

# MANAGEMENT

## What can I do with this major?

### AREAS

### EMPLOYERS

### STRATEGIES

#### MANAGEMENT

Types of Management Include:  
 Entry-Level/Management-Trainee  
 Supervision of Employees and Operations  
 Project Management  
 Team Management  
 Information Management  
 Operations Management (*See Page 2*)  
 Middle Management  
 Top Management

Nearly every type of organization across industries offer management positions including:  
 Banks and financial institutions  
 Retail stores  
 Restaurants  
 Hotels and other facilities  
 Service providers  
 Healthcare organizations  
 Manufacturers  
 Software and technology companies  
 Educational institutions  
 Local, state, and federal government  
 Nonprofit organizations  
 Self-employed

Be prepared to start in entry-level management trainee positions or corporate rotational training programs.  
 Gain related experience through internships or summer and part-time jobs.  
 Work at a retail store or restaurant; advance into an assistant manager position.  
 Get involved in student organizations and assume leadership roles.  
 Demonstrate a strong work ethic, integrity, and a sense of independence.  
 Take courses in a secondary specialty such as marketing or information systems to increase job opportunities.  
 Learn to communicate effectively with a wide variety of people and to work well on a team.  
 Develop strong problem solving skills.

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#### HUMAN RESOURCE MANAGEMENT

Recruiting/Staffing  
 Compensation  
 Benefits  
 Training  
 Safety  
 Employee Relations  
 Industrial Relations  
 Organizational Development  
 Equal Employment Opportunity  
 Employment Law  
 Consulting

Large organizations in a variety of industries including:  
 Banks and financial institutions  
 Retail stores  
 Restaurants  
 Hotels and other facilities  
 Service providers  
 Healthcare organizations  
 Manufacturers  
 Software and technology companies  
 Educational institutions  
 Temporary or staffing agencies  
 Executive search firms  
 Local, state, and federal government  
 Labor unions  
 Major nonprofit organizations

Take courses in the social sciences such as psychology and sociology.  
 Gain relevant experience through internships.  
 Hone your verbal and written communication skills.  
 Learn to solve problems creatively, and build strong conflict resolution skills.  
 Develop good computer skills because many human resource systems are automated.  
 Join the Society of Human Resource Management and other related professional associations.  
 Be prepared for continuous learning once in the profession, and seek endorsements such as the Professional Human Resource Certification or Certified Employee Benefits Specialist.  
 Earn a master's degree for career advancement or a law degree for employment law.

**AREAS**

**EMPLOYERS**

**STRATEGIES**

**OPERATIONS MANAGEMENT**

Operations Research Analysis:  
Business Strategy  
Facilities Layout  
Inventory Control  
Personnel Scheduling  
Production Management:  
Line Supervision  
Manufacturing Management  
Production Planning  
Quality Assurance  
Materials Management:  
Purchasing/Buying  
Traffic Management  
Inventory Management

Manufacturers  
Industrial organizations  
Service organizations

Develop strong analytical skills and a logical approach to problem solving. Skills in budgeting and cost management are also important. Take courses in statistics, computer systems, or logistics. This is a more technical side of management. Learn to manage multiple situations and problems. Be able to communicate effectively with different types of people in various functional areas. Earn an MBA to reach the highest levels of operations management.

**SALES**

Industrial Sales  
Consumer Product Sales  
Financial Services Sales  
Services Sales  
Advertising Sales  
Corporate Sales  
Manufacturer Representation  
Direct Consumer Sales  
E-commerce  
Customer Service  
Sales Management:  
District, Regional, and Higher

For-profit and nonprofit organizations  
Product and service organizations  
Manufacturers  
Financial companies  
Insurance companies  
Print and electronic media outlets  
Software and technology companies  
Internet companies

Obtain experience through internships or summer and part-time jobs. Seek leadership positions in campus organizations. Work for the campus newspaper, directory, or radio station selling advertisements. Become highly motivated and well-organized. Learn to work well under pressure and to be comfortable in a competitive environment. Be prepared to work independently and to be self-motivated. Plan to work irregular and long hours. Cultivate strong persuasion skills. Learn how to communicate effectively with a wide range of people and build relationships. Take courses in interpersonal communication and public speaking. Develop a strong knowledge base of the product or service you are selling. To deliver effective customer service, develop problem solving skills, self-confidence, assertiveness, and empathy. Become committed to customer satisfaction. Some positions in sales, such as pharmaceuticals, require at least one to two years of a proven record in outside sales. Be prepared to start in a different industry before getting a job in pharmaceuticals.

## AREAS

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### **INSURANCE**

Sales  
Claims  
Underwriting  
Risk Management  
Asset Management  
Loss Control  
Customer Service

Insurance firms  
Insurance brokers

Complete an internship with an insurance agency. Talk to professionals in the industry to learn more about claims, underwriting, and risk management. Many entry-level positions exist in these areas.  
Initiative and sales ability are necessary to be a successful agent or broker.  
Develop strong communication skills as many positions require interaction with others and the ability to explain information clearly and concisely.  
There are many certifications in the insurance industry. Research those relevant to your area.

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### **BANKING AND FINANCE**

Commercial Banking  
Retail/Consumer Banking  
Credit Analysis  
Lending  
Trust Services  
Mortgage Services  
Branch Management  
Operations

Banks  
Credit unions  
Savings and loan associations  
Financial services institutions  
Wholesale lenders  
Housing lenders  
Federal Reserve banks

Build a solid background in business including marketing and accounting.  
Seek experience through part-time, summer, or internship positions in a bank.  
Develop strong interpersonal and communication skills in order to work well with a diverse clientele.

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### **REAL ESTATE**

Brokerage/Sales:  
    Residential  
    Commercial  
    Office and Industrial  
    Farm and Land  
Property Management  
Appraising  
Land Development

Real estate brokers and firms  
Banks  
Appraisal firms  
Apartment and condominium complexes  
Leasing offices  
Developers  
Large corporations: real estate departments

Research the process of becoming a real estate broker through the National Association of Realtors. Every state requires a combination of real estate courses, passing an exam, and other criterion to gain a license.  
Obtain sales experience through part-time, summer, or internship positions.  
Develop an entrepreneurial spirit as nearly 60% of brokers and agents are self-employed.  
Be willing to work evenings and weekends to accommodate clients' schedules.  
Investigate apprenticeships in appraisal if that is an area of interest.

## AREAS

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### SPORTS MANAGEMENT

Sport management:

Olympic  
Intercollegiate  
High school  
Youth  
Athletic administration  
Coaching  
Recruiting  
Student-athlete affairs  
Compliance  
Sport information  
Operations  
Facilities management  
Equipment management  
Ticketing and sales  
Public relations  
Marketing  
Sponsorship sales  
Fundraising/Development  
Hospitality management  
Bowls and special events  
Sport governance

Colleges and universities  
National Collegiate Athletic Association (NCAA)  
Conference offices (e.g., SEC, ACC)  
National sport governing bodies  
State governing bodies  
Regional sport commissions  
International Olympic Committee (IOC)  
United States Olympic Committee (USOC)  
High schools  
Special Olympics  
National Federation of State High School Associations (NFHS)  
Training centers  
Youth sport organizations (e.g., Little League Baseball)  
YMCA's, YWCA's  
Sport related franchises (e.g., My Gym)  
Sport camps

Gain experience working with youth (e.g., content) volunteer or work at sport and recreation camps.  
Coach youth sport teams or assist with high school teams.  
Get involved with college sport teams, intramural leagues, or campus recreational programs.  
Seek leadership roles in campus organizations.  
Serve as a peer advisor, tutor, resident assistant, etc.  
Build relationships on campus with coaches and athletic administrators.  
Gain relevant experience through practicum and internships.  
Be prepared to work long and irregular hours.  
Plan to earn a master's degree in sport management, preferably from an accredited sports-focused school in sport management, business, or college student personnel for more opportunities and advancement. Work as a graduate assistant (GA) in the athletic department.  
Obtain an assistant position and then head coach position at the university level to increase possibility of progressing to professional level.

### GENERAL INFORMATION

- Management is a broad business degree that can lead to many career opportunities. Students should clearly define their career goals and gain the skills and experiences needed through internships, part-time jobs, or summer positions.
- Get involved in student organizations and seek leadership roles.
- Learn to work well on a team and to interact effectively with a wide variety of people.
- Strong communication skills, including public speaking, are important to achieving success in this field.
- Conduct informational interviews with professionals in jobs of interest to learn about their work environments.
- Join related professional organizations and pursue certifications in your area of interest.
- Develop and utilize a personal network of contacts. Once in a position, find an experienced mentor.
- Look for companies that hire new graduates into rotational training or corporate leadership development programs to gain exposure to multiple functional areas.
- A willingness to relocate often opens more entry-level opportunities.
- Consider earning an MBA after gaining work experience to reach the highest levels of business management.