

ENTERPRISE LEADERSHIP

With an emphasis on real-world applications, students in the Bachelor of Science in Enterprise Leadership program acquire problem-solving strategies to optimize their workplace performance and develop the business and communication skills needed to be successful in leadership roles.

Degrees Offered

- Enterprise Leadership, BS (<https://catalogs.northwestern.edu/sps/undergraduate/enterprise-leadership/enterprise-leadership-bsel/>)

Enterprise Leadership Courses

ORG_BEH 301-DL Organization Behavior (1 Unit)

Examination of aspects of organizations from an integrated perspective, including how the formal organization, culture, people and work can all connect to transform inputs to outputs. Emphasis on understanding individual differences as the foundation of our interpersonal and managerial effectiveness.

ORG_BEH 307-DL Leadership Principles (1 Unit)

This course introduces the theory and practice of leadership: the capacity to mobilize group resources to affect fundamental change in organizations. Topics include understanding organizations as complex social systems; the difference between leadership and managerial authority; navigating the politics of competing factions within organizations to achieve shared goals; emotional intelligence and the role of building and maintaining relationships of trust to drive optimal performance and continuous improvement; and the role of leadership in creating an environment in which risk-taking and innovative solutions are encouraged, learned from, and rewarded. The classroom, as well as students' experiences, will serve as foundational learning and ultimately become case studies in leadership.

ORG_BEH 310-DL Organizational Change (1 Unit)

In-depth investigation of the forces driving organizational change and their impact on people and structure.

ORG_BEH 367-DL Strategic Planning and Management (1 Unit)

Concepts of strategic planning applied to various types of organizations.

ORG_BEH 391-DL Topics in Management: (1 Unit)

Topics vary. May be repeated for credit with different topic.

ORG_BEH 395-DL Leadership Capstone (1 Unit)

In this course, Enterprise Leadership majors will undertake and complete a project utilizing all knowledge and skills developed during their program. Students will also create a resume and complete a portfolio demonstrating how knowledge gained throughout their degree applies to their professional goals. Students will also nurture a professional network and develop a relationship with a mentor. All core courses must be completed before enrolling.

PSYCH 213-DL Social Psychology (1 Unit)

The purpose of this course is to introduce students to important theory, research, and methodologies in social psychology. Social psychologists examine how people interpret the social world and investigate the influence of the social environment on individuals' thoughts and behaviors. We will examine classic topics in social psychology: social cognition, social influence, conformity, group processes, helping, and prejudice. There will be a strong emphasis on methodology and the ways in which study design affects both the research questions one can answer and the conclusions one might draw. Because social psychologists sometimes investigate "everyday" behavior, students often

believe that they can rely on intuition or common sense to learn about social psychology. Unfortunately, one core finding in social psychology is that common sense can be misleading at best and seriously biased at worst. Thus, this course will focus on how the scientific method helps to provide empirical answers to questions about humans and their social world.

SOCIOL 226-DL Sociological Analysis (1 Unit)

Logic and methods of social research, qualitative and quantitative analysis of social data, and ethical, political, and policy issues in social research. Foundation for further work in social research.

ACCOUNT 201-DL Introduction to Financial Accounting (1 Unit)

Introduction to the financial accounting process, including the identification, recording, and communication of accounting information to external users. Generally Accepted Accounting Principles (GAAP) and how their framework fosters the relevance and reliability of financial statements.

ECON 201-DL Introduction to Macroeconomics (1 Unit)

Introduction to Macroeconomics.

FINANCE 202-DL Introduction to Finance (1 Unit)

Introduction to the basic concepts and models used in finance.

Prerequisite: MATH 101-CN, STAT 202-CN, or college algebra, statistics, financial accounting, microeconomics, and macroeconomics, or equivalents. Carries business credit.

MKTG 201-DL Principles of Marketing (1 Unit)

Marketing structure and processes whereby products proceed from the place of production to final use or consumption. Sales management, retailing, foreign trade, advertising, channels of distribution for marketing different types of products, activities of wholesale and retail middlemen and other important marketing institutions, cooperative marketing, market risk, sources of marketing information, price determination, governmental activity related to marketing, cost of marketing, and general critique of market structure.

ORG_BEH 309-DL Fundamentals of HR Management (1 Unit)

The course explores how HR has evolved from its inception to the present-day HR function – and the direction organizations need it to continue to move toward. The course focuses on ensuring the students learn that to be an effective leader within any organization, they must consider themselves as Human Resources Managers. To accomplish this, students will learn the key responsibilities and competencies of a cutting-edge Human Resources leader.

ORG_BEH 311-DL Conflict Resolution (1 Unit)

Conflict theory and its application to negotiations; conflict resolution style, group membership's impact on conflict.

ORG_BEH 312-DL Managing Diversity & Inclusion (1 Unit)

In recent years, the terms diversity, equity and inclusion (DEI) have been used by organizations to demonstrate their commitment to employees, stakeholders and the general public, but are they truly curating cultures that give ALL personnel the space to thrive? For some companies, it may be words inserted in mission statements and on websites, and for others, it may be true engagement, assessment, investment and accountability. In this course, we will delve into these tenets and other terms in the diversity space, investigate their meaning and critically think about how to introduce DEI into work cultures, and the communities where we live, work and play. Upon completion of this course, students will be able to articulate the significance of DEI, employ strategies and tactics, and illustrate how when implemented, programs can positively impact cultures and a company's bottom line.

ORG_BEH 321-DL Employment Law (1 Unit)

Policy, procedural guidelines, and supervisory practices relating to hiring, promotion, compensation, discharge, employment-at-will, and affirmative-action issues.

COMM_ST 205-DL Theories of Persuasion (1 Unit)

Survey of major theories that explain how to change another person's attitudes and behaviors. Applications to persuasion within a variety of contexts, including relationships, organizations, legal campaigns, and the mass culture.

COMM_ST 225-DL Communication and Culture (1 Unit)

How the concept of "culture" is constituted and disseminated through practices, processes, and mechanisms of "communication." Theories of myriad forms of mediation (interpersonal, off- and online, popular, and mass-mediated) shaping our relationships with ourselves and the world around us are covered.

COMM_ST 250-DL Team Leadership and Decision Making (1 Unit)

Theories and research relating to communication in small groups and group decision making.

COMM_ST 395-DL Topics in Communication Studies (1 Unit)

Topics vary. May be repeated for credit with different topic.