

# BUSINESS COMMUNICATIONS

THE ACCELERATED BACHELOR OF SCIENCE IN BUSINESS COMMUNICATIONS



CHESTNUT  
HILL  
COLLEGE

**This program provides you with the communication and technical skills, graphics, and information sciences necessary to compete in the business marketplace.**

## THE CURRICULUM EMPHASIZES:

- Fundamental marketing procedures
- The functions of management
- Applied business and communications technology
- Extensive writing and editing skills

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**The goal of this program is to help you establish a career in public relations as print/non-print media production managers, editors, or communication directors.**

*In addition to your core Liberal Arts requirements, 54 credits are required in the major.*

## THE FOLLOWING COURSES ARE MAJOR REQUIREMENTS:

- Advanced Software Applications
- Introduction to Mass Communications
- The Internet: Ethical Issues and Web Page Development
- Public Speaking
- Business Writing and Communications
- Desktop Publishing and Graphic Design
- Public Relations
- Techniques of Professional Presentations
- Grant Writing
- Principles of Management
- Principles of Marketing
- Legal Environment of Business
- Senior Seminar

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## ANY THREE (3) OF THE FOLLOWING COURSES ARE REQUIRED AS MAJOR ELECTIVES:

- Introduction to Computer Applications
- Information Systems for Organizations
- Journalism
- Intermediate Business Communications
- Managing Nonprofit Organizations
- Mathematics for Business I
- Mathematics for Business II
- Financial Accounting
- Managerial Accounting
- Advertising and Promotional Communications
- Special Topics
- Internship

*For detailed course descriptions, visit [www.chc.edu/accelerated](http://www.chc.edu/accelerated).*

## GET AHEAD. FASTER.

The Chestnut Hill College ACCELERATED Degree Program is designed specifically for the adult learner. It provides a holistic approach to education that balances the insights of the liberal arts tradition with the practical challenges of today's world. Most importantly, we offer a learning experience that's geared to the real-life career goals of our students. ACCELERATED has more adult degree programs than any other college in the region. And each one of our programs is a path to a future of promise and opportunity.

In addition to Bachelor and Associate degrees, ACCELERATED offers certificates to enhance your learning with a second area of specialization. For students without previous college experience, certificates provide a foundation for continued studies toward an Associate or a baccalaureate degree. For individuals who already have a Bachelor's degree in a liberal arts area or other non-business field, certificates give your degree an added level of relevance.

## THE LEARNING EXPERIENCE

The ACCELERATED Degree Program is conducted on the beautifully landscaped campus of Chestnut Hill College. We provide state-of-the-art learning facilities. Laptop computers with Internet access are available from the Logue Library, and most classrooms have computer hookups and Internet connections. You can also lease a laptop on an ongoing basis from the college.

The ACCELERATED Degree Program believes in the importance of a traditional classroom experience. However, we also take advantage of Internet learning by conducting online courses through Blackboard.com.

## TRANSFERRING CREDIT

Students can transfer up to 75 credits from another accredited college or university. Our experiential Portfolio Assessment service can also help you earn credits for on-the-job experience and training programs.

## CAREER SERVICES

In addition to job search assistance, Internship programs are available for students who are changing careers. Supervised and facilitated by the ACCELERATED Internship Coordinator, these programs offer valuable real-world experience. Many students are frequently hired upon completion of their internship.

## STUDY TOURS

ACCELERATED students can earn six credits by traveling abroad or within the U.S. on study tours. Foreign tours to London, Paris, Russia, Italy, or Ireland last 7 to 10 days. They provide a valuable opportunity to socialize with other adult students and see the world—while earning college credits at the same time. Our local and regional study tours include interdisciplinary classes that introduce you to the theater and arts in the Philadelphia, New York, and Washington, D.C. areas.

# READY TO TAKE THE NEXT STEP?

CALL 215.248.7062 OR EMAIL [CHCAADM@CHC.EDU](mailto:CHCAADM@CHC.EDU)

We hope this provided you with some additional information to help you make your decision. If you're ready to take the next step in your education, we're ready to help you. To schedule a personal visit with an admissions counselor, call 215.248.7062 or email [chcaadm@chc.edu](mailto:chcaadm@chc.edu).

