

# Business, Leadership, and Media

The Business, Leadership and Management pathway is a study of a variety of disciplines that shapes students into the business leaders of tomorrow. Courses in this pathway 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.



## Majors and Concentrations

- Accounting
- Advanced Manufacturing Sciences
  - Operations Management
- Aviation and Aerospace Management
- Banking
- Brewery Operations
- Business Administration
- Business Intelligence
- Communication Studies
  - Professional and Organizational Communication
- Construction Project Management
  - Management
  - Facilities Management
  - Computer Information Systems
- Computer Information Systems
  - Business Analytics
- Economics
- Entrepreneurship
- Event and Meeting Management
- Finance
- Global Business Studies
- Health Care Management
- Hospitality Leadership
- Hotel Management
- Human Resource Management
- Human Services
  - Nonprofit Studies
- Individualized Degree Program
- International Business
- Management
  - Entrepreneurship
  - Human Resources Management
  - Legal Environment of Business
  - Operations & Supply Chain Management
- Marketing
- Media Production and Leadership
- Political Science
- Public Relations
- Sport Management
- Technical Writing and Editing
- Video Production

## 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 pathway 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.

# Integrating General Studies and Exploratory Courses

Business Leadership and Management Major Exploration Guide

Taking a mix of General Studies courses and exploratory courses (also referred to as “gateway courses” is a great way to explore your options for a major (and even a minor!). The University Catalog’s [Academic Program outlines](#) show the required courses for each major, including recommended or required courses that also fulfill General Studies requirements.

A complete list of General Studies options is available on the [General Studies website](#) and detailed [course descriptions](#) are available in the online University Catalog. 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.

## Recommended Courses

### General Studies Courses

- ARTE 2060 The Arts and Creative Thinking\*
- CET 3120 Engineering Economy
- COMM 2300 Intro to Organizational Communication
- COMM 3000 Diversity and Communication in the U.S.
- ECO 2010 Macroeconomic Principles\*
- ECO 2020 Microeconomic Principles\*
- HSP 1010 Introduction to Human Services
- PSC 1010 American National Government
- PSC 1020 Comparative Politics
- CIS 2010 Foundations of Information Systems\*
- COMM 2040 Team and Group Communication
- EVT 2010 Event Project Planning
- HCM 3150 Health Care Organization and Management
- 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 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\*
- JMP 2400 Basic Video Editing
- JMP 2430 Introduction to Media Production
- JMP 2435 Multimedia Writing & Production\*
- JMP 2610 Introduction to Technical Writing\*
- JMP 2700 Fundamentals of Public Relations\*
- LDR 1010 Leadership and Social Change
- REL 2200 Introduction to Real Estate
- SM 2050 Introduction to Sport Management
- SM 2070 Sport Venue Management
- SOC 1600/TTM 1600 Tourism and Society
- GWS 3300 Women’s Leadership

### **Gateway Courses- these are not General Studies courses, but they are great exploratory options for programs in this pathway**

- 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 1500 Introduction to Career Management
- BUS 1850 Introduction to Business
- BUS 1950 Business Communication\*
- BUS 3040 Global Corporate Social Responsibility and Sustainability\*
- CIS 1010 Introduction to Computers

*\* Has a required prerequisite class. Check with your Exploratory Advisor for guidance on these courses.*