

Bachelor of Arts in **APPLIED STUDIES**



The modern workplace requires 21st century skills, including employees who can demonstrate quick, creative, flexible thinking, and problem-solving. These are abilities you can learn and hone in the Bachelor of Arts in Applied Studies program. This degree is designed for students with work and previous college experience but who have not decided on a specific major. A Bachelor of Arts in Applied Studies allows you to boost your resume and gives you the opportunity to tailor your learning outcomes to align with your career goals.

Why Applied Studies at Brandman?

Brandman University's School of Arts and Sciences provides students with the knowledge and skills needed to better understand, serve and impact the diverse communities that make up our complex world. The Bachelor of Arts in Applied Studies program accommodates your unique educational background and experience and gives you the flexibility to customize curriculum to align with your personal goals.

The degree combines the specialized training you may have received through community college course work, military training and other applied learning programs that carry college credit with an educational experience that is trans-disciplinary. It is available in both blended and fully online formats, providing you a high-quality education with the flexibility you need to fit course work into your busy schedule.

In consultation with your academic advisor, you will construct a meaningful plan for selecting elective courses that prepare you for your professional future. As an alternative to the customized education pathway, Brandman's B.A. in Applied Studies program offers the option of three emphases: applied communication, applied humanities and leadership. Whichever you decide to pursue, you will take a capstone course that synthesizes your learning through the development of a learning portfolio. You can use that portfolio to highlight your accomplishments as you move forward in your career.

Learn more:

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CURRICULUM

Academic Year (2017-2018)

Foundation Courses (15 credits)

LBSU 306	Transition to Applied Studies	3
COMU 315	Intercultural Communication	3
COMU 375	Media Ethics	3
ENGU 380	Professional Writing	3
LBSU 487	Applied Studies Capstone	3

Concentrations (21 credits)

Select among the three concentrations below or select 21 credits of elective, upper division courses (which may be satisfied in transfer) to fulfill the 36 credit requirement for this program.

Applied Communication

COMU 300	Communications and Media: Challenges and Opportunities	3
COMU 301 or COMU 370	Advanced Public Speaking or Principles of Public Relations	3
COMU 330	History of Communication and Technological Revolutions	3
COMU 420	Strategic Social Media	3
ENGU 348	Writing and Producing for New Media in the 21 st Century	3
HUMU 345	Art, Media Technology, and Culture	3
Elective	One course in Communications, Psychology, or English.	3

Applied Humanities

ENGU 348	Writing and Producing for New Media in the 21 st Century	3
ENGU 350	Ethical Leadership through Literature	3
HISU 317 or HISU 319	Modern Middle Eastern History or Modern European History	3
HISU 330	America and Its Revolution: The Bonfires of Change	3
HUMU 250	Humanities in the Digital Culture	3
HUMU 345	Art, Media Technology, and Culture	3
Elective	One upper division course from Humanities, English, Philosophy, History or Liberal Studies	3

Leadership

COMU 301	Advanced Public Speaking	3
ENGU 350	Ethical Leadership through Literature	3
OLCU 414	Team Building	3
OLCU 425	Leadership in Diverse and Multicultural Organizations	3
PSYU 481	Organizational Psychology	3
OLCU 300 or OLCU 303	Organizational Behavior or Organizational Development and Change	3
Elective	One upper division course from Communication, Entrepreneurship, Human Resources, and/or Organizational Leadership	3

TOTAL CREDITS

36

A minimum of 120 credits is required for graduation.

The Brandman Advantage

- Year-round sessions
- Convenient evening and online classes
- Scholar-practitioner faculty
- Exceptional education value
- Financial aid available for those who qualify

Learn more today

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Brandman University, a part of the Chapman University System, is a private, nonprofit institution accredited by the WASC Senior College and University Commission (WSCUC) that offers more than 80 academic programs both online and at more than 25 campuses throughout California and Washington. Not all programs are available at all locations. Program availability is subject to change.