MANAGEMENT, BS

The Management major provides students the opportunity to develop analytical and interpersonal skills that create value for any enterprise. Students learn to efficiently organize and use the organization's assets, especially its human assets, in a manner appropriate to 21st century enterprises. Students develop their skills and talents through 21 hours of coursework, including one foundational course, "Leadership and Ethics," and a collection of six courses within one specialized area, or concentration. The three concentrations that may be applied toward the management major are entrepreneurship, health care analytics, and human resource management. These concentrations provide students with the in-depth knowledge and experiences necessary to compete in today's complex marketplace. Many graduates secure careers in such fields as corporate development, family business, health care management, human resource management, and corporate communication. Others choose to continue their education by attending some of the best graduate programs in the nation.

Code and Title		Hours
Requirements		
MGT 320	Leadership and Ethics	3
Concentration		
Select one of the following concentrations:		18
	Entrepreneurship	
	Health Care Analytics	
Human Resources Management		
Total Hours		**21**

Concentrations

Entrepreneurs are bringing new ideas, technologies and solutions to market and improving how we live. As the rate of change escalates, entrepreneurship is even more valued. In the entrepreneurship program, students are prepared to become part of the entrepreneurial changes taking place. In this program, HOW students learn is as important as WHAT they learn. The program focuses on doing. All entrepreneurship classes use experiential learning as a key framework for immersing students in the entrepreneurial process. The classes embrace the art of competition, learning new technology, working with students from multiple disciplines on campus, networking with entrepreneurs and investors, building on their own ideas, and in some cases winning significant funds to move their ideas forward. Entrepreneurship students come from multiple colleges at UA; this means team experiences provide students with unique opportunities to meet a diverse group of peers. Entrepreneurship learning provides students with a lifelong love of innovation, creativity, and problem-solving. No matter where the entrepreneurship students take jobs or make their own jobs, they are a positive force for innovation, growth, and change.

The Entrepreneurship concentration is restricted to Management majors only. Management majors in the Entrepreneurship concentration must complete all required Entrepreneurship concentration courses with a grade of C- or higher.

Entrepreneurship Concentration		Hours
Required:		
A minimum grade of C- is required in each course.		
MGT 386	Foundations of Entrepreneurshp	3
MGT 387	Building Blocks of ENT I	3
MGT 388	Building Blocks of ENT II	3
MGT 482	New Venture Development	3
Capstone Experience A or B		6
Capstone Experience A: Small Business Management and Consulting		
MGT 484	Small Business Management	
MGT 486	Small Business Consulting	
Capstone Experience B: New Product Development		
MGT 483	Technology Commercialization	
MKT 410	Managing Innovation	
Total Hours		**18**

The Health Care Analytics concentration provides undergraduate students with the skills to meet the complex needs of healthcare organizations. Students in the healthcare analytics concentration learn how to harness data, process the data and produce evidence-based decisions. The daunting challenges confronting healthcare organizations today will require smarter, more informed decisions driven by data to improve outcomes and offer the value that market dynamics, governmental regulations and consumers demand. The six-course sequence aims to develop analytics competencies in our students to prepare them for entry-level analyst positions in a variety of healthcare settings. The Healthcare Analytics concentration is restricted to Management majors only. Management majors in the Health Care Analytics concentration must complete all required Health Care Analytics Concentration courses with a grade of C- or higher.

Health Care Analytics Concentration		Hours
A minimum grade of C- is required in each course.		
Required:		
HCAN 360	Introduction to Health Systems	3
HCAN 361	Healthcare Data Structures	3
HCAN 362	Health Information Systems	3
HCAN 463	Healthcare Systems Improvement	3
HCAN 464	Healthcare Data Mining	3
HCAN 465	Healthcare Analytics Projects	3
Total Hours		**18**

The Human Resource Management concentration develops student skills for the effective management of human resources in organizations. The program trains students to strategically address human capital management to improve organizational performance. The six-course curriculum covers a range of topics, including employee recruitment, selection, training and development, compensation, performance management, employee relations, and strategic human resource management. The curriculum is aligned with the Society for Human Resource Management (SHRM) curriculum guidelines and prepares students to pass the SHRM-CP Certification exam as well as Human Resource Certification Institute (HRCI) exam. The Human Resource Management concentration is restricted to Management majors only. Management majors in the Human Resources concentration must complete all required Human Resources concentration courses with a grade of C- or higher.

Human Resource Management Concentration		Hours
Required:		
A minimum grade of C- is required in each course.		

MGT 301	Intro to HR Management	3
MGT 431	Employee Recruitment/Selection	3
MGT 432	Employee Relations	3
MGT 433	Compensation & Performance Mgt	3
MGT 434	Training and Development	3
MGT 437	Strategic HR Management	3
Total Hours		**18**

Management Department Jobs by Concentration

Entrepreneurship

Entrepreneurship students are prepared to take multiple types of jobs:

Start a Business or New Venture Development – students start businesses right out of college, and others wait until later in their careers and use what they learn in their first jobs with more established firms to then open up their own businesses later in life. The support network obtained while going through classes helps entrepreneurs who want to start their businesses during their school years and right after graduation.

Work with Firms that are Growing and Scaling – some students take positions with growth firms, using their entrepreneurship learning to help drive new projects and products. They also accept positions with more established, larger firms that are looking for employees who can take on new programs and run with them, who can develop new ideas and help implement them and who can support continuous improvement based on ability to problem solve and ideate.

Venture Capital, Private Equity, and Incubation – students who enjoy the finance side of entrepreneurship can take positions with venture capital (VC) or private equity firms as well as in incubators and accelerators. Some of these VC units are part of larger, established firms while others are independent organizations. In these jobs, students are often involved in evaluating startups and then consulting with the entrepreneurs.

Small and family businesses – many students go into their own family businesses, helping them grow. Others start small, local businesses, and another group focuses on starting or joining not-for-profit businesses or firms focused on social entrepreneurship.

A Better First Job – no matter where entrepreneurship students choose to go for their first job, the confidence, network, and skills obtained from this program provide them with a better first job. The ability to move from idea to product / service to commercialization and growth is a skill in demand by many types of organizations and a skill that provides each student with the ability to evaluate, start and grow their own companies. The program provides students with a network that supports entrepreneurial activity anywhere.

Healthcare Analytics

The Health Care Analytics (HCAN) program prepares students for entry-level clinical, operational, and financial analyst positions in various healthcare settings. In addition to the core business curriculum that helps students develop a solid foundation in business principles, students in the Health Care Analytics program learn how to gather, extract, process, analyze, and present data. The program follows a cohort model in which the same group of students advances through the set of 6 sequenced courses together over a two-year period (junior and senior year).

The demand for talented data analysts in the healthcare industry is steadily increasing. In fact, job postings for data scientists has risen 75% in recent years. Data analysts are at the forefront of promoting population health, as their data-driven findings often guide the establishment of medical policies and practice standards. Over half of our graduates enter the job market with an average starting salary of $59,000. Students who choose to pursue graduate studies have been placed in prestigious graduate programs, including UAB, Johns Hopkins University, Trinity University, and MUSC, to name a few.

Human Resources

Human Resource Management students are prepared to take multiple types of jobs. Many recent graduates have obtained jobs in the following areas within their first year after graduation:

Human Resource Generalist – Students are prepared to take on HR generalist positions in which they use their knowledge and skills to perform tasks related to human capital strategy, talent acquisition, onboarding, compensation, employee relations, performance management, and HRIS systems. Many recent graduates work in generalist HR positions with titles such as People Operations Coordinator, Human Resource Assistant, Senior Human Resources Assistant, Human Resource Manager, Human Resource Partner, and Human Resource Generalist.

Talent Acquisition – Several recent graduates have taken positions specializing in talent acquisition. These students use their skills in recruiting and onboarding new employees for medium-to-large companies and staffing firms. Students are prepared to perform tasks such as sourcing and attracting applicants through recruiting channels and events, interviewing and assessing candidates, tracking applicants, hiring and onboarding new employees, and promoting and managing their company's employer brand.

Small and family businesses – Some students work in small businesses or start their own, helping them grow. Skills in HRM help these students with the critical people-related aspects of managing and growing these businesses, including staffing, training, employee relations, and compensation.

A Better First Job and Beyond – Human Resource Management students gain the skills, confidence, and network to help them find a better first job and to grow and advance as managers and leaders in HR and other business functions.

Learn more about opportunities in this field at the Career Center