

MANAGEMENT

Mission Statement

The mission of the College of Business is to provide a high quality, student-oriented educational experience to undergraduate and graduate business students primarily from the Northwest Florida region. The college of Business prepares students for successful careers in business and society and, in doing so, advances the educational and economical development of Northwest Florida. The College of Business prepares students for successful careers by offering them the opportunity to develop knowledge and skills in a particular business discipline within the framework of a broad business curriculum.

Student Learning Outcomes

UWF Management graduates should be able to do the following:

Content

- Develop facility in the use of terminology and concepts in the major areas of business:
 - Information Technology
 - Management
 - Accounting
 - Marketing
 - Economics
 - Finance
- Explain the management functions of planning, organizing, leading, and controlling the use of resources to accomplish performance goals in organizations
- Apply principles of group and individual dynamics through effective membership in a team
- Identify issues and problems in human resource management

Critical Thinking

- Identify and analyze key elements that comprise business problems/ opportunities
- Select and apply appropriate discipline frameworks to address business problems/opportunities
- Select and apply appropriate problem-solving techniques to business problems
- Integrate knowledge across business disciplines to formulate defensible strategic business decisions

Communication

- Create and deliver effective oral presentations
- Develop effective written presentations
- Contribute effectively to group discussions

Integrity/Values

- Recognize legal and ethical problems that occur in business contexts
- Select and defend an appropriate ethical and legal course of action

Project Management

- Design and execute reasonable timelines for project completion
- Collaborate effectively with diverse individuals
- Manage appropriately to facilitate project completion

Assessment of Student Learning Outcomes

In the Management major, you will demonstrate specific knowledge and skills through quizzes, examinations, projects, and other assignments throughout the undergraduate program. For example, in the core BSBA course Policy Analysis & Formulation, you will be given an opportunity to demonstrate your academic accomplishments in a standard format through the production of a substantial case analysis. In the Management specialization course The Future: Projecting, Planning and Managing, you will have the opportunity to showcase your academic accomplishments through the production of a substantial life planning paper. In most courses, you will have quizzes and examinations on the knowledge and skills covered in the respective courses.

Job Prospects for Management Graduates

Career opportunities for graduates of this program include a variety of management positions in a broad range of industries. This includes positions such as:

Human Resource Manager
Operations Analyst
Management Consultant
Corporate Planner

Retail Manager
Public Relations Specialist
Organization Analyst
Training Manager

Find Out More about Management:
<http://uwf.edu/management>