WHAT IS A MANAGEMENT B.B.A. MAJOR?

The management major prepares future managers to lead effectively in a dynamic global business environment, using a variety of resources to achieve organizational goals. Management core classes provide students with the balance of hard and soft skills necessary to succeed in a modern work environment. In addition to a rigorous core curriculum, majors have the option to specialize in the areas of human resource management, innovation and entrepreneurship, or business analysis and consulting.

MANAGEMENT IS...

- strategic, tactical and operational planning
- acquiring, organizing, allocating and deploying resources
- identifying problems and opportunities, analyzing situations and making evidence-based decisions
- leading initiatives to implement plans and programs
- developing strong interpersonal and team building skills
- monitoring, measuring and evaluating organizational performance

CAREER POSSIBILITIES

- Account Manager
- Business Consultant
- Business Analyst
- Compensation Specialist
- Contract Administrator
- Convention Coordinator
- Corporate Trainer
- Development Officer
- Entrepreneur
- Events Planner
- Facilities Manager
- Financial Analyst
- Health Care Administrator
- HR Systems Analyst
- Job Analyst in Operations
- Labor Relations Specialist
- Logistics Coordinator
- Management Consultant
- Operations Manager
- Procurement Specialist
- Production Supervisor
- Project Manager
- Public Administrator
- Recruiting Specialist
- Research Analyst
- Sales Manager
- Solutions Manager
- Sports Agent
- Stadium Manager
- Store Manager
- Supply Chain Manager
- Training/Development Director

CO-CURRICULAR ORGANIZATIONS

- Sigma Iota Epsilon (SIE)
- Society of Human Resource Management (SHRM)
- Society of Real Estate
- Madison Entrepreneurs Organization (MEO)

MANAGEMENT IS...

Genevieve Bestercy
James Madison University '16
Supply Chain Specialist,
Duke Energy

‘The knowledge and skills I learned as a Management Major opened the door to many business opportunities by preparing me well to land, and succeed in, my current role as a supply chain sourcing specialist at Duke Energy.’

CONTACT INFORMATION

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POSSIBLE ELECTIVES

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CONCENTRATIONS

Business Analysis and Consulting
The business analysis and consulting (BAC) concentration is designed to develop and enhance students’ critical thinking, problem solving and decision-making skills. In this track students engage in research and analysis to build a strong foundation for learning and implementing the business analysis and consulting process.

Required Courses
- MGT 357 - Evidence-Based Decision Making 3
- MGT 457 - Business Analysis and Consulting Fundamentals 3
- MGT 467 - Business Analysis and Consulting Practicum 3

Human Resource Management
The human resource management (HRM) concentration is designed to help students broaden and deepen their understanding of the acquisition, development, management and retention of human capital in organizations.

Required Courses
- MGT 365 - Fundamentals of Human Resource Management 3
- MGT 470 - Acquiring and Developing Human Capital 3
- MGT 475 - Managing and Retaining Human Capital 3

Innovation and Entrepreneurship
The innovation and entrepreneurship (ENT) concentration is designed to provide students with an introduction to the role of innovation in business development, a solid foundation in the principle elements of entrepreneurship and small business management and the opportunity to gain hands-on experience working with a team to create a new business venture.

Required Courses
- MGT 320 - Management of Innovation and Technology 3
- MGT 471 - Entrepreneurship and Small Business Management 3
- MGT 472 - New Venture Creation 3

RECOMMENDED MINORS
- Business Analytics
- Computer Information Systems
- Communication
- A Foreign Language
- Global Supply Chain Management
- Human Resource Development

DEPARTMENT HIGHLIGHTS
- Innovative and relevant curriculum
- Award winning faculty
- Active and engaged students
- Strong relationships with employers and alumni

CERTIFICATIONS AND TECHNICAL SKILLS
- Leadership
- Interpersonal Skills
- Analysis
- Critical Thinking
- Decision Making
- Collaboration
- Innovation
- Creativity

PROGRESSING THROUGH THE PROGRAM
We encourage students to complete the lower B.B.A. core in their first three semesters if possible, so that they are accepted into the COB (and take COB 300) in the spring semester of sophomore year. This allows four semesters after COB 300 for the major, which helps ensure adequate time for completing both a concentration and a minor, if desired. We recognize that this schedule will not work for each individual; students are encouraged to develop their individualized academic plans in consultation with an academic advisor, taking into account unique skills, interests and goals. Management majors are limited to up to 4 MGT courses per semester.
**Average Starting Management Salary** $51,122
**Average Starting CoB Salary** $57,837
**% CoB Jobs with Signing Bonus** 58%
**Average CoB Signing Bonus** $5,580

**95% of CoB graduates are employed, in continuing education or engaged in other career related endeavors.**

The Class of 2018 includes 800 students graduating August 2017, December 2017 and May 2018.

**STEPS TO CAREER SUCCESS**

**FRESHMAN**
- Adjust to campus life
- Explore majors
- Build rapport with faculty
- Establish a solid GPA
- Join a student organization
- Attend professional development events
- Consider study abroad programs
- Practice professional behavior
- Create a resume/make an appointment with a career advisor to review
- Ask your network about part time/summer job leads
- Shadow professionals in a field of interest to you
- Polish your online presence

**SOPHOMORE**
- Participate in the CoB Career KickStart
- Identify skills and interests
- Continue to work on your resume and build a reference list
- Activate your Handshake account
- Create a LinkedIn profile
- Attend JMU Career and Internship Fairs
- Attend career related events
- Research employers
- Apply for externship/internship
- Join a CoB student organization
- Apply for a CoB Career Trek
- Apply for a study abroad program

**JUNIOR**
- Apply for internships
- Practice with mock interviews and InterviewStream
- Attend JMU Career and Internship Fairs
- Seek leadership roles on campus (e.g., student organizations)
- Join a professional organization related to your interests
- Consider graduate school
- Develop a job search strategy
- Network and conduct informational interviews with business professionals and JMU alumni
- Participate in case competitions

**SENIOR**
- Update your resume
- Practice with mock interviews and InterviewStream
- Apply for full-time positions
- Follow up on job leads
- Network with business professionals and JMU alumni
- Use the on-campus recruiting program (OCR)
- Connect with the JMU Alumni Relations office
- Apply to graduate school
- Negotiate salary

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**Choosing/Changing Majors**
**Resource Center**
**Job Search/Graduate School**
**Career Counseling**
**On-Campus Interviewing**
**Handshake Questions**
**Employer Relations**

**Student Success Center**
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