



# GENERAL MANAGEMENT

Based on 2020-21 Undergraduate Catalog

## GENERAL MANAGEMENT AS AN UNDERGRADUATE MAJOR

The general management major enables students to choose a variety of business management courses with the greatest flexibility after core course requirements are met. The major is ideal for students who are not ready to specialize early in their careers. General management majors take courses in accounting, information systems, finance, leadership, organizational behavior, marketing, operations management and business policy. Students who intend to enroll in a specialized graduate program often consider this major.

## MAJOR REQUIREMENTS FOR A BACHELOR OF SCIENCE IN GENERAL MANAGEMENT

To fulfill the requirements for the major in general management, students must be admitted to major standing, complete the core program, ORG 4310, and a minimum of 11 additional credits in electives, with a grade of C or better in each major course.

The electives may be chosen from any area within the Oakland business school (courses beginning with ACC, ECN, ENT, FIN, MGT, MIS, MKT, ORG, POM or QMM) and must be chosen from courses numbered 3000 or higher; at least six credits must be at the 4000 level. Please see the course catalog for further description on the variety of elective opportunities. In addition to required classes in university general education, U.S. diversity and composition, and the business pre-core and core program, the requirements for a general management major are below:

### REQUIRED major course

MGT 3990 ACHIEVE III General Management  
ORG 4310 Leadership and Group Performance

General management majors may choose courses from different business areas to fulfill their requirements. Students may also choose a theme to their major elective choices and earn a business-related minor, which would be built right into their General Management major. Popular minors for General Management students include Entrepreneurship, International Management and Business Analytics. Minors like these can be included within the major requirements, allowing a student to earn a minor with no extra tuition cost or extended time until graduation.

## SKILLS AND ABILITIES

- Active learning
- Coordination
- Judgment and decision making
- Monitoring
- Problem sensitivity
- Reasoning
- Social perceptiveness

## CAREER OPPORTUNITIES

A major in General Management offers a wide variety of paths to pursue. For more information on careers please visit the Bureau of Labor Statistics at [bls.gov/OCO](https://bls.gov/OCO) or O\*Net at [onetonline.org](https://onetonline.org).

### Career Choices

- Administrative Services Manager
- Branch Manager
- Entrepreneur
- Human Resources Manager
- Management Analyst
- Management Trainee
- Store Manager
- Sales Associate
- Purchasing Agent
- Sales Manager
- Top Executive

## SCHOOL OF BUSINESS ADMINISTRATION

### CAREER OPPORTUNITIES *CONTINUED*

#### Organizations that commonly employ general management majors

- Allegis Group Services
- Chase Bank
- Chrysler
- Enterprise Holdings
- Epitec Inc.
- Palace Sports & Entertainment
- Quicken Loans
- Sedgwick
- Sherwin-Williams
- Become an entrepreneur

### JOB OPENINGS

Access thousands of job and internship postings at Handshake ([oakland.edu/careerservices/handshake](http://oakland.edu/careerservices/handshake)). Handshake also provides the latest news from OU Career Services, exclusively for OU students and alumni.

### STUDENT ORGANIZATIONS AT OU

Students are welcome to join any of the student organizations in the School of Business Administration to help them network with other students, faculty and employers.

For more information, visit: [oakland.edu/business/orgs](http://oakland.edu/business/orgs).

### CAREER OUTLOOK

Starting Salary | \$42,250 – \$60,000

Mid-career Salary | \$76,410 – \$106,820

National Growth | 7 – 14% by 2026

*Data from the National Bureau of Labor and Statistics*

### FOR FURTHER INFORMATION

To help choose your area of interest, plan your future career goals and monitor your progress, you can visit the Oakland Business School Undergraduate Advising and Career Services Offices.

#### School of Business Administration

##### Undergraduate Advising

Elliott Hall, Room 232

275 Varner Drive

(248) 370-3285

[oakland.edu/business/advising](http://oakland.edu/business/advising)

#### School of Business Administration

##### Career Services

Elliott Hall, Room 232

275 Varner Drive

(248) 370-3215

[oakland.edu/business](http://oakland.edu/business)

##### Career Services

Main Office

North Foundation Hall, Room 154

318 Meadow Brook Road

(248) 370-3250

[oakland.edu/careerservices](http://oakland.edu/careerservices)

# DEPARTMENT OF MANAGEMENT AND MARKETING

Elliott Hall, Room 443

sba22366/7.20

**Department Chair** | Janell Townsend | [townsend@oakland.edu](mailto:townsend@oakland.edu) | (248) 370-2544

**Office Assistant** | Alice Hine | [akhine@oakland.edu](mailto:akhine@oakland.edu) | (248) 370-3279

**Major Adviser** | Yan Ling | [yling@oakland.edu](mailto:yling@oakland.edu) | (248) 370-3286

**OAKLAND  
UNIVERSITY™**