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 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 earn a C- or better in all Entrepreneurship concentration courses.

Entrepreneurship Concentration Required:
MGT 386 Foundations of Entrepreneurship 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 3
MGT 486 Small Business Consulting 3
Capstone Experience B: New Product Development
MGT 483 Technology Commercialization 3
MKT 410 Managing Innovation 3

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 earn a C- or better in all Health Care Analytics concentration courses.

Health Care Analytics Concentration 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 Resource Management concentration must earn a C- or better in all Human Resource Management concentration courses.

Human Resource Management Concentration Required:
MGT 301 Intro to HR Management 3
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

### 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).