What is management?
Management is about finding the best way to accomplish tasks and achieve goals. Effective managers are essential to the success of any organization. They skillfully coordinate the activities of the organization and lead and support the people within it, so that the organization can achieve its goals. Managers need a good understanding of planning, organizing, leading and controlling organizational processes.

Develop the knowledge and skills you need to be a successful leader.
Organizations today need managers who can effectively make decisions under complex and ambiguous circumstances, and in diverse and global environments. With a management major, you’ll learn these skills. You’ll also gain the hands-on experiences to become a socially-responsible leader, an evidence-based decision-maker, and an inclusive team member.

UWL’s Management program prepares students for a challenging career in a variety of business contexts, including for-profit and non-profit organizations. The program emphasizes applied coursework and networking through internships and community engagement in classes. Students will find many opportunities to practice positive leadership and teamwork.

One of my professors gave out his email and said, ‘If you have questions or need help, call or email me.’... Once I realized the professors at UWL — like at Western Technical College — were willing to help me, that helped me make the transition.

Ryan Crain

Careers in management
Students commonly choose careers in leadership, human resources, operations or entrepreneurship. Experience in the field ideally leads to executive roles in the future. Find more details of various management occupations on the U.S. Bureau of Labor Statistics website. Some job titles include:

- Operations, logistics or export manager
- Recruiter
- Sales manager
- Business analyst
- Trainer
- Human resource manager
- Project manager
- Management consultant
What distinguishes UWL’s Management program?

• Focus on your area of interest
  Students can tailor their major to emphasize their management interests. Focus areas include: human resource management; general management; entrepreneurship and small business management; healthcare management; environmental sustainability; international management; and production, logistics and supply chain management.

• AACSB-accredited
  The Management program is part of the College of Business Administration, which is accredited by AACSB International. This accreditation represents the highest standard of achievement for business schools and is held by only 5% of schools worldwide. AACSB schools produce graduates who are more highly skilled and marketable to employers than other non-accredited schools.

  • Excellence in teaching
    The Management Department has high-quality faculty with doctoral degrees and professional experience. They offer relevant and challenging curriculum in classes that integrate the instructors’ managerial insights from professional work. Faculty are committed to excellence in teaching and scholarship. Two management professors have received campus-wide awards for excellence in teaching, and faculty regularly make contributions to their field, including publication of their work in top-tier research publications.

  • Integration of social responsibility and sustainability
    Students in the major benefit from a strong commitment to sustainability and social responsibility in research and teaching, or The Principles for Responsible Management Education. PRME is a United Nations supported initiative to equip today’s business students with the understanding and ability to deliver change for tomorrow, providing them skills to balance economic and sustainability goals.

  • Community outreach through classes
    Students have the opportunity to connect classroom learning with businesses and organizations in the community through applied projects, service learning experiences and internships. These activities allow students to engage with the community and make an impact on real community initiatives.

  • A facility where modern and historic meet
    UWL’s College of Business Administration is located in the recently-renovated Wittich Hall. Changes to the facility preserve the history of UWL’s second oldest building, while providing modern places to connect and study. The facility was renovated with student input. Student spaces include computer labs, study spaces, sales competition rooms, a finance lab and more.

• Successful interdisciplinary business program
  Students have the opportunity to apply to a unique, interdisciplinary business program, the Integrated Core Program. Students in the program gain a deeper understanding of core business functions in management and how they relate to finance and marketing. The program aims to improve critical thinking, communication and professional skills through applied projects with community partners.

Management Department
Location: 2229 Wittich Hall
Phone: 608.785.8110
Web: www.uwlax.edu/management
View degree requirements at catalog.uwlax.edu