

Department: College of Business Administration
Program: Collaboration and Team Dynamics

Skill Set	Professional Application	Delivery of Skill Set Courses, extracurricular activities, etc. in which the skill set is introduced (I), reinforced (R), or mastered (M)
Leadership and Team Performance	Demonstrate the ability to understand and adapt to global market changes. Evaluate business situations, recommend suitable leadership practices, and choose appropriate strategies to optimize team performance. Integrate knowledge and develop innovative solutions to remain competitive given industry dynamics	MKTG 5370 “Leadership, Change & Innovation” (M) MKTG 5339 “Human Resource Management” (I,R) MKTG 5350 “Crisis Communication Management” (R)
Crisis Communication and Management	Understand the concept and impact of a corporate crisis on a company’s image, legal impact and financial performance Understand the preventive and curative principles associated with a crisis Develop and implement a basic crisis management plan Address questions in a crisis situation.	MKTG 5370 “Leadership, Change & Innovation” (R) MKTG 5350 “Crisis Communication Management” (M)
Sustainable, cultural, and global consciousness	Incorporate inclusion, diversity, sustainability; cultural and global considerations in business practices Investigate the most current and relevant global topics in human resource management 6. Identify sustainability issues and threats to sustained competitive advantage of the firm	MKTG 5370 “Leadership, Change & Innovation” (R) MKTG 5339 “Human Resource Management” (M) MKTG 5350 “Crisis Communication Management” (R)