Bachelor of Science

Applied Management

Upon completion of the applied management major, students will:

- Understand the basic processes and behaviors that underlie the practice of supervision.
- Obtain the supervisory management skills necessary to lead organizations.
- Develop managerial judgment in order to assess business risk and provide a strong understanding of competitive challenges of competitive industries.
- Understand the importance of ethical principles and company values.
- Gain opportunities to practice and improve written communication skills, which are essential for career success.
- Gain the knowledge to conduct marketing research, how to develop a consumer survey.
- Focus on the use of accounting information for strategic planning and decision-making in business organizations.
- Use financial information to evaluate the financial position and performance of a firm, both in relation to other firms and over time.
- Understand the process of management information systems and integrating business and information systems perspectives.
- Be able to describe how quality and process analysis can impact the effectiveness and efficiency of a firm.
- Have hands-on experience in crafting business strategy, reasoning about strategic options.
- Have the opportunity to achieve personal career objectives with hands on experience.