

The Management Major Goals

2004

The purpose of the management major is to build on the foundation of the business core to enable the learner to apply theoretical organizational strategies to practical business situations and to present, analyze and evaluate options to effectively integrate material and human resources for enhanced productivity toward a socially responsible end. A learner who has successfully completed a management major at Upper Iowa University will be expected to:

1. Demonstrate the accounting skills used in a variety of business settings. This ability will be developed through the successful completion of the following courses:

BA 201 Accounting Principles I
BA 202 Accounting Principles II

2. Identify marketing concepts and their application in a variety of business settings. This ability will be developed through the successful completion of the following courses:

BA 208 Marketing Principles

3. Explain the principles of finance and their application in a variety of business settings. This ability will be developed through the successful completion of the following courses:

BA 341 Corporate Financial Management

4. Identify management concepts and their application in a variety of business settings. This ability will be developed through the successful completion of the following courses:

BA 210 Management Principles

5. Analyze organizational behavior principles and the impact of diversity on organizations. This ability will be developed through the successful completion of the following courses:

BA 210 Management Principles

6. Explain the fundamental aspects of human resources management and their application in a variety of business settings. This ability will be developed through the successful completion of the following courses:

BA 210 Management Principles
BA 303 Business Law II
BA 361 Human Resources Management

7. Identify the fundamental components of operations management and their application in a variety of business settings. This ability will be developed through the successful completion of the following courses:

BA 210 Management Principles
BA 356 Quantitative Decisions in Business

8. Describe the legal environment in which businesses must operate. This ability will be developed through the successful completion of the following courses:

BA 302 Business Law I
BA 303 Business Law II

9. Recognize the economic environment and policies that affect businesses. This ability will be developed through the successful completion of the following general education courses:

BA 211 Macroeconomic Principles
BA 212 Microeconomic Principles

10. Identify and evaluate socially responsible and ethical business practices. This ability will be developed through the successful completion of the following courses:

BA 225 Business Ethics
All upper division business courses

11. Explain the use of information systems in business. This ability will be developed through the successful completion of the following courses:

BA 222 Management of Information Systems

12. Demonstrate quantitative and statistical skills used in business decision making. This ability will be developed through the successful completion of the following courses:

MATH 220 Elementary Statistics
BA 356 Quantitative Decisions in Business

13. Describe a global view of business and evaluate the impact of international differences on business operations. This ability will be developed through the successful completion of the following course:

BA 488 Economics of International Business

14. Synthesize and evaluate knowledge in the major and apply it to a particular organization. This ability will be developed through the successful completion of the following courses:

ID 498 Senior Project

15. Explore the social, cultural, and behavioral foundations of human enterprise. This ability will be developed through the successful completion of the following courses.
 - BA 365 Leadership Theory
 - BA 474 Organizational Behavior
 - BA/SOC 390 Complex Organizations

16. Analyze current theories and practices developed to improve quality and productivity. This ability will be developed through the successful completion of the following courses:
 - BA 454 Management Cases
 - BA 423 Production and Operations Management

17. Apply rational problem solving skills, communication techniques, and critical thinking skills to management. This ability will be developed through the successful completion of the following courses.
 - BA 370 Entrepreneurship and Small Business Management
 - BA 374 Business Communication
 - BA 454 Management Cases
 - BA 423 Production and Operations Management

18. Recognize the different perspectives of labor and management. This ability will be developed through the successful completion of the following courses.
 - BA 362 Supervision
 - BA 411 Labor Relations and Negotiation
 - BA 454 Management Cases

19. Identify the managerial, marketing and financial aspects required for an entrepreneurial venture.
 - BA 362 Supervision
 - BA 370 Entrepreneurship and Small Business Management
 - BA 373 Business Communication
 - BA 423 Production and Operations Management