

## General Management Concentration (21 units)

The General Management concentration permits a focus on the skills of the manager, whether the manager is an entrepreneur or operating at the corporate or agency level. Managerial skills in planning, organizing, and controlling are highly transferable within the public and nonprofit sectors as well, thus permitting a wide variety of career goals.

### REQUIRED COURSES:

- MGMT 170.....Fundamentals of Business Strategy (*OBE 150, MGMT 120, MGMT 133 and MGMT 180*)
- MGMT 172 .....International Business
- MGMT 187.....Entrepreneurship

### ELECTIVE COURSES:

Select **four** courses from the following areas; no more than one course may be taken in a single area:

#### a. Finance

- MGMT 134 .....Financial Management (*MGMT 133*)
- MGMT 135 .....Investments (*MGMT 133*)
- MGMT 138 .....Principles of Risk Management and Insurance

#### b. Marketing

- MGMT 105 .....Business Forecasting
- MGMT 121 .....Marketing Research and Information (*MGMT 120*)
- MGMT 123 .....Public Relations and Ethics in Business
- MGMT 124 .....Retail Management (*MGMT 120*)
- MGMT 125 .....Advertising (*MGMT 120*)
- MGMT 126 .....Salesmanship
- MGMT 127 .....Sales Management (*MGMT 120*)
- MGMT 129 .....Marketing Management (*MGMT 120 and senior standing*)

#### c. Operations Management

- MGMT 160 .....Principles of Quality Management
- MGMT 181 .....Supply Chain Logistics Management (*MGMT 180*)
- MGMT 186 .....Operations Planning and Inventory Control (*MGMT 180*)
- MGMT 188 .....Operations Strategy and Design (*MGMT 180*)

#### d. Organizational Behavior and Environment

- OBE 117 .....Business, Ethics and Society (*passing score on the WPE*)
- OBE 140 .....Real Estate Development
- OBE 153 .....Management of Human Resources
- OBE 154 .....Management Skills Seminar (*OBE 150*)
- OBE 157 .....Industrial Relations

#### e. Accountancy and MIS

- ACCY 121 .....Cost Accounting
- MIS 171 .....Computer-Based Information Systems

### Career Opportunities

Administrative Analyst	Office Manager
Business Manager	Real Estate Manager
Bank Manager	Sales Representative
Credit Analyst	Small Business Entrepreneur
Management Analyst	Strategic Planner
Management Consultant	

### Academic Advising for Business Majors

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