MANAGEMENT

Mission Statement
The mission of the College of Business is to provide a high quality, student-oriented educational experience to undergraduate and graduate business students primarily from the Northwest Florida region. The College of Business prepares students for successful careers in business and society and, in doing so, advances the educational and economical development of Northwest Florida. The College of Business prepares students for successful careers by offering them the opportunity to develop knowledge and skills in a particular business discipline within the framework of a broad business curriculum.

Student Learning Outcomes
UWF Management graduates should be able to do the following:

Content
- Develop facility in the use of terminology and concepts in the major areas of business:
  - Information Technology
  - Management
  - Accounting
  - Marketing
  - Economics
  - Finance
- Explain the management functions of planning, organizing, leading, and controlling 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

Critical Thinking
- Identify and analyze key elements that comprise business problems/ opportunities
- Select and apply appropriate discipline frameworks to address business problems/opportunities
- Select and apply appropriate problem-solving techniques to 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

Project Management
- Design and execute reasonable timelines for project completion
- Collaborate effectively with diverse individuals
- Manage appropriately to facilitate project completion

Evaluation of Student Learning Outcomes
In the Management major, you will demonstrate specific skills in projects and assignments throughout the undergraduate program. For example, the Futures course will give you an opportunity to showcase your academic accomplishments through the production of a substantial life planning paper. Further, in the Business policy course, you will be given an opportunity to demonstrate your academic accomplishments in a standard format through the production of a substantial individual case analysis.

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: www.uwf.edu/management