MANAGEMENT, B.S. (CAPITAL)

Begin Campus: Any Penn State Campus
End Campus: Harrisburg

Program Description
This major provides students with the knowledge and skills managers need in today’s dynamic business environments. Core management courses provide a general overview of key management competencies including effective leadership, team building, managing and motivating human resources, facilitating organizational change and learning, and fostering and applying organizational knowledge for competitive advantage. Students complement this general management foundation with a human resource management, entrepreneurship, or individualized concentration.

Human Resource Management Concentration
This concentration prepares students for a career in human resource management by developing skills and competencies in managing diversity and equal opportunity, ethical and fair treatment of employees, human resource planning and staffing, employee training and development, compensation and benefits, performance management, labor relations, and protecting employee safety and health. Students completing this concentration would be prepared to demonstrate their knowledge of the core principles of human resource practices and the application of those principles for potential certification as a Professional in Human Resources (PHR), Senior Professional in Human Resources (SPHR), or Global Professional in Human Resources (GPHR).

Entrepreneurship Concentration
The Entrepreneurship concentration is designed to introduce undergraduate students to the process of new venture development. Topics covered in the concentration include business plan development, the nature of management in small business, and the role of creativity and innovation in the entrepreneurial process. Opportunities are provided for student participation in the development of an actual new business venture.

Individualized Concentration
The Individualized concentration is designed to provide students with a customized specialization that enables them to develop their own concentration in a management field of their choice. It allows flexibility in developing student knowledge and competencies in accordance with their personal, professional, and career interests.

What is Management?
Organizations need leaders—people who can effectively manage organizations and the people in them, as well as develop and implement strategies that will lead to success. Gain the knowledge and skills managers need to deal with contemporary challenges including leading and motivating people, decision making, developing strategies for competing in the global economy, balancing the interests of multiple stakeholders in complex, legal, political, and ethical environments, and leading change.

You Might Like This Program If...
• You have an aptitude for leadership or team-building.
• You have strong communication and motivation skills.