



# HIGH POINT UNIVERSITY

The Premier Life Skills University®

## Master of Arts - Communication & Business Leadership

### The Communication and Business Leadership Program

The MA-CBL degree provides the full complement of analytical and practical success skills resulting in exceptional communicators that employ interdisciplinary principles of business management. This program develops students' strategic thinking and messaging, relationship building, organizational leadership, logical analysis, negotiation, and complex problem-solving abilities.

This MA program can be completed in three semesters of full-time enrollment. The 30 credit-hour program is broken into 3 areas:

- 24 credit-hours of courses
- 4 credit-hours of practicum
- 2 credit-hours of capstone

#### Required Courses:

- Organizational Behavior
- Strategic Message Design
- Data and Decision Making
- Global Leadership
- Persuasion, Positioning, and Negotiation

#### Sample Practicum Workshops:

- Project Management
- Media Training for Leaders
- Creative Professional Branding



"The MA-CBL program at HPU has been the perfect balance between business and communication, two vital skills in a constantly changing world. This program has equipped me with the tools necessary to adapt and thrive, while allowing me to grow both personally and professionally. My experience has prepared me to be a successful leader, ready to take on the next chapter of my life."

Kaylee Kerr  
BA 2020; MA 2021



### SUCCESS SKILLS

**Global Leadership Principles** Display the actions that leaders take to communicate a vision and generate buy-in, understand tactics that create a motivational environment, and respond to intercultural and international issues that impact business decisions and Community relations.

**Persuasive Communication** Construct clear, concise, and convincing written and oral communication and integrate technology in message dissemination

**Ethical Analysis** Recognize and respond to legal and ethical dilemmas in decision-making and complex problem solving.

**Team Development Skills** Foster collaboration and manage group and interpersonal dynamics in a multilevel team environment.

**Data Driven Decision-Making** Identify opportunities in dynamic and uncertain business environments and integrate business concepts with core communication strategies to provide data-driven solutions



## HOW THE CBL TUITION GRANT WORKS

- As long as you meet admission standards and live on campus, the program is tuition-free.
- Select your housing tier and pay for room and board.
- The tuition grant remains active for two years, so you can attend full-time or part-time.
- The grant only covers a course the first time you take it.
- If you plan to live off-campus, the grant will pay (about) 50% of your tuition.

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For students whose graduation year is pre-2024:

- When you returned your spring 2020 room and board refund, you activated your access to the grant. If you did not return your refund, simply pay the activation fee.
- The grant covers the balance of your tuition after the spring 2020 room and board credit or activation fee is applied to your account.
- You will be billed for tuition, fees, and room/board each semester, based on selected housing tier.
- The grant will be added to your account to cover the balance of tuition only after the 2020 room and board credit or activation fee is applied to your account.



For more information about the Communication and Business Leadership program, including the option to study online, contact:

[gradadmit@highpoint.edu](mailto:gradadmit@highpoint.edu) | 336-841-9198



[www.highpoint.edu/MACBL](http://www.highpoint.edu/MACBL)