

MANAGEMENT

Mission Statement

The mission of the College of Business is to provide a high quality, student-oriented, educational experience to baccalaureate and master's degree business students primarily from the Northwest Florida region. With a focused priority on teaching excellence, supported by scholarship and service, the College of Business prepares students for success in business and society and contributes to the advancement of the educational and economic development of Northwest Florida.

Student Learning Outcomes

UWF Management graduates should be able to do the following:

Content

- Define terminology and concepts in the major areas of business:
 - Information Technology
 - Management
 - Accounting
 - Marketing
 - Economics
 - Finance
- Plan, organize, lead, and control 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 and develop a human resource management plan

Critical Thinking

- Identify key elements that comprise business problems/opportunities
- Select appropriate discipline frameworks to address business problems/opportunities
- Apply appropriate problem solving techniques to address 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

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>***