

Business Leadership and Management

2020-2021 Exploratory Cluster Guide

The Business Leadership and Management cluster is a study of a variety of disciplines that shapes students in to the business leaders of tomorrow. Courses in this cluster prepare students for active engagement in their fields in both academic and real-world settings. Through a combination of theoretical knowledge and practical application, students acquire skills in communication, sustainability, decision-making, problem solving, and integrated learning so they can seamlessly and successfully transition into the world of work.

Related Key Industries: Advanced Manufacturing; Aerospace; Creative Industries; Financial Services; Food & Agriculture; Health & Wellness; Tourism & Outdoor Recreation; Technology & Information; and Transportation & Logistics

Cluster Majors and Concentrations

- o Accounting
- o Advanced Manufacturing Sciences
 - Operations Management
- o Aviation and Aerospace Management
- o Banking
- o Brewery Operations
- o Business Intelligence
- o Communication Studies
 - o Professional and Organizational Communication
- o Construction Project Management
 - o Management
 - o Computer Information Systems
- o Computer Information Systems
 - o Business Analytics
- o Economics
- o Entrepreneurship*
- o Event and Meeting Management*
- o Finance
- o Global Business Studies*
- o Health Care Management*
- o Hospitality Leadership*
- o Hotel Management*
- o Human Services*
 - o Nonprofit Studies
- o Individualized Degree Programs*
- o Management
 - o Entrepreneurship
 - o Human Resources Management
 - o Legal Environment of Business
 - o Operations & Supply Chain Management
- o Marketing
- o Media Production and Leadership*
- o Public Relations*
- o Sound and Vision
- o Sport Management

** Room built in to curriculum for a minor*

Exercise: Identifying Interest Areas

Using the list of majors and concentrations above try to identify 3 to 5 majors you'd like to explore:

- Circle the majors in this cluster that (at first glance) sound the most appealing to you.
- Cross out the majors that you have no interest in at all.
- Are there any majors or concentrations that you haven't circled or crossed out? Are there any majors that you'd like to learn more about in order to make a decision? *Put a star next to those and let your Exploratory Advisor know about these majors.*



General Studies in This Cluster

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Foundational Skills ...

- o **Written Communication*** 6
 - CO 1 and CO 2 or
 - CO 2 and CO 3
- o **Oral Communication** 3
 - COMM 1010 Presentational Speaking or
 - COMM 1100 Fundamentals of Oral Communication

Strongly recommended for students who are interested in majors in this cluster.

- o **Quantitative Literacy*** 3
 - MTH 1080 Math for Liberal Arts or
 - *MTH 1081 and 1082 Math for Liberal Arts w/Lab*
 - MTH 1110 College Algebra for Calculus or
 - *MTH 1111 and 1101 College Algebra w/Lab* or
 - MTH 1120 College Trigonometry or
 - MTH 1210 Introduction to Statistics or
 - MTH 1310 Finite Math for Business or
 - *MTH 1311 and 1312 Finite Math for Business w/Lab*

Discover Ideas (breadth) ...

- o **Historical** 3
- o **Arts and Humanities** 6
- o **Social and Behavioral Sciences** 6
- o **Natural and Physical Sciences** 6

Expand your Views ...

- o **Global Diversity**** 0 - 3
- o **Multicultural Graduation Requirement**** 0 - 3

English and Math Placement *

Math and English placement at MSU Denver depends on a variety of factors. Work with your Exploratory Advisor to determine which courses for the Written Communication and Quantitative Literacy requirements are appropriate for you or to determine if you will need additional assessments to place you in the right sequence of courses.

More information on our Math and English Placement policies can be found on the [Office of Testing Services website](#).

Using General Studies to Explore

General studies coursework is one way (of many) to explore your options for a major (and even a minor!). In some cases majors may have specific general studies “supporting” course requirements which limit the ability to fully explore your options using just general studies requirements. Working with an Exploratory Advisor can help you with developing a strategy for using these requirements to explore your options in a way that is meaningful to you while keeping you on track to graduate within a reasonable time frame.

Check out the [2020/2021 General Studies](#) Guide for a complete list of General Studies options. Be sure to consult with your advisor before registering for classes!

Multicultural and Global Diversity Requirements**

The Global Diversity (GD) and Multicultural (MC) Graduation requirements can be satisfied through the general studies breadth requirements. Courses listed on the General Studies sheet with a (GD) or (MC) notation next to the course title will satisfy one of these two requirements in addition to the general studies category the class is listed under.

Check out the [2020/2021 General Studies Sheet](#) for a complete list of Global Diversity and Multicultural options. Additional Multicultural course options can also be found on the [2020/2021 Multicultural Graduation Requirement Sheet](#).



Exercise: Understanding Requirements

Exercise: Using the University Catalog’s [Academic Program outlines](#) and the general studies outline above, identify any specific general studies requirements that might be required or recommended for the majors you are considering. Record your findings using the strategic planning matrix on page 4.

Things to think about: Are there any commonalities? What are the major differences?



Integrating General Studies and Exploratory Courses

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When planning your schedule for this cluster you should consider taking a mix of general studies courses and exploratory courses (commonly referred to as gateway courses). In some instances majors have gateway courses that are considered general studies courses, however these will not be double counted in both the General Studies and Major categories. Below is a list of recommended exploratory courses to consider. We normally recommend taking 3 general studies classes and 2 exploratory courses with a 15+ credit schedule, 1 exploratory course if taking a 12 credit schedule. Circle the courses that sound most appealing to you. Detailed [course descriptions](#) are available in the online University Catalog.



Recommended Exploratory Cluster Courses

- AES 1040 - Introduction to Unmanned Aircraft Systems
- AES 1050 - Introduction to Space
- AES 2050 - Aviation and Aerospace History and Development
- AES 2607 - Intro to Aerospace Systems Simulation
- AMS 1010 - Survey of Advanced Manufacturing and Workplace Preparedness
- BUS 1850 - Introduction to Business
- BUS 1950 - Business Communication*
- CET 3120 - Engineering Economy
- CIS 1010 - Introduction to Computers
- CIS 2010 - Foundations of Information Systems
- COMM 2040 - Team and Group Communication
- COMM 2300 - Intro to Organizational Communication
- COMM 3000 - Diversity and Communication in the U.S.
- ECO 2010 - Macroeconomic Principles*
- ECO 2020 - Microeconomic Principles*
- EVT 2010 - Event Project Planning
- HDLR 1000 - Introduction to Hospitality
- HDLR 1100 - Colorado Tourism and Recreation
- HDLR 2000 - Career and Leadership Development for Hospitality
- HDLR 2100 - Event Planning for the Professional
- HSP 1010 - Introduction to Human Services
- HSP 2010 - Introduction to High-Impact Nonprofit Organizations*
- HTL 1500 - Resort Operations
- JMP 1050 - Survey of Music, Video and Film
- JMP 1100 - Journalism Fundamentals
- JMP 1450 - Media Literacy and Communication
- JMP 2400 - Basic Video Editing
- JMP 2430 - Introduction to Media Production
- JMP 2430 - Multimedia Writing & Production*
- JMP 2610 - Introduction to Technical Writing & Editing*
- JMP 2700 - Fundamentals of Public Relations*
- SM 2050 - Introduction to Sport Management
- SM 2070 - Sport Venue Management

** Has prerequisite class, check with your Exploratory Advisor for help with planning for these courses.*