

MANAGEMENT MAJOR

Dr. Melissa Farrish, Program Director

The Management major is available online and as an in-seat residential program on the Charleston campus. The B.S.B.A. MGMT program provides a broad overview of the functional areas of business with an emphasis in management. The management major focuses on planning, organizing, leading, and controlling an organization's resources.

The Bureau of Labor Statistics projects employment in management occupations to grow 7% from 2018-2028, faster than the average for all occupations. The growth is expected to be driven by the formation of new organizations and the expansion of existing ones requiring more workers to manage these operations.

The major prepares students for a broad range of occupations. Career opportunities for graduates of the program include:

- Administrative services managers
- Advertising, promotions, and marketing managers
- Compensation and benefits managers
- Management analyst
- Business consultant
- Operations manager
- Business development manager
- Human resource manager
- Retail manager
- Training and development manager

The program integrates professional preparation certifications and experiences throughout the core and major courses. The business administration core includes professional certification opportunities for Microsoft Office Specialist (MOS) certification and Google Analytics. B.S.B.A. MGMT majors gain practical work experience through internships, student organizations, and community service. The program offers the opportunity for students to double major in complementary areas of business or major/minor in fields such as communication, psychology, digital media design, or political science.

Program Mission

The mission of the Management program is to prepare socially responsible, ethical, and insightful leaders with a vision to create positive change in their environment by applying management concepts and theories to solve organizational problems.

Program Description

The management major will appeal to learners at all life stages, including high school graduates, working adults, and members of the military, seeking a flexible, efficient, and effective learning experience. The major prepares students for entry-level management positions in business, government, public service, and technical environments and experienced managers or mid-career professionals wishing to advance their careers. The management major provides students with a comprehensive understanding of the principles, processes, and practices involved in the management of people and organizations. Areas of emphasis include organizational behavior, sales management, human resource management, small business management, leadership, operations management, and team development.

Students who graduate with this degree will develop the following skills:

- Problem-solving and decision making
- Leadership
- Team building
- Effective communication
- Performance assessment

Program Outcomes

In addition to the Business Administration Core outcomes, graduates of the management program will:

1. Integrate various functional areas of business to guide innovation, formulate strategy, and solve complex business problems.
2. Apply management concepts and approaches to lead employees through organizational change.
3. Evaluate management theories and practices in corporate, government, and small business settings.

What You Will Study

The Management major requires a total of 120 credits, including 45 credits of Business Administration core courses, 24 credits of Management major courses, and 51 credits of general education requirements and electives. The 51 credits of general education requirements and electives allow students to pursue a double major with Accounting, Digital Marketing, Financial Planning, Entrepreneurship, or Business Analytics or a minor in another area. Such a combination gives the student a broader range of opportunities and increases marketability upon graduation.

MANAGEMENT Major Courses		
Course	Title	Credits
MGMT 318	Small Business Management	3
MGMT 320	Human Resources Management	3
MGMT 343	Sales Management	3
MGMT 372X	Leadership and Organizational Change	3
MGMT 416X	Managing Individuals and Teams	3
MGMT 420	Organizational Behavior	3
MGMT 445	Logistics & Supply Chain Management	3
MGMT 498	Management Internship	3
Required Credits in Management Major:		24
Total Credits for Major (45 B.S.B.A. Core + 24 Required in Major):		69

Typical Four-Year Schedule for Management Majors

FRESHMAN YEAR			
FALL SEMESTER		SPRING SEMESTER	
COMM 101 Freshman Writing I	3	COMM 102 Freshman Writing II	3
MATH 121 College Algebra*	3	SPCH 103 Oral Comm. Fundamentals***	3
Humanities Flex Course	3	STEM Flex Course	3
ACCT 201 Principles of Accounting I	3	ACCT 202 Principles of Accounting II	3
UNIV 104 College Motivation & Success**	3	UNIV 105 Foundations of Character & Leadership**	3
TOTAL CREDITS	15	TOTAL CREDITS	15

SOPHOMORE YEAR			
FALL SEMESTER		SPRING SEMESTER	
BUSI 241 Business Communication	3	BUSI 231 Business Law	3
BUSI 215 Information Systems	3	BUSI 360 Business Ethics	3
ECON 201 Principles of Microeconomics	3	ECON 202 Principles of Macroeconomics	3
MGMT 311 Principles of Management	3	MRKT 321 Principles of Marketing	3
Flex Elective	3	Flex Elective	3
TOTAL CREDITS	15	TOTAL CREDITS	15

JUNIOR YEAR			
FALL SEMESTER		SPRING SEMESTER	
BUSI 316 Quantitative Methods for Business & Economics	3	BUSI 317 Business Statistics	3
FINA 312 Business Finance	3	MGMT 320 Human Resource Mgmt	3
MGMT 318 Small Business Management	3	MGMT 372X Leadership & Organizational Change	3
Humanities Flex	3	MGMT 343 Sales Management	3
Elective Course	3	Elective Course	3
TOTAL CREDITS	15	TOTAL CREDITS	15

SENIOR YEAR			
FALL SEMESTER		SPRING SEMESTER	
BUSI 407 Global Dimensions of Business	3	BUSI 450 Business Strategy	3
MGMT 445 Logistics & Supply Chain Management	3	MGMT 420 Organizational Behavior	
MGMT 416X Managing Individuals & Teams	3	MGMT 498 Management Internship	3
Elective Course	3	Elective Course	3
Elective Course	3	Elective Course	3
TOTAL CREDITS	15	TOTAL CREDITS	15

*Prerequisite: C or better in MATH 120 or Math ACT score of 21 or higher (Math SAT of 530 or higher).

**Transfer students and online students complete UNIV 204 College Success & Leadership.

***SPCH 103 is embedded in UNIV 105 for on-campus students.

Admission Requirements

Students must gain general admission to the University of Charleston. A visit to campus to meet with Admissions personnel and program faculty or an online meeting for online students is strongly encouraged.

Additional Requirements

Management majors must meet all University of Charleston, B.S.B.A. core, and Management major degree requirements for graduation, including applicable exit exam(s).