

# BACHELOR OF ARTS IN APPLIED STUDIES

The Bachelor of Arts (B.A.) in Applied Studies is designed to accommodate the varied educational and professional backgrounds of students by teaching competencies that are relevant for a broad range of career and work settings. Students apply to their academic studies the knowledge and skills they have acquired in work, educational, and community environments; and in turn, students apply to their professional work the skills and competencies from their academic coursework. This is a degree completion program especially suited for police officers, EMS workers, firefighters, and other professionals seeking a college degree for career growth and advancement.

While a traditional degree provides depth within a single discipline, the B.A. in Applied Studies offers a learning experience that is trans-disciplinary. Students complete a set of core courses and choose electives or themed concentrations that are suited to their personal interests and career goals. In their capstone course, students produce a portfolio that showcases the synthesis of their academic and professional work for current and future employers.

## Program Mission Statement

The Bachelor of Arts (B.A.) in Applied Studies offers a clear and attainable path to degree for students pursuing their careers and whose previous college level credits may not be easily applied to a single discipline or major. The degree integrates upper-division academic study in areas such as organizational and written communication, diversity, and ethics with students' professional experience, preparing them to achieve their goals for professional advancement and/or to pursue graduate education.

## Program Learning Outcomes

- **Communication:** Communicate effectively through a variety of mediums.
- **Diversity:** Demonstrate an understanding of intercultural complexities.
- **Ethics:** Apply ethical principles to personal and professional contexts.
- **Applied Learning:** Create a professional portfolio linking knowledge or skills acquired in work or community with knowledge acquired in academic study.

## Degree Requirements

In addition to the University General Education (<http://catalog.brandman.edu/general-education-requirements/>) and elective requirements, the BAAS has a foundation requirement of 15 credits and a degree concentration of 21 credit hours at the upper division level. All courses taken in the major program must be passed with a letter grade of "C" or higher.

Courses may be used to fulfill both major and general education requirements.

### Foundation Courses

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
<b>Concentration</b>		
Select one of the concentrations		21
<b>Total Credits</b>		<b>36</b>

## Concentrations

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 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 21st Century	3
HUMU 345	Art, Media Technology, and Culture	3
Select upper division course (three credits) from Communications, English, or Psychology		3
<b>Total Credits</b>		<b>21</b>

### Applied Humanities

ENGU 348	Writing and Producing for New Media in the 21st Century	3
ENGU 350	Ethical Leadership through Literature	3
HISU 319	Modern European History	3
HISU 330	America and Its Revolution: The Bonfires of Change	3
HUMU 250	Humanities in a Digital Culture	3
HUMU 345	Art, Media Technology, and Culture	3
Select one upper division course from Humanities, English, Philosophy, History or Liberal Studies <sup>1</sup>		3
<b>Total Credits</b>		<b>21</b>

<sup>1</sup> Except LBSU 302 Information Fluency and Academic Integrity and LBSU 304 Liberal Arts Core Foundations

### 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 Organizational Development and Change	3
Select one upper division course from Communication, Entrepreneurship, Human Resources, and/or Organizational Leadership		3
<b>Total Credits</b>		<b>21</b>