

MANAGEMENT, B.S. (BUSINESS)

Begin Campus: Any Penn State Campus

End Campus: University Park

Program Description

This major provides students with knowledge and skills managers need to deal with contemporary management challenges, such as leading and motivating people of different ages and backgrounds, developing strategies for competing in the global economy, and balancing the interest of multiple stakeholders in a complex legal, political, and ethical environment. The management core provides a general overview of the knowledge and skills required for effectively managing people and organizations. Students then supplement that overview with either the human resources management concentration or the entrepreneurship concentration. Career opportunities are in management trainee positions, human resources, customer service, consulting, and family businesses, and entrepreneurship.

Human Capital Management Concentration

The HRM concentration prepares students for a professional career in human resources management, and develops skills and expertises in areas such as planning, staffing, job design, employee development, performance management, compensation, change management, and managing diversity.

Organizational Leadership Concentration

The ENTR concentration provides students with broad knowledge about business start-ups in a global competitive environment. Students develop skills in conflict and resolution management, negotiations, moving technology from development to commercialization and defining new business ventures.

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.

MORE INFORMATION ABOUT MANAGEMENT (<https://undergrad.smeal.psu.edu/majors/management/>)