

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 BSBA 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, as well as experienced managers or mid-career professionals wishing to advance their careers. The management major gives students a comprehensive understanding of the principles, processes, and practices of 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 skills in problem-solving and decision-making, leadership, team building, effective communication, and performance assessment. The Bureau of Labor Statistics projects 1.1 million openings in management occupations each year from 2022-2032. The growth is expected to be driven by the formation of new organizations and the expansion of existing ones, which will require more workers to manage these operations.

The major prepares students for a broad range of occupations. Career opportunities for program graduates include administrative services managers, advertising, promotions, marketing managers, compensation and benefits managers, management analysts, business consultants, operations managers, business development managers, human resource managers, retail managers, and training and development managers.

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.

- 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, Business Analytics, or another business-related field. Students can also consider a major/minor in communication, psychology, digital media design, or political science. Such a combination gives the student broader opportunities and increases marketability upon graduation. Management majors gain practical work experience through internships, student organizations, and community service.

MANAGEMENT Major Courses		
Course	Title	Credits
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
Required Credits in Management Major:		24
Total Credits for Major (45 BSBA Core + 24 Required in Major):		69

Admission Requirements

Students must gain general admission to the University of Charleston.

Additional Requirements

Management majors must meet all University of Charleston graduation requirements and must take and pass the Peregrine Major Exam in the last semester of the senior year with a C or above in Business Strategy (BUSI 450).

Management Concentration

Students pursuing other BSBA majors can add a Management concentration (12 credits). The management concentration focuses on planning, organizing, leading, and controlling an organization's resources. The concentration gives students 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
	Total for Concentration:	12