

Management

College of Business and Economics

Bachelor of Business Administration

Program Objective

Management in all business and organizational activities is the process of getting people together to accomplish desired goals and objectives using available resources efficiently and effectively. This applies whether you are working for a large corporation, owning and managing your own business or managing a nonprofit. Management encompasses the deployment and coordination of resources: human, financial, technological and natural. Majors can also pursue specialty areas of focus such as logistics, supply chain, sales, banking, retail, real estate, event planning, public relations, music, project management, sports management, information systems and many more by adding a specialty minor to the major.

Companies seek staffs that are leaner and have a mastery of an increasingly broad range of skills. Success in this fast-paced environment requires an ethical commitment, a firm grasp of stakeholder needs, strong people skills and a healthy work/personal life balance. This is particularly the case with running your own business. Non-business majors significantly enhance their effectiveness by minoring in either management or entrepreneurship.

The Department of Management offers the Bachelor of Business Administration degree with a major in management and a concentration in entrepreneurship. Its mission is to prepare students to become productive, adaptable and dynamic leaders in the world of business.

Career Options and Outlook

The Department of Management prepares students for careers in organizations. The program provides students with a basic knowledge of business and administrative practices and helps them to develop an understanding of business and administrative functions and analytical problem-solving and decision-making skills.

By applying the combined skills of working with technology and motivating people, managers in an operations environment hold central positions in a number of diverse organizations worldwide, while many management majors either return to family-owned enterprises, manage businesses for someone else, manage the local operations of a large franchise or retail chain or start their own businesses.

A COBE Education

The Radford University College of Business and Economics (COBE) is committed to teaching and advising excellence, providing individualized instruction to students in medium-sized classes. In addition to their commitment in the classroom, faculty members engage in scholarly and professional development pursuits to complement classroom teaching.

Department Chair

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