



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 percent 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 numerous professional student organizations at UW-La Crosse, including organizations in human resources management, international management, entrepreneurship (CEOs) and more.

This major provides exposure to skills and careers across all areas of management: private sector, public sector, domestic and international. It also provides students with important exposure to matters of corporate social responsibility, sustainable management, the Principles of Responsible Management Education and the UN Global Compact.

Undergraduate Programs

Major:

- Management

The department offers a major that consists of three required courses and five elective courses.

The intent of this structure is to provide both students and faculty maximum flexibility in pursuing areas of interest within the field of management tailored as much as possible to each person's needs and interests.

The three required courses within the major include a course in the principles of management thought; a course in the global, or international, perspective of business; and a course on the broader, more global responsibilities of management in a changing, complex world.

Supplementing these three required courses is a broad array of course offerings across such traditional areas of management thought as General Management and Technology, Human Resources, and International Management.

Similarly, "topics" courses in up-to-the-minute issues in contemporary management thought are also frequently offered.

Department Features

All business students, independent of their respective majors, 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 management.

As an area of focus, the major then prepares students for entry into either the world of work or graduate work toward a master's or doctorate degree in business administration (M.B.A. and D.B.A.) or a Ph.D.

The major prepares students to deal effectively with the diverse and complex challenges inherent to all of today's organizational settings; and to do so with honor and integrity.

The major also places a strong emphasis on the use of technology, teamwork and communication—

written and oral, formal and informal.

International dimensions in management are also emphasized throughout the curriculum, with ongoing efforts, in conjunction with the Office of International Education at UW-L, to establish connections with business schools and study-abroad programs in Latin America, Europe, and Asia.

We also seek to develop international internship opportunities, whenever possible.

Sample Courses

- Innovation and Technology Management
- Principles of Labor-Management Relations
- Emergent Leadership and Team Development
- Management of Information Technology
- Total Quality Management
- Business, Labor, and Human Rights
- Human Resources: Employment
- Product Management

- Emergent Leadership and Team Development
- Corporate Training
- Project Management

Career Opportunities

Entry Level

- Management Trainee in general, international, human resources, or production management
- Product or Market Analyst
- Compensation and Benefits Analyst
- Human Resource Coordinator
- Insurance Claims Adjuster
- Junior Internal Auditor
- 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, finance, logistics, or information systems
- Entrepreneur
- Private Business Owner
- Service Management
- Sports Management

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 percent with another 5 percent 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 2000-2010. The trend of securing internships is on the rise, and approximately 25 percent of these internship opportunities resulted in full-time employment opportunities for our graduates.

Professional Associations/Clubs

Society of Human Resources Management
International Management Club
Collegiate Entrepreneur's Organization (CEO)

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