

CORPORATE COMMUNICATION & TECHNOLOGY (CCT)

CCT 201. Professional Communication. (3 Credits)

I, II. Prerequisites: ENG 101 and 102 (or 105). Principles and practices of modern professional communication; various types of professional letters and reports are studied; emphasis on writing letters and reports. Gen. Ed. Block VIII.

CCT 270. Entrepreneurship. (3 Credits)

(3) I, II. Formerly CCT 101. A survey of entrepreneurship in the global economy. The processes of innovation, idea generation, and evaluation. Analysis for creating and launching a new business, based on the economic environment and types of business ownership.

CCT 300W. Managerial Reports. (3 Credits)

I, II. Prerequisites: ENG 101 and 102 or 102R (or 105) or HON 102, with a grade of "C" or better in each course; School of Business or BBA major or business minor; junior standing (a minimum of 60 hours) with an overall minimum 2.0 GPA. A writing intensive study of applications of communication theory, research methods, and information technology to communicate within organizations. Includes common communication tasks faced by managers; communication task and audience analysis; and collecting, organizing, and interpreting data. Emphasizes written and oral reporting.

CCT 302. Desktop Publishing for the Business Office. (3 Credits)

I, II. Prerequisite: CCT 200 or 250 or CIS 212 (with a minimum grade of "C"). Development of business document design techniques using Windows and desktop publishing.

CCT 304S. Applied Entrepreneurship and Service Learning. (3 Credits)

A. Prerequisite: CCT 270 (with a minimum grade of "C"). Provides entrepreneurship opportunities for students to apply skills and knowledge for integration of new business development, aid to existing businesses, and service learning strategies for the EKU region.

CCT 310. International Business Communication. (3 Credits)

A. Prerequisites: ENG 101 or 101R and ENG 102 or 102R or ENG 105 (with a minimum grade of "C"). Characteristics of cultural differences that alter communication symbols and meanings for international business activity. Topics include culture profiles and conducting business, business protocol, international documents/U.S. documents, negotiation strategies, and oral presentations to intercultural business audiences.

CCT 349. Applied Learning in Corporate Communication and Technology. (0.5-8 Credits)

A. Prerequisites: minimum GPA of 2.25 and 30 hours for associate degree, 60 hours for baccalaureate degree. Co-op Coordinator approval is required. Approved work experience directly related to academic major and/or career goals. Minimum of 80 hours work for each credit hour. Three hours required in Office Systems Technology. Three hours may be used as an upper division business elective in the undergraduate program. May be repeated up to 8 credit hours for the associate degree and 16 credit hours for undergraduate program.

CCT 349A. Cooperative Study: Corporate Communication and Technology. (0.5-8 Credits)

A. Prerequisites: minimum GPA of 2.25 and 30 hours for associate degree, 60 hours for baccalaureate degree. Co-op Coordinator approval is required. Approved work experience directly related to academic major and/or career goals. Minimum of 80 hours work for each credit hour. Three hours required in Office Systems Technology. Three hours may be used as an upper division business elective in the undergraduate program. May be repeated up to 8 credit hours for the associate.

CCT 349B. Cooperative Study: Corporate Communication and Technology. (0.5-8 Credits)

A. Prerequisites: minimum GPA of 2.25 and 30 hours for associate degree, 60 hours for baccalaureate degree. Co-op Coordinator approval is required. Approved work experience directly related to academic major and/or career goals. Minimum of 80 hours work required for each credit hour. Three hours required in Office Systems Technology. Three hours may be used as an upper division business elective in the undergraduate program. May be repeated up to 8 credit hours for the associate degree and 16 credit hours for undergraduate program.

CCT 349C. Cooperative Study: Corporate Communication and Technology. (0.5-8 Credits)

A. Prerequisites: minimum GPA of 2.25 and 30 hours for associate degree, 60 hours for baccalaureate degree. Co-op Coordinator approval is required. Approved work experience directly related to academic major and/or career goals. Minimum of 80 hours work required for each credit hour. Three hours required in Office Systems Technology. Three hours may be used as an upper division business elective in the undergraduate program. May be repeated up to 8 credit hours for the associate degree and 16 credit hours for undergraduate program.

CCT 349D. Cooperative Study: Corporate Communication and Technology. (0.5-8 Credits)

A. Prerequisites: minimum GPA of 2.25 and 30 hours for associate degree, 60 hours for baccalaureate degree. Co-op Coordinator approval is required. Approved work experience directly related to academic major and/or career goals. Minimum of 80 hours work required for each credit hour. Three hours required in Office Systems Technology. Three hours may be used as an upper division business elective in the undergraduate program. May be repeated up to 8 credit hours for the associate degree and 16 credit hours for undergraduate program.

CCT 490. Corporate Comm and Tech. (1-6 Credits)

A. May be retaken under different sub-topics to a cumulative maximum of six hours. Independent work, special topics, or seminars. Students must have the independent study proposal form approved by department chair prior to enrollment.

CCT 520. Corporate Training. (3 Credits)

A. Prerequisite: 90 credit hours completed. This course applies theories of learning and instructional development to office systems employee education and skills training. Topics include instructional design; strategy; technology; and the implementation, evaluation, and management of training in an organizational environment.

CCT 550. Integrated Corporate Communication. (3 Credits)

A. Prerequisite: senior or graduate standing. Examines effective integrated communication skills to achieve organizational objectives. Emphasizes analysis and application of communication process and strategies for managerial decision-making. Examines change process, corporate culture, and negotiation issues. Provides corporate training component.

CCT 570. Web Design for Offices. (3 Credits)

A. Prerequisites: BUS 206 or CCT 250 or CIS 212 or INF 104 (with a minimum grade of "C" in each prerequisite course). Advanced development of business document design techniques with an emphasis on web design and multi-media resources. Geared for education, small offices or businesses, personal use, and not-for-profit organizations.

CCT 580. Office Technology Seminar. (3 Credits)

A. Prerequisites: CCT 250 or INF 104 or CIS 212 and CCT 300W or CCT 201 (with a minimum grade of "C" in each prerequisite course), 90 credit hours completed. This capstone course requires synthesis and applications of concepts related to current office systems topics.

CCT 720. Corporate Training. (3 Credits)

A. This course applies theories of learning and instructional development to office systems, employee education, and skills training. Topics include instructional design; technology; and the implementation, evaluation, and management of training in an organizational environment.

CCT 750. Integrated Corporate Comm. (3 Credits)

A. Prerequisite: senior or graduate standing. Examines effective integrated communication skills to achieve organizational objectives. Emphasizes analysis, application of communication process, and strategies for managerial decision-making. Examines change process, corporate culture, and negotiation issues. Provides corporate training component.

CCT 770. Web Design for Offices. (3 Credits)

A. Prerequisite: CCT 250 or CIS 212 or CSC 104. Advanced development of business document design techniques with an emphasis on web design and multi-media resources. Geared for education, small offices or businesses, personal use, and not-for-profit organizations.

CCT 780. Office Technology Seminar. (3 Credits)

A. Prerequisites: CIS 250 or CSC 104 or CIS 212, and CCT 300W or CCT 201, ninety hours completed. This capstone course requires synthesis and applications of concepts related to current office systems topics.