

## Career Options

- Account Manager
- Actuary
- Agency Director
- Bank Management
- Benefits Administrator
- Budget Analyst
- Construction Manager
- Consulting Analyst
- Controller
- Credit Analyst
- Editor
- Entrepreneur
- Financial Analyst
- Financial Planner
- Foreign Trade Analyst
- Human Resources Director
- Information Analyst
- Insurance Agent
- Investment Banker
- Loan Officer
- Market Researcher
- Materials Planner
- Operations Manager
- Procurement/Purchasing
- Product Developer
- Production manager
- Publisher
- Real Estate Developer
- Sales Manager
- Securities Analyst
- Stockbroker
- Systems Engineer
- Tax Auditor

## What is Management?

Management is the science and art of running an organization. It involves setting goals, planning, organizing human and other resources, implementing plans, and guiding the organization to achieve desired goals. The management major is designed for the generalist who wants a broad business background. Students take courses in business areas, such as accounting, marketing, finance, and business law, and courses that prepare them to function as managers in any organization. Students in business management learn about principles of economics, the legal and social environment in which business operates, and quantitative methods for measuring and projecting business activity. At Baruch, the field of Management consists of four majors: Entrepreneurship, Human Resource Management, Operations Management and Sustainable Business (MBA only). The four majors lead to distinctive career paths.

Entrepreneurship is a major aspect of our economy that offers many employment opportunities as well as income and wealth accumulation for diverse groups within our population. Human resource management is an important staff function in United States work organizations that develops and administers programs intended to assure the availability and effective functioning of an organization's human resources. The operations management major focuses on the service sector. Sustainability requires systems thinking, or 'cradle-to-cradle' thinking, emphasizing the 'reduce/reuse/recycle' paradigm.

## Occupational Opportunities

Graduates may enter the business world directly or pursue a master's degree. Some get a bachelor's degree in a non-business field and enter a master's of business administration (MBA) program after getting some entry-level work experience. Leadership plays a critical role in essentially all organizations. A BBA degree in management provides a number of career choices, including positions in such diverse organizations as retail, financial, consulting, and manufacturing companies. In large organizations, management graduates often enter in-house training programs before being assigned to various positions within a company.

## Skills & Abilities

Managers must be able to lead and motivate teams and individuals. Excellent interpersonal and communication skills are vitally important to effective leadership. Managers must also be able to make quick and effective decisions, within complex legal, economic, and social environments. Critical thinking skills, with strong analytical and evaluative processes are necessary.

- Leadership
- Problem solving
- Analysis
- Organizes
- Generates solutions

- Applies statistical models
- Tests ideas and hypotheses
- Strong interpersonal skills
- Manipulates numerical data
- Responds spontaneously/independently

- Decision-making
- Negotiates
- Manages projects/people
- Strong written and verbal communication
- Evaluates policies

- Works well under pressure
- Builds and motivates teams
- Possesses sound business ethics



## Management Major Tracks

### [Entrepreneurship](#)

BBA in Entrepreneurship

Since most business growth takes place with new and smaller businesses, some of the best employment opportunities can be found among entrepreneurial ventures. Even larger companies seek self-starters who are capable of taking responsibility for themselves and their divisions. To prepare Baruch College students to take advantage of these opportunities, the [Department of Management](#) now offers a full range of courses in this area as well as a major and a minor in Entrepreneurship.

### [Human Resource Management](#)

BBA in Human Resource Management (HRM)

Human resource management is an important function in nearly all United States work organizations. HR departments, formerly called personnel departments, have traditionally administered recruitment and placement, training and development, labor relations, compensation and benefits, and performance appraisal systems. In recent decades HR departments have assumed responsibility for workforce diversity and work/family programs, and currently they have become important contributors to strategic planning and organizational change processes. The field of HR offers variety in entry-level positions and dynamic work environments.

### [Operations Management](#)

BBA in Operations Management (OM)

The BBA in operations management prepares the student for entry-level positions in operations management or personnel administration; for the broader managerial responsibilities that usually come with promotion and continue to expand throughout one's career; or to start and manage an entrepreneurial venture.

## Additional Resources

U.S. Government's Occupational Outlook Handbook  
<http://bls.gov/oco>

American Management Association  
[www.amanet.org](http://www.amanet.org)

Institute of Management Consultants  
[www.imcusa.org](http://www.imcusa.org)

Institute for Operations Research and the Management Sciences  
[www.informs.org](http://www.informs.org)

About.com: Management  
<http://management.about.com>

Make the Difference  
[www.makingthedifference.org/federalcareers](http://www.makingthedifference.org/federalcareers)