

Organizational Leadership

(Bachelor of Arts or Bachelor of Applied Studies)

Organizational leadership crosses disciplinary, organizational, community, and cultural boundaries and teaches students how to contribute as citizens in a complex, multi-cultural world. Program graduates are well-positioned to embark on new careers or further study in multiple fields, or to advance in their current careers. Organizational Leadership upper-level core coursework (18 credits) introduces students to the major theories and models of leadership, with a focus on how to use these theories and models to transform leadership in practice. Students also develop fundamental leadership skills such as communication, human resources management, financial management, and applied organizational research.

The **Bachelor of Arts** degree (B.A.) is suitable for:

- Students who already have an Associate of Arts & Sciences degree
- Students who have taken a few college courses and wish to transfer in some credits
- Students who are beginning college and select Organizational Leadership as their major

The **Bachelor of Applied Studies** degree (B.A.S.) requires that a student have an Applied Associate Degree. Students accepted into this program will be able to transfer coursework from any Wisconsin Technical College System campus and enter the University as juniors. Students then complete enough additional credits to satisfy UW-Green Bay general education requirements, requirements for the Organizational Leadership major, and all other degree requirements.

Learning Outcomes for the Organizational Leadership Major

1. Apply the principles and practices of leadership to interact positively with a wide range of individuals, groups, organizations, and communities.
2. Apply tools of leaders such as financial and risk management, organizational research/assessment, negotiation, planning, and communication strategies.
3. Use data and research to think critically and creatively about strategic opportunities and challenges to help organizations adapt effectively to changing contexts, including utilizing AI tools to create surveys and analyze data to facilitate evidence-based decision-making.
4. Understand and apply approaches to collaborating with individuals and groups to promote effective organizations.
5. Practice engaged, ethical, and socially responsible leadership in the context of social, cultural, and global diversity.

Code	Title	Credits
Organizational Leadership Core		
Supporting Courses		6
ORG LEAD 198	Introduction to Leadership	
Communication Skills (choose one):		
COMM 102	Introduction to Communication	
COMM 133	Fundamentals of Public Address	
COMM 166	Fundamentals of Interpersonal Communication	
COMM 237	Small Group Communication	
Upper-Level Courses		18
Required Courses:		
PUB ADM 344	Leadership in Organizations	
PUB ADM 345	Human Resource and Risk Management	
ORG LEAD 346	Organizational Research and Statistics	
ORG LEAD 347	Budgeting and Financial Management	
ORG LEAD 400	Organizational Leadership Capstone	
Choose one:		
MGMT 389	Organizational Behavior	
ORG LEAD 348	Organizational Behavior Across Sectors	
Total Credits		24

Areas of Emphasis (<https://catalog.uwgb.edu/archive/2025-2026/undergraduate/programs/organizational-leadership/major/>)

A unique feature of the Organizational Leadership major is the choice of an area of emphasis, which typically consists of four or five courses (12-18 credits) in a student's preferred area of focus. Areas of Emphasis include: (<https://catalog.uwgb.edu/archive/2025-2026/undergraduate/programs/organizational-leadership/major/>)

- Applied Communication (<https://catalog.uwgb.edu/archive/2025-2026/undergraduate/programs/organizational-leadership/major/>)
- Business Administration (<https://catalog.uwgb.edu/archive/2025-2026/undergraduate/programs/organizational-leadership/major/>)
- Criminal Justice Administration (<https://catalog.uwgb.edu/archive/2025-2026/undergraduate/programs/organizational-leadership/major/>)
- Early Childhood Education (<https://catalog.uwgb.edu/archive/2025-2026/undergraduate/programs/organizational-leadership/major/>)
- Emergency Management, Planning, and Administration (<https://catalog.uwgb.edu/archive/2025-2026/undergraduate/programs/organizational-leadership/major/>)
- Environmental Policy & Planning (<https://catalog.uwgb.edu/archive/2025-2026/undergraduate/programs/organizational-leadership/major/>)
- Management in Health Systems (<https://catalog.uwgb.edu/archive/2025-2026/undergraduate/programs/organizational-leadership/major/>)
- Public and Nonprofit Management (<https://catalog.uwgb.edu/archive/2025-2026/undergraduate/programs/organizational-leadership/major/>)
- Rising Leadership (<https://catalog.uwgb.edu/archive/2025-2026/undergraduate/programs/organizational-leadership/major/>)
- Self-Directed (must be approved by Program Chair/Coordinator) (<https://catalog.uwgb.edu/archive/2025-2026/undergraduate/programs/organizational-leadership/major/>)

Minor

Code	Title	Credits
Supporting Courses		6
ORG LEAD 198	Introduction to Leadership	
Choose one:		
COMM 102	Introduction to Communication	
COMM 133	Fundamentals of Public Address	
COMM 166	Fundamentals of Interpersonal Communication	
COMM 237	Small Group Communication	
Upper-Level Courses		15
ORG LEAD 346	Organizational Research and Statistics	
ORG LEAD 347	Budgeting and Financial Management	
PUB ADM 344	Leadership in Organizations	
PUB ADM 345	Human Resource and Risk Management	
Choose one:		
MGMT 389	Organizational Behavior	
ORG LEAD 348	Organizational Behavior Across Sectors	
Total Credits		21

Faculty

Kerry Kuenzi; Associate Professor; Ph.D., University of Colorado*