

## The Management Major Goals

August 2001

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 an understanding of management concepts and their application in businesses of all types, from entrepreneurship to corporations. This ability will be developed through the successful completion of the following courses.

BA 210	Management Principles
BA 201	Accounting Principles I
BA 202	Accounting Principles II
BA 208	Marketing Principles
BA 488	Economics of International Business
BA 302	Business Law I
BA 303	Business Law II

2. Demonstrate an understanding of the economic environment and policies, and the ability to use financial principles in business settings. This ability will be developed through the successful completion of the following courses.

BA 210	Management Principles
BA 201	Accounting Principles I
BA 202	Accounting Principles II
BA 488	Economics of International Business
BA 341	Corporate Financial Management
BA 211	Macroeconomic Principles
BA 212	Microeconomic Principles

3. Demonstrate an understanding of and ability to apply quantitative tools and techniques commonly utilized to support business decision-making. This ability will be developed through the successful completion of the following courses.

BA 210	Management Principles
BA 201	Macroeconomic Principles
BA 202	Microeconomic Principles
BA 341	Corporate Financial Management
MATH 109	Quantitative Methods
MATH 220	Elementary Statistics
MIS 267	Computer Applications

4. Demonstrate an understanding of marketing concepts and their application in businesses of all types, from entrepreneurships to corporations. This ability will be developed through the successful completion of the following course.

BA 208	Marketing Principles
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5. Demonstrate a global view of business, including the impact of international differences on marketing management, economic and business operations. This ability will be developed through the successful completion of the following courses.

BA 210          Management Principles  
BA 488          Economics of International Business

6. Demonstrate an understanding of the social, cultural, and behavioral foundations of human enterprise. This ability will be developed through the successful completion of the following courses.

BA 454          Management Cases  
BA 362          Supervision  
BA/SOC 390    Complex Organizations

7. Demonstrate an ability to apply business and economic principles to increase organizational performance. This ability will be developed through the successful completion of the following courses.

BA 454          Management Cases  
BA 423          Production and Operations Management  
BA 362          Supervision

8. Demonstrate an ability to apply rational problem solving skills and critical thinking skills to management. This ability will be developed through the successful completion of the following courses.

BA 454          Management Cases  
BA 423          Production Management  
BA 361          Human Resources Management  
BA 370          Entrepreneurship and Small Business Management

9. Demonstrate an understanding of elements of the environment that influence management activities. This ability will be developed through the successful completion of the following courses.

BA 454          Management Cases  
BA 361          Human Resources Management  
BA 411          Labor Relations and Negotiation

10. Demonstrate an understanding of the specific technical issues of management. This ability will be developed through the successful completion of the following courses.

BA 423          Production Management  
BA 361          Human Resources Management  
BA 454          Management Cases  
BA 362          Supervision  
BA 411          Labor Relations and Negotiation