

Business Management



Business management is the study of how managers attain organizational goals through effectively and efficiently planning, organizing, leading and controlling an organization's personnel and/or resources. Effective business managers have knowledge of sales, marketing, public relations, research, operations analysis, data processing, statistics, economics, production, finance, accounting, auditing, tax and business law, budgeting, purchasing and human resource management.

A Bachelors of Business Administration with a concentration in [Management](#) at Colorado Mesa University provides a strong foundation for a variety of careers. CMU Management majors have a firm foundation in accounting, finance, marketing and computer information systems enabling them to move into many different fields. Students within the CMU Business program also have the opportunity to participate in clubs, organizations, internships, and other professional development activities that enable students to practice and develop business knowledge, techniques and skills. Opportunities that can facilitate students in becoming stronger candidates upon entering the job market.

A person in this career field may:

- Oversee projects and employees
- Develop and implement strategies
- Serve as intermediary between upper management and lower level staff
- Create and maintain budgets and reports
- Analyze and interpret data
- Evaluate the performance of employees

Major Skills & Characteristics

- Ability to understand diverse viewpoints
- Adapt well to frequent change
- Computer literacy
- Creative and imaginative thinking
- Critical and logical thinking
- Efficiency
- Leadership and strong decision making skills
- Numerical computation
- Oral and written communication
- Organization and systemizing skills
- Problem solver
- Sensitivity to potential consequences, employee relations or public perceptions
- Work independently or in teams
- Written and oral communication skills

Organizations That Commonly Employ Management Majors

- Advertising and Public Relations Firms
- Banks and Financial Institutions
- Colleges and Universities
- Communication and Media Companies
- Corporations and Small Businesses
- Food, Entertainment & Leisure Industries
- Government Agencies and Services
- Medical and Pharmaceutical Companies or Organizations
- Professional Associations
- Non-Profit Organizations
- Retail and Sales Companies
- Service Providers
- Technical/Manufacturing Industries

Related Careers

- Account Executive/Manager
- Bank Officer
- Benefits Manager
- Brand Development Manager
- Budget Officer
- Buyer
- Circulation Manager
- Claims Adjuster/Examiner
- Commercial Sales
- Communications Manager
- Computer Operations Manager
- Construction Manager
- Consultant
- Corporate Trainer
- Credit Analyst
- Credit/Loan Manager
- Customer Service Manager
- Development Director/Fundraiser
- Distribution Manager
- District Sales Manager
- Entertainment Agent
- Financial Analyst
- Foreign-Exchange Trader
- Global Marketing Manager
- Government Services Administrator
- Health Services/Hospital Administrator
- Hotel Manager
- Human Resource Manager
- Information Systems Manager
- Insurance Agent
- International Business Manager
- Inventory Manager
- Labor Relations Manager
- Management Analyst
- Management Consultant
- Management Trainee
- Manufacturing Supervisor
- Market Information Specialist
- Market Research Analyst
- Marketing Field Coordinator
- Media Planner
- Merchandising Manager
- Occupational Analyst
- Online Marketing Specialist
- Operations Manager
- Payroll Officer
- Personnel Manager
- Pharmaceutical Sales
- Product Manager
- Promotions Manager
- Public Relations Manager
- Public Utilities Manager
- Purchasing Agent
- Quality Control Auditor
- Real Estate Agent/Broker
- Reports Analyst
- Research Analyst
- Restaurant/Food Service Manager
- Retail Sales Manager
- Sales Manager
- Securities Trader
- Service Organization Manager
- Stock Broker
- Supervisor
- Telecommunication Marketer
- Training Manager
- Transportation Director
- Travel Agent
- Trust Administrator
- Wholesale Sales Representative

Note: Some of the occupations listed above may require additional education, experience, or training beyond a Bachelor's Degree. To research these occupations further, use the Career Research Resources links below.

Career Research Resources:

Use these sites to research information about specific occupations such as nature of the work, training or qualifications, employment or job outlook, projections, earnings and wages.

Occupational Outlook Handbook: http://www.bls.gov/oco/oooh_index.htm

The Bureau of Labor Statistics

- **View OOH information Advertising, Marketing, Promotions, Public Relations, and Sales Managers at <http://stats.bls.gov/oco/ocos020.htm>**
- Use the A-Z index to select the occupation you are researching.

O*NET-Online: <http://www.onetonline.org>

The U.S. Department of Labor

- In the occupational search box type in key words, job titles, or occupational codes to research various careers.

My Future.com: <http://www.myfuture.com>

The Department of Defense

- This site compiles information from departments of [Commerce](#), [Education](#) and [Labor](#).

Organizations and Associations Links

- American Advertising Federation College Chapters: <http://www.aaf.org>
- American Management Association: <http://www.amanet.org>
- The Business Incubator, Grand Junction, Colorado: <http://www.giincubator.org>
- The Business Journal <http://triangle.bizjournals.com/triangle/index.html>
- Colorado Small Business Development Network: <http://www.coloradosbdc.org>
- Council of Supply Chain Management Professionals: <http://cscmp.org/students/index.asp>
- CMU Entrepreneurial Business Institute: <http://www.coloradomesa.edu/business/ebi.html>
- Institute for Operations Research and the Management Sciences: <http://www.informs.org>
- National Management Association: <http://nma1.org>
- US Small Business Administration: <http://www.sba.gov/about-offices-content/2/3104>

Job Listings/Job Search Sites:

- AfterCollege.com: <http://www.aftercollege.com>
- Business Job Finder: <http://www.careers-in-business.com>
- Career Bank: <http://www.careerbank.com>
- Financial Job Network: www.financialjobnet.com
- Indeed.com: <http://www.indeed.com/jobs?q=management&l=>
- Job Web <http://www.jobweb.org/>
- NationJob: <http://www.nationjob.com/management>