



Management

College of Business Administration

The management major offered by the Management Department at UW-La Crosse is a program carefully structured to meet the requirements of AACSB International of which UW-La Crosse is an accredited member. Approximately 25% of the Schools of Business in the U.S. hold this accreditation.

The program is carefully structured to qualify students for a challenging career in profit and non-profit organizations. The faculty members of the department hold doctoral degrees from reputed schools such as Harvard, University of South Carolina, University of Iowa, University of Illinois, New Mexico State University and the University of Pavia in Italy in their area of expertise and publish actively in peer-reviewed journals to stay current with business trends and practices. Many have also had work experience in renowned national and international corporations.

Working with this specialized group of faculty and staff, our graduates are well prepared in their mastery of technical business management and in their communications skills, confidence, ability to work with others, willingness to accept leadership roles and responsibilities, and valuing diversity and human differences. These professional and social skills can be further refined by participation in the professional student organizations at UW-La Crosse such as the Society for Human Resource Management. Our local chapter has won several awards over the years. Its members are actively involved on and off campus.

The major provides exposure to skills and careers in the growing fields of manufacturing and service management, human resource management, and international management while providing for flexibility for support in additional areas. In addition, the major provides students with backgrounds in policy formulation, decision making, managing changes, developing social responsibility and pursuing sustainability goals among others.

Undergraduate Programs

Major:

- Management

There is only one track in the major, now allowing the student maximum flexibility. Students can still concentrate in the following traditional areas, but have the ability to explore outside their emphasis if they desire.

General Management and Technology – Reflecting the growing importance of technology in the workplace, this area offers courses in the management of information technology, management science, and total quality management.

Human Resources – The human resources track is designed for students seeking expertise in the personnel and human resources areas. This area offers courses dealing with selecting and training employees, administering compensation and benefits, and comparing labor practices from a cross-cultural perspective.

International Management – Increasing student and employer interests in international business led to the development of this specialized track. Courses in international management, comparative management and labor relations, international human resources, and the law of international business transactions are designed to prepare students for management careers with companies that operate globally.

Department Features

All students take courses in organizational behavior, the ethical and legal environment of business, economics, computer science, information systems, accounting, marketing, production, finance, and a capstone course in business strategy. The major also prepares students for entry into graduate work toward a masters or doctorate in business administration (M.B.A. and D.B.A.) or a Ph.D. There is opportunity for specialization in accounting, economics, finance, or marketing through selective use of the electives offered.

Since management principles are used in almost every organization and activity, the major teaches basic principles and their application to a variety of problem situations. The Management Department also places a strong emphasis on the use of technology, teamwork and formal writing.

Additionally, international dimensions are emphasized throughout the management curricula. The Department of Management is currently establishing connections with business schools in Latin America, Europe, and Asia and working with the Office of International Education and Career Services division to place students in international internships.

Sample Courses

- Principles of Labor-Management Relations
- Business Law
- Management of Information Technology
- Total Quality Management
- Human Resources: Employment
- Product Management

- Emergent Leadership and Team Development
- Corporate Training
- Business Process Re-engineering

Career Opportunities

Entry Level

- Compensation and Benefits Analyst
- Human Resource Coordinator
- Insurance Claims Adjuster
- Junior Internal Auditor
- Management Trainee in general, financial, production or technical accounting
- Merchandising Trainee
- Personnel Specialist
- Production Expediter
- Programmer Analyst
- Quality Improvement Coordinator
- Recruiting Consultants
- Sales Representative
- Technical Analyst

Further Education

- Graduate study in human resource management, organizational behavior, law, international business, management information systems, production and operations management, management science, statistics, technology management, etc.

Long Term Career Development

- Business Executive in sales, production, personnel, financial, purchasing, or information systems
- Private Business Owner
- Retail Store Manager

Occupational Outlook

The future outlook for business majors is among the brightest of any of the college majors. Graduates are well prepared for work in private or public, small or large organizations. The job placement rate for management graduates is stable with most of them getting employed in the areas of their specialization and the remaining graduates pursuing higher education to further their career interests. The most recent employment data for our graduates show a placement rate of about 93% with another 5% pursuing higher studies. The average salary earned by management majors in entry-level jobs closely follows the average salary earned by other business majors. The career progression of management graduates nationwide appears to be steep due to their overall academic preparation in assuming leadership roles early in their careers.

Internships

Another related measure of the success of our major is the number of internships our students were able to secure in the period 1993-2000. The trend of securing internships is on the rise, and approximately 25% of these internship opportunities resulted in full-time employment opportunities for our graduates.

Professional Associations

Society of Human Resources Management

Management Department
 416 Wimberly Hall
 (608) 785-8110
www.uwlax.edu/ba/mgt/

