MANAGEMENT CONCENTRATION

Overview of Management
Ask any seasoned executive and they will tell you that, regardless of the industry, the most important skill any professional could possess is the ability to effectively manage others. Skilled managers are always in demand. This is one the reasons that a good manager can expect great compensation and opportunities to move across companies if desired. Management is the organizational process that includes strategic planning, setting objectives, managing resources, deploying the human and financial assets needed to achieve objectives, and measuring results. Management also includes recording and storing facts and information for later use or for others within the organization. Management functions are not limited to managers and supervisors. Every member of the organization has some management and reporting functions as part of their job.

Sample Job Functions and Descriptions for Management Professionals

Human Resources Manager – From recruitment to exit interviews, every step an employee takes through a business can be guided by human resources managers. Some of the work that falls to HR professionals includes hiring and firing employees, creating organizational charts and shaping corporate culture after a merger or acquisition, managing employee communications, settling employee disputes, creating benefits programs, navigating government regulations, dealing with legal issues such as sexual harassment and occupational safety, and setting up policy and programs for measuring employee performance, compensation, and training. Many classes within the Management concentration focus on HR.

Product Manager. Product managers are responsible for planning and developing the marketing strategy for a single product or group of products. They work with various company departments, including product development, market research, sales, advertising, and public relations and typically report to a marketing manager or marketing director. Product managers can be found in almost every industry, including computers and data processing services, publishing, retail, and manufacturing.

Corporate Trainer is a specialized skill development position in a corporation where the goal is to help improve the "soft skills" or "people skills" of the workers in the corporation. The term is generic and could be applied to nearly any skill whether technical, physical or otherwise, but is most often used to refer to soft skills like getting along with others, effective communication, motivation, leadership, management, etc.

Corporate Recruiter is a member of a company or organization and typically works in human resources (HR). Internal recruiters may be multi-functional, serving in an HR generalist role or in a specific role focusing all their time on the activity of recruiting. Most often this job involves travel.

Skills and Abilities
Able to cope with conflicting points of view, function under pressure, possess a persuasive, congenial personality, and demonstrate discretion, integrity, and fair-mindedness. A person needs the ability to take a leadership role and work independently.
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What classes are involved?
- Below is a flow chart for Management along with pre-requisites needed for each course. BUS 387 in the Business Administration curriculum will give you a good idea of what to expect in Management. Review [http://www.cob.calpoly.edu/advising/concentrations/](http://www.cob.calpoly.edu/advising/concentrations/) for more information about course options with management, including elective options.

![Flow chart showing course prerequisites](chart.png)

Typical Job Titles (Cal Poly recent graduates)
- Management Trainee
- HR Coordinator
- Management Associate
- District Manager
- Executive Recruiter
- Talent Coordinator
- Operations Analyst
- HR Manager
- Sales Representative
- Project Manager
- Staffing Coordinator
- Acquisition Manager
- HR Business Analyst

Salary Information
*Career Services’ Graduate Survey for Cal Poly recent grads:*
- 2010-2011—Median Salary—$50,000
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Preparation
- Find information about the marketing concentration from www.cob.calpoly.edu
- Check out Career Services' Graduate Survey- lists employers, job titles, and salary information of recent Cal Poly graduates divided by major/concentration - https://www.careers.calpoly.edu/search.php
- Human Resource Management Association (HRMA) Club - www.calpoly.edu/~rellis - Meet people in your concentration, network with employers, and get involved to build your resume!

Career Research Resources
- www.careerservices.calpoly.edu –Cal Poly Career Services - career planning links, job listing links, career information and help
- MustangJOBS – On your portal account, find local part-time job, internship, and career postings for Cal Poly students, in addition to information on employers who recruit Management students
- http://www.bls.gov/oco/ocos021.htm - Department of Labor and Statistics information about HR Managers
- Career Books available in the Career Resource Center at Career Services (Bldg. 124, Room 117): Careers in Business; Opportunities for Business Management; Opportunities for Management Consulting; Opportunities in Human Resource Management Careers; Opportunities in Hotel & Motel Management Careers.