

## MANAGEMENT MAJOR

*Dr. Melissa Farrish, Program Director*

### Management Major Mission Statement

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 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 management major will appeal to learners at all life stages, including high school graduates, working adults, and military members, 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 managing people and organizations. Areas of emphasis include organizational behavior, sales management, human resource management, small business management, leadership, operations management, and team development. The Management program has earned specialized business accreditation from the Accreditation Council for Business Schools & Programs (ACBSP).

Students graduating with this degree will develop the following skills:

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

The Bureau of Labor Statistics projects employment in management occupations to grow 9% from 2020-2030. 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

### **Management Program Learning Outcomes**

All BSBA students must fulfill the BSBA Core outcomes.

In addition, Management graduates 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.

### **Program Requirements**

The Management major requires 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 concentration or double major in Accounting, Digital Marketing, Financial Planning, Entrepreneurship, or Business Analytics. Students can also consider a major/minor in fields such as communication, psychology, digital media design, or political science. Such a combination gives the student a broader range of opportunities and increases marketability upon graduation. Management majors gain practical work experience through internships, student organizations, and community service.

<b>MANAGEMENT Major Courses</b>		
<b>Course</b>	<b>Title</b>	<b>Credits</b>
MGMT 318	Small Business Management	3
MGMT 320	Human Resource Management	3
MGMT 343	Sales Management	3
MGMT 372	Self-Management & Leadership	3
MGMT 416	Managing Individuals and Teams	3

MGMT 420	Organizational Behavior	3
MGMT 445	Operations Management	3
MGMT 498	Management Internship	3
<b>Required Credits in Management Major:</b>		<b>24</b>
<b>Total Credits for Major (45 B.S.B.A. Core + 24 Required in Major):</b>		<b>69</b>

**Typical Four-Year Schedule for Management Majors**

<b>FIRST YEAR</b>			
<b>FALL SEMESTER</b>		<b>SPRING SEMESTER</b>	
COMM 101 Freshman Writing I	3	COMM 102 Freshman Writing II	3
MATH 121 College Algebra*	3	SPCH 103 Oral Communication (embedded)	3
Humanities Flex Elective	3	STEM Flex Elective	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
<b>TOTAL CREDITS</b>	<b>15</b>	<b>TOTAL CREDITS</b>	<b>15</b>
<b>SECOND YEAR</b>			
<b>FALL SEMESTER</b>		<b>SPRING SEMESTER</b>	
BUSI 241 Business Communication	3	BUSI 231 Business Law	3
BUSI 215 Business Software Applications	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
<b>TOTAL CREDITS</b>	<b>15</b>	<b>TOTAL CREDITS</b>	<b>15</b>
<b>THIRD YEAR</b>			
<b>FALL SEMESTER</b>		<b>SPRING SEMESTER</b>	
BUSI 316 Quantitative Methods for Business & Economics	3	BUSI 317 Business Statistics	3
FINA 312 Business Finance	3	MGMT 343 Sales Management	3
MGMT 318 Small Business Management	3	MGMT 416 Managing Individuals & Teams	3
MGMT 320 Human Resource Management	3	Humanities Flex Elective	3
Elective	3	Elective	3
<b>TOTAL CREDITS</b>	<b>15</b>	<b>TOTAL CREDITS</b>	<b>15</b>

## FOURTH YEAR

FALL SEMESTER		SPRING SEMESTER	
BUSI 407 Global Dimensions of Business	3	BUSI 450 Business Strategy	3
MGMT 420 Organizational Behavior	3	MGMT 445 Operations Management	3
MGMT 372 Self-Management & Leadership	3	MGMT 498 Management Internship	3
Elective	3	Elective	3
Elective	3	Elective	3
<b>TOTAL CREDITS</b>	<b>15</b>	<b>TOTAL CREDITS</b>	<b>15</b>

\*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.

### ADMISSION REQUIREMENTS

Students must gain general admission to the University of Charleston.

### 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).

### Management Concentration

Students pursuing other B.S.B.A majors can choose to add a Management concentration (12 credits). The management concentration focuses on planning, organizing, leading, and controlling an organization's resources. The concentration provides students with an understanding of the principles, processes, and practices involved in managing people and organizations. The 12 credit hours required for a concentration in Management are:

Management Concentration		
MGMT 318	Small Business Management	3
MGMT 320	Human Resource Management	3
MGMT 372	Self-Management & Leadership	3
MGMT 416	Managing Individuals & Teams	3
<b>Total for Concentration:</b>		<b>12</b>