

MANAGEMENT CAREER PATHS – Larry L. Luig School of Business

Business Analytics - Business analysts, often called management consultants, propose ways to improve an organization’s efficiency. They advise managers on how to make organizations more profitable through reduced costs and increased revenues. Typical tasks for business analysts include:

- Gathering, organizing, and analyzing information
- Interviewing personnel and conducting observations to determine methods, equipment, and personnel that will be needed
- Developing solutions or alternative practices, as well as recommending new systems, procedures, or organizational changes

Entrepreneurship - While dictionaries define an entrepreneur as “a person who organizes and manages a business undertaking, assuming the risk for the sake of the profit,” there are many other aspects to being an entrepreneur.

Entrepreneurship is about people. Your partners, employees, investors, customers, and everyone you come into contact with must have confidence and trust in you and your business. This trust is what will win you repeat customers, loyal employees, willing investors, and success as an entrepreneur. Entrepreneurial thinking means working creatively to improve your performance in every aspect of your life.

Human Resources - Human resources managers plan, direct, and coordinate the administrative functions of an organization. They oversee the recruiting, interviewing, and hiring of new staff; consult with top executives on strategic planning; and serve as a link between an organization’s management and its employees.

Not-For-Profit Management - Management careers in nonprofit and not-for-profit organizations involve many of the same skills required for traditional business management positions—research and development, marketing, financial management, production, sales, public relations, training, and human resource development.

These types of organizations face unique challenges that include finding creative ways to generate operating finances, attracting high caliber professionals and volunteers, and maintaining goodwill, while helping various groups of people or promoting causes.

Operations Management - Operations Managers are responsible for allocating all of a company’s resources and facilities to maintain its smooth and professional operations. General and operation managers plan, direct, or coordinate the operations of public or private sector organizations. Duties and responsibilities include formulating policies, managing daily operations, and planning the use of materials and human resources, but are too diverse and general in nature to be classified in any one functional area of management or administration, such as personnel, purchasing, or administrative services.

Major Electives		Free or Liberal Arts Electives	
MGT3345	Managing with Information Systems	BUS2210	Business Intelligence and Analytics
		BUS4420	Data-Mining for Business Analytics
		MGT3332	Operations Management
		MAT2212	Quantitative Methods
MGT3347	Staffing	MKT2222	Fundamentals of Marketing Research
MGT3350	Small Business Management	MKT2241	Consumer Behavior
		MKT2242	Branding
		MKT2245	Professional Selling and Sales Management
MGT3347	Staffing	BUS3304	Data Analysis in Decision Making
MGT4420	Managing for Change		
MGT4430	Leadership		
MGT2250	Not-For-Profit Management	BUS2281	Project Management
MGT2253	Fundraising and Resource Development for Nonprofit Organizations		
MGT3350	Small Business Management		
MGT4430	Leadership		
MGT3345	Managing with Information Systems	BUS2267	Management Information Systems
		BUS2281	Project Management
		BUS4410	Business Research Methodology
		IBS3344	Global Supply Chain Management and Logistics

Under certain circumstances the need to take developmental College Skills courses may lengthen the time required to complete the student’s program, and may result in increased costs to a student.

Not all programs and courses are offered at all campuses. You may be required to take some courses at another campus or online.

For more information about Berkeley College graduation rates, the median debt of students who completed programs, and other important disclosures, please visit BerkeleyCollege.edu/gainful-employment/bba_business_administration_management_nj_statistics.htm and BerkeleyCollege.edu/gainful-employment/bba_business_administration_management_ny_statistics.htm.

Career Paths are not minors or concentrations and will not be noted on a student’s transcript or diploma. Career Paths are suggested electives to fill elective credits.