skills in the workforce; how to create lasting and impactful change within an organization and community; and finally, how to create and propose their own entrepreneurial endeavor.

CBL 5699 | Special Topic: Leadership and the Law (on campus)

This designed to give non-specialists a broad overview of the legal landscape in which businesses must operate. It will explore the balance between legal protections and legal obligations, with an eye toward legal risk management. Students will learn about the scope of First Amendment protection for corporate and commercial speech; federal and state legal systems and the roles of regulation and dispute resolution; employment law and when a business is liable for its employees; business torts, negligence claims and product liability; contract law within and without the organization; antitrust and anti-competitive behavior; IP law, from copyright to trade secrets; business organization from corporations to LLCs; and corporate governance and fiduciary responsibilities. The course will be taught in jargon-free English. No legal background is required.

CBL 5699 | Special Topic: Empathic Communication in a Digital World (online-asynchronous)

Empathy has tangible benefits for society, including increased social cooperation, moral concern, and academic attainment. More empathic professionals tend to be better communicators, collaborators, and leaders. However, recent measures show empathy on a steady decline over the past half-century, with the steepest decline in the United States in the past decade. Furthermore, empathy studies indicate a disturbing disconnect between affluence and empathy. The more money you have, the less empathic you are. So how can we counteract these trends and ensure professional communication maintains its essential humanity? The empathic training techniques discussed in this course increase immune system function and lower rates of depression and anxiety. They also enhance professional communication with diverse audiences and build emotional intelligence. Empathic training offers all of us sustainable self-care practices that will enhance communication with any audience in any profession.

CBL 5699 | Special Topic: Leadership in Print: Writing for Publication (online-asynchronous)

Leaders can help build their reputations through written publication; sharing knowledge and expertise in written (digital or print) form can establish new leaders as experts in their respective fields and widely enhance their networks and opportunities. Students in this course will analyze several popular mainstream and specialty trade publications as potential publication targets; develop a publications management plan; and propose, write, edit, revise, and submit for potential publication several magazine articles, newspaper columns, newspaper letters to the editor or op-eds. The course will emphasize style, form, research, peer review, and editing practices. Additionally, students will analyze the publication market and learn how to build their networks through their published writing.

CBL 5699 | Special Topic: Working Women in America Society (online-asynchronous)

This course will examine a specific segment of Americans - working women - and will explore concepts such as what is meant by gender, equality and, conversely, inequality, paid and unpaid work, the complex reasons for the lack of representation of women in senior leadership positions, and work-life balance/effectiveness. In addition, this course explores the important intersections between gender and other social identities, such as race/ethnicity, sexual orientation, generation, and nationality. Additional topics include the relationship between organizational culture and employee experiences as well as strategies, programs, and initiatives that can help create inclusive work environments.

CBL 5699 | Special Topic: Luxury Brand Management (on campus)

This course explores key theories, developments, and tensions in the global luxury market. This course takes a multidisciplinary approach to understanding the strategies and operations of global luxury brands. Students will develop an understanding of the various ways luxury goods and services create value for consumers and the challenges faced by luxury brands in the current dynamic global market.

CBL 5699 | Special Topic: How did we get here?:The History of American Business (online asynchronous)

President Calvin Coolidge once said that the "chief business of the American people is business." That doesn't necessarily mean that the history of the American people is the history of American business, but it does say that understanding the development of business in American is essential to understanding America. Since the modern business corporation is certainly a dominant institution in our lives and source of employment, a historical perspective on it should be useful for those who want to understand the context of the environment in which we live and work. We will study the development of business in American and examine anecdotes of business leaders.

CBL 5699 | Special Topic: Finance for Non-Financial Managers (online with synchronous component)

All managers are affected by the financial decisions made by their companies.

The intent of this course is not to make the student a financial manager. It is not a course in finance. This course concentrates on providing a working vocabulary for communication in order that students can develop an ability to ask the right questions and interpret the financial jargon. Students are provided with a practical overview of how financial results can be communicated by a non-financial manager in order to facilitate informed managerial decision-making. The importance of financial communication is emphasized, and students are presented with the opportunity to practice using the tools required for effectual and efficient presentation of financial information. Students gain critical-thinking, reading, and writing skills through the integration of Excel Spreadsheet Analysis within a Case Study format.

CBL 5699 | Special Topic: Communications for Health and Health Promotion (online with synchronous component)

This course focuses on communication for health and gives emphasis to health promotion, its definition and scope. Students will learn a variety of communications strategies employed in different health promotion models in relation to global approaches to health interventions. The course will also consider limitations to health promotion and communication strategies and how these might be addressed.

CBL 5699 | Special Topic: The Politics of Consumer Culture (online-asynchronous)

Never before has human culture revolved around the consumption of goods and services like we see today. Navigating the politics and culture of the consumer has become the secret to success or ultimate demise of many businesses and organizations over time. Because of this, it is increasingly more important to understand the culture of consumerism, where it came from, and how it has become the bedrock of our economy and culture today. This course will teach you to apply a diverse set of theoretical lenses from which you can view the messages that shape and construct this consumer culture, better enabling you to responsibly and safely navigate our consumer culture in an organizational setting.

PRACTICUMS

In summer, practicum workshops are only available to students by permission. Contact Dr. McDermott to discuss adding COM 5010 one-credit practicum

CBL 5010: Media Training for the Spokesperson (1 credit) (online with a synchronous component)

This course examines the methods and practices involved in being an effective spokesperson, with a particular focus on preparing for media interviews. The course will explore concepts related to effective on-camera performance during interviews. Students will identify and plan strategies to create messages that will resonate with reporters.

CBL-5010: Risk Management (1 credit) (online-asynchronous)

Risk management is essential for the well-being of any organization including for-profits, non-profits and government agencies. This course explores best practices in identifying, assessing, minimizing, communicating and monitoring risks. Students will develop an in-depth risk management plan for an organization.