Bachelor of Science in Business Administration with a major in Management

Management graduates are prepared to assume leadership roles in a wide variety of careers and organizations. Students pursuing a major in Management are required to complete advanced study in Organization Behavior, Business and Social Environment, and Business Strategy and Policy. They have the opportunity to select from a wide offering of electives in areas including Small Business Management, Human Resource Management, and Logistics and Supply Chain Management. Employers recommend that in order to be successful and competitive when entering this field, students should complete one or more internships.

Career types associated with Management
Enterprising - “Persuader”
Realistic - “Doer”
Social - “Helper”

Related skills, values, and qualities
- Ability to communicate ideas and concepts to others
- Proficiency in reading, writing and speaking
- Ability to solve problems and make effective decisions
- Ability to organize, plan, coordinate and direct activities
- Strong interpersonal and networking skills
- Strong sense of integrity and professionalism
- Ability to motivate and lead others
- Ability to work well under pressure

Courses Management majors typically enjoy
- Accounting
- Business
- Business Law
- Economics
- Management
- Psychology
- Sociology
- Speech

Common interests of Management majors
- Working part-time in a business establishment
- Participating in oratory contests
- Planning, starting, or managing a part-time business endeavor
- Assisting in the planning of a civic or social event
- Playing games of strategy, competition, or achievement
- Attending lectures, workshops, and conferences related to business management
- Serving as a volunteer in a social agency
- Belonging to a Junior Achievement Club or a professional business organization

For more information about the major
Contact the Department of Business Administration, 233 deFrancesco, 610-683-4580, or visit www.kutztown.edu/Management

KU Majors related to Management
Marketing, Public Administration, Sport Management

Enterprising students may also be interested in:

*minor only
FOUR STEPS TO SUCCESS

1ST YEAR
- Enroll in the Career Exploration Certificate.
- Attend info sessions to learn about career development and personal branding.
- Take a career assessment to identify and confirm interests.
- Get involved in campus clubs and organizations.
- Develop basic workplace skills through jobs or volunteer work.
- Talk with professors, family, and friends about career ideas.
- Conduct informational interviews with professionals working in fields of interest.
- Develop a relationship with your professors and faculty advisor.

2ND YEAR
- Meet with CDC career coach.
- Attend info sessions to learn about resume writing, and externships.
- Confirm your choice of major and consider options for double major or minor.
- Research careers of interest.
- Complete a job shadowing (externship) experience.
- Seek meaningful employment or volunteer work in a field related to your major.
- Explore options for undergraduate research and study abroad.
- Write a resume and have it reviewed by the CDC.
- Manage your online presence.

3RD YEAR
- Enroll in the Career Success Certificate.
- Complete an internship and/or undergraduate research.
- Attend info sessions about internships, interviewing, job search strategies, and grad school.
- Build a LinkedIn profile and continue to monitor your online presence.
- Complete a mock interview.
- Build skills through research projects, part-time employment, and volunteer work.
- Participate in Careers Cafe & networking programs.
- Attend internship & job fairs.
- Take on a leadership role in a student organization or work.
- Consider graduate school options and prepare for admissions tests.

4TH YEAR
- Attend your senior kick-off and other info sessions to prepare for job search/grad school.
- Update your resume and LinkedIn profile.
- Create cover letter drafts.
- Gain experience through internships and/or undergraduate research.
- Secure references for job/grad school applications.
- Create your “30 second” commercial.
- Meet with CDC to develop job search strategies.
- Research employers.
- Network with professionals through events and social media.
- Join a professional organization in your discipline.
- Attend the senior etiquette dinner.
- Participate in job fairs and on-campus interviewing.

Sample Career Titles
Management majors can be found working in a wide variety of career fields. Here are just some career titles that may be of interest. Please note that some jobs may require further education and training.

- Account Executive
- Administrative Aide
- Advertising Executive
- Airport Manager
- Bank Manager
- Benefits Manager
- Branch Manager-Any Industry
- Budget Officer
- Chief Executive Officer
- City Manager
- Commodity – Industry Analyst
- Communications Officer
- Compensation Manager
- Computer Operations Supervisor
- Comptroller
- Construction Supervisor
- Consultant
- Convention Manager
- County Prosecutor
- Credit and Collections Manager
- Department Store Manager
- Entertainment Agent
- Foreign-Exchange Trader
- Government Services Administrator
- Hospital Administrator
- Human Resources Manager
- Industrial Relations Director
- Information Systems Manager
- Insurance Agent
- International Business Manager
- Investment Banker
- Job Analyst
- Labor Relations Manager
- Logistics Specialist
- Management Analyst
- Management Trainee
- Manufacturing Supervisor
- Market Information Specialist
- Market Research Analyst
- Media Planner
- Occupational Analyst
- Operations Manager
- Production Superintendent
- Promotions Manager
- Public Utilities Manager
- Purchasing Agent
- Quality Control Auditor
- Real Estate Agent/Broker
- Recreation Manager
- Reports Analyst
- Restaurant/Food Manager
- Retail Sales Manager
- Sales Manager
- Securities Trader
- Service Organization Manager
- Stock Broker
- System Coordinator
- Traffic Manager
- Training Manager
- Transportation Director
- Urban Planner
- Wholesale Sales Representative
Common Internship Sites and Employers

Management majors often find internships and employment in the following fields/industries:

- Insurance Agencies
- Federal/State Government
- Manufacturers
- Schools/Universities
- Real Estate Agencies
- Health Care Industry
- Entertainment Industry
- Banks/Financial Institutions
- Nonprofit Organizations
- Service Industries
- Retail & Hospitality

KU Career Network is the primary online resource for preparing and connecting students and alumni with employers.

Useful Websites for Management Majors:
Whether you are researching related career fields, applying for internships or jobs, or planning to join a professional association, these websites are for you!

### Industry Information and Job Search Sites

- Small Business Administration (SBA) (Tips on starting your business from the US Government)
  www.sba.gov
- LaSalle Non-Profit Center
  www.lasallenonprofitcenter.org
- Careers in Business
  www.careers-in-business.com
- KU Small Business Development Center
  www.kutztownsbdc.org
- Business Job Finder
  http://fisher.osu.edu/fin/jobslist.htm
- Executive and Management Job List
  www.nationjob.com/management
- Marketing/Management Jobs
  www.marketingjobs.com
- Employment Crossing
  www.managercrossing.com
- LinkedIn Jobs
  www.linkedin.com/jobs

### Professional Associations

- American Business Women’s Association
  www.abwa.org
- American Small Business Association
  www.asbaonline.org
- American Management Association
  www.amanet.org/index.htm
- Black Business Association
  www.bbala.org
- Business Professionals of America
  www.bpa.org
- Professional Managers Association
  www.promanager.org
- Project Management Institute
  www.pmi.org

To learn more about these careers, visit http://online.onetcenter.org or www.bls.gov/oco.
Building Your Resume for a Career in Business Management

Building a strong resume for your career field starts long before you ever start your job search. Employers want to hire graduates who not only have the necessary educational background but also have experience applying that knowledge to real life situations.

Manuel Management
123 Employment Avenue, Kutztown, PA 19530
mmana000@live.kutztown.edu, 555-555-5555

OBJECTIVE
Full-time retail management position.

QUALIFICATIONS
- Fluent in Spanish and English
- Strong written and verbal communication skills
- Experience working with diverse populations
- Excellent leadership and decision-making skills
- Proven success in customer service
- Proficient in Linux, Apple OS X & Microsoft Office

EDUCATION
B.B.A. Kutztown University of Pennsylvania (AACSB Accredited)
Major: Business Management
Minor: Communication Studies
Kutztown, PA May 20xx

INTERNSHIP & EXTERNSHIP EXPERIENCE
Target Temple, PA Spring 20xx
- Executive Intern

  - Assisted Team Leader in supervision of guest service and merchandising of women’s clothing department
  - Attended Executive Team Leader training focusing on theft, fraud and store safety
  - Facilitated monthly team meetings to discuss productivity and inventory management
  - Resolved issues and completed return procedures to ensure customer satisfaction

Macy’s Retail Management Extern Kutztown, PA Sept 20xx
- Observed management of stock levels and analysis of sales figures
- Attended close-out floor staff meeting focused on productivity and efficiency

RELATED WORK EXPERIENCE
Kohl’s Tredyffrin, PA Fall 20xx
- Sales Associate

  - Train new employees on store policies and customer service procedures
  - Assist manager in organizing and tracking inventory
  - Provide excellent customer service

Facilities Department, Kutztown University Kutztown, PA Fall 20xx
- Student Worker

  - Recorded, filed and updated on-campus work orders
  - Developed training manuals for future employees
  - Uploaded electronic forms including confidential employee information using Excel and PeopleSoft
  - Resolved student and department inquiries and complaints

CAMPUS INVOLVEMENT & LEADERSHIP
President, Phi Kappa Phi National Honor Fraternity Spring 20xx-Present
- Coordinate fundraising events and meet fundraising goal for current year (20% increase over previous year)
- Organize and facilitate bi-weekly chapter and chair meetings
- Public Relations Chair Fall 20xx-Spring 20xx

  - Promote the public image of the chapter to the University and community
  - Update and maintain the chapter social media pages (Facebook, Pinterest & Twitter)

PROFESSIONAL DEVELOPMENT
American Management Association American Management Association Fall 20xx-Present
Phi Kappa Phi, National Honor Society
Career: Success Certificate, Kutztown University Career Development Center
Career Exploration Certificate, Kutztown University Career Development Center

For More Information on Management Careers or to speak to a Career Counseling, contact KU Career Development Center
113 Stratton Administration Center * 610-683-4067 * careerhelp@kutztown.edu * www.kutztown.edu/careercenter

Take note of the skills and knowledge obtained through your educational background and hands-on experiences. Highlight transferable skills such as fluency and technological proficiencies.

Learn more about your field and develop the necessary skills for employment by gaining hands-on experience through externships, internships, part-time jobs and related volunteer positions.

Develop professionally through campus involvement and professional memberships. This illustrates responsibility, leadership abilities and time management skills.