



Baruch College
Career Development Center
VC 2-150 (646) 312-4670

A Career Guide for Management

Management is the science and art of running an organization. It involves setting goals, planning, organizing human and other resources, implementing plans, and guiding the organization to achieve desired goals. At the Zicklin School of Business, three specializations are offered: Entrepreneurship and Small Business Management, Human Resources Management, and Operations Management.

The Entrepreneurship and Small Business track is for those students who are interested in developing a business idea, translating a concept into reality, and ultimately starting a business venture. It covers all aspects of dealing with the challenges of building and managing a small business. The entrepreneurial process includes matching skills and attributes with the requirements of a venture; evaluating the strength, growth potential, and markets for the venture's products or services; securing financing; and starting up. The small business process includes planning, managing human resources, addressing ethical issues, establishing organizational controls, marketing, analyzing and managing financial risk, securing capital, franchising, and dealing with family business and succession issues.

The Human Resources Management option prepares students for a professional career dealing with the relationship between an

SKILLS & ABILITIES

Managers must be able to lead and motivate teams and individuals. Excellent interpersonal and communication skills are vitally important to effective leadership. Managers must also be able to make quick

organization and its human resources, namely strategies and techniques for effective utilization of people. Skills and expertise in areas such as planning, staffing, job design, employee development, labor relations, performance management, compensation, and change management are desirable.

Operations Management prepares students for a broad range of managerial and staff positions in business. Managing the operations of a business encompasses all activities that allow the organization to deliver services and products that customers want. This includes the efficient, effective, and economical management of operations. It requires control of product quality, materials management, capacity planning, operations scheduling, productivity monitoring, facilities location, and physical distribution. The functional, behavioral, economic and legal aspects of various types of business organizations are studied, utilizing a variety of analytical and conceptual models, tools, and techniques. Operations positions are found in all organizations, including banking and financial services, manufacturing, and government.

For further information, contact the Department of Management at VC 9-240 or (646) 312-3623.

and effective decisions, within complex legal, economic, and social environments. Critical thinking skills, with strong analytical and evaluative processes are necessary.

Related Skills & Characteristics

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| Leadership | Evaluating policies |
| Problem solving | Applying statistical models |
| Analysis | Testing ideas and hypotheses |
| Organizing | Strong interpersonal skills |
| Generating solutions | Manipulating numerical data |
| Decision-making | Responds spontaneously/independently |
| Negotiating | Works well under pressure |
| Managing projects/people | Builds and motivates teams |
| Reading/interpreting economic statements | Possess sound business ethics |
| Strong written and verbal communication | |

OCCUPATIONAL OPPORTUNITIES

Leadership plays a critical role in essentially all organizations. A BBA degree in Management provides a number of career choices, including positions in such diverse organizations as retail, financial, consulting,

and manufacturing companies. In large organizations, management graduates often enter in-house training programs before being assigned to various positions within a company.

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| Account Manager | Editor | Operations Manager |
| Actuary | Entrepreneur | Procurement/Purchasing |
| Agency Director | Financial Analyst | Product Developer |
| Investment Banker | Financial Planner | Production Manager |
| Bank Management | Foreign Trade Analyst | Publisher |
| Benefits Administrator | Human Resources Director | Real Estate Developer |
| Budget Analyst | Information Analyst | Sales Manager |
| Construction Manager | Insurance Agent | Securities Analyst |
| Consulting Analyst | Loan Officer | Stockbroker |
| Controller | Market Researcher | Systems Engineer |
| Credit Analyst | Materials Planner | Tax Auditor |

Web Sites for additional information:

The most comprehensive site about careers, including current salary and job prospects, is the US Government's Occupational Outlook Handbook - <http://stats.bls.gov/oco/>

Careers Online <http://www.colinc.com/default.html>

Chartered Institute of Purchasing and Supply <http://www.cips.org>

Institute for Operations Research and Management Sciences <http://www.informs.org>

Institute of Operations Management <http://www.iomnet.org.uk>

National Association of Purchasing Management <http://www.napm.org>

MN 8/02 Information was obtained from the following sources:

Fogg, N. (1999). The College Majors Handbook. IN:JIST.

Websites: <http://stats.bls.gov/oco>, <http://www.unewil.edu/stuaff/career/Majors/index.htm>.

<http://career.utk.edu/students/majors/majorsindex.asp>, <http://cpp.umich.edu/cpp/library/CareerGuides/careerguides.html>.

<http://www.ncsu.edu/career/students/major.htm>, <http://www.ashland.edu/cardev/CareerDevelop/majorin.html>.