

THE PROGRAM OF STUDY FOR THE UNDERGRADUATE MAJOR IN MANAGEMENT

The Management major focuses on using resources to achieve goals in organizations. It studies the activities and operations that bring together human, financial, material, and information resources. Management majors should graduate with an understanding of the business world and a set of tools to successfully manage parts or all of an organization's operations. The program is designed to provide the student the opportunity to major in Management and at the same time, to create a concentration in one of the following areas: Management Consulting, Entrepreneurship, Human Resource Management or Supply Chain Management.

The **Management Consulting** concentration in the Management major prepares students to be capable of managing different processes and people, so that they can work in both large and small organizations, or consult with organizations about these issues. A particular emphasis is to help students develop both interpersonal and financial analysis skills so they are capable of resolving a broad spectrum of problems for a variety of different types of organizations. This concentration is designed to provide students with a large degree of flexibility when considering different career paths, because students will be prepared to systematically think through the processes that organizations use to create and maintain sustainable competitive advantage. The concentration prepares students to work in for-profit businesses, nonprofit organizations, entrepreneurial ventures, or in government organizations.

The **Entrepreneurship** concentration in the Management major is designed to assist students who wish to start their own businesses by providing them with exposure to the development and testing of business concepts, analyzing the potential success of their concepts using a variety of tools and techniques, being flexible in developing new businesses and innovative ideas, and formulating and implementing business plans that will assist in the establishment and growth of these new ventures. The concentration also provides students with exposure to issues involving family firms such as governance, succession and interpersonal relationships as well as innovation and change in existing organizations. Thus, the concentration focuses on entrepreneurship in both new ventures and established firms and prepares students to 1) start new businesses, 2) innovate in their own family firms, and/or 3) be entrepreneurial in an existing business.

The **Human Resource Management** concentration in the Management major will allow students to learn how to manage organizations' human capital. Students will be prepared to develop and implement policies and practices for recruitment, socialization, training, development, compensation, performance management, career planning, and employee relations. As more organizations move away from viewing employees as a commodity, toward an understanding that employees are a resource that can be developed into a distinct competitive advantage to ensure organizational success, sustainability, and reputation the Human Resource function in the workplace will become increasingly important. This concentration will help employees understand the core functions of the area of human resource management are to (1) recognize the potential of individuals for and within an organization and (2) structure a positive, supportive, constructive work environment that will enable employees to work at their optimal capacity and achieve organizational goals.

The **Supply Chain** concentration in both the Management and Marketing majors involves the planning, control, and coordination of materials and services from raw materials to customers. Increasing competitiveness through quality, cost, responsiveness, and innovation is essential to supply chain and company success. It is critical to manage processes across boundaries in the firm and across firms that make up the supply chain. Course work will prepare students for managerial positions in the manufacturing and service industries in areas of purchasing, operations, logistics, and customer service.