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# B.B.A. in Management

[www.sbu.edu/marketing](http://www.sbu.edu/marketing) • Dr. Jinjing Zhu, Chair • [jzhu@sbu.edu](mailto:jzhu@sbu.edu) • (716) 375-2196



## Leading in Today's World

Today's employers are looking for field-specific knowledge AND a broad range of "cross-cutting" skills such as teamwork, critical thinking, oral communication and ethical decision making.

Employers are looking for people who have the ability to apply classroom knowledge to real-world settings. They want problem solvers who are not afraid to get their hands dirty.

Management at SBU is your doorway to this broader world. By combining a broad range of business disciplines with an outstanding array of real-world engagement opportunities, you can create your own unique niche. We will teach you how to manage projects and lead people.

## Career Outlook

Graduates have career opportunities available to them in a variety of business and not-for-profit organizations including:

- Human resource management
- Global management
- Productions and operations management
- Small business management
- Retail/Sales management
- General management

The Department of Labor reports that 65% of today's students will be employed in jobs that do not exist yet. Management at SBU aims to provide you with the skills and perspective to meet these future challenges.

SBU Management grads find themselves working in organizations ranging from Fortune 500 companies to nonprofits in Africa to starting their own entrepreneurial businesses.

## Field Experience

It takes more than a great GPA to land that great job. We provide opportunities for you to get the hands-on experiences that you can't get in the classroom. Service-learning programs, many housed in our department, have been cited as "best practices" by our national accrediting organization.

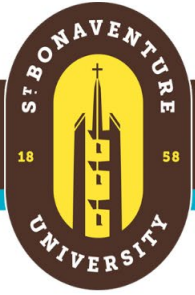
In addition to completing an internship as a junior or senior, you have opportunities to grow yourself and your resume from day one of your freshman year.

You could work in C4, our state-of-the-art consulting organization that partners with small businesses and nonprofits. Maybe you'll be part of our Enactus team that manages our annual service leadership program to the Bahamas. Perhaps you are more interested in working to support a microfinance program in Uganda through Embrace It Africa. You could be part of a research team looking at social media. Or maybe you want to be part of SciencePack that creates science kits for teachers in Africa and Haiti.

## Curriculum

Management majors pursue coursework that focuses on decision making, team work, analytics, problem solving and business information systems. During your first two years, you will take business core classes such as marketing, finance and business law, in addition to our introduction to management class. Major courses, many of which are taken during your junior and senior years, includes courses in production, quantitative analysis, and international management.

If you wish to focus on a particular area you can choose concentrations in Entrepreneurship, Family Business, Global Business or Human Resource Management.



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### **Student Activities**

Working with student clubs not only provides you opportunities to manage actual projects and lead people, but these clubs are also at the heart of our networking effort. Every year the Management Club, the Family Business Club and the BIS Club set up and promote professional networking meetings — our goal is to get you in touch with the people in your field.

In addition, every spring our clubs run annual trips to a major city. These are anchored by alumni events in that destination city.

### **Your Life, Your Future**

Planning your future in today's world is an intimidating task. The Management major at SBU is designed to start you and keep you on your journey. Our goal is the same as yours — to make you the very best person you can be.