EXPLORING BUSINESS MAJORS

MANAGEMENT

Degree: Bachelor of Business Administration in Management

Job Placement Rate: 81.5% (December 2013)

Major Admission Requirements: A or B in MGT 3370, 2.75 cumulative Texas Tech University GPA

Available Concentrations: Human Resource Management, Strategic Entrepreneurship and Innovation

Available Certificates: Certificate in Leadership, Certificate in Technology Entrepreneurship

Popular Double Majors: Marketing

Popular Study Abroad Options and Faculty-led Programs (FLP): Norway (FLP), Prague (FLP), Spain (FLP), BLAW in Italy, Accounting in Italy; Affiliated/Reciprocal Programs: China, Japan, South Korea, Australia, England, Scotland, Germany, France, Greece, Ireland, Spain, Italy, Turkey, Czech Republic, United Arab Emirates

*Dependent on market conditions and number of graduates

**Students pursuing a concentration in Human Resource Management will be eligible to sit for the SHRM certification exam prior to graduation

COMPANIES THAT HIRE RAWLS GRADUATES

- Cintas
- Enterprise Rent-A-Car
- Ethos Group
- Ferguson, a Wolseley Company
- GEICO
- H-E-B Grocery
- Highland Homes
- Insight Global
- ISNetworld
- Sherwin Williams
- Target
- Walmart

CAREERS

Human Resources Management
- Recruiting/staffing
- Compensation
- Benefits
- Training
- Employee relations

Retail Management
- Purchasing/buying
- Store management
- Brand management
- New product development

Entrepreneurship
- Family business
- Venture capitalism
- Business start-ups

MANAGEMENT STUDENT ORGANIZATIONS

- Society for Advancement of Management (SAM) | sie.ba.ttu.edu
- Sigma Iota Epsilon (SIE) | samnational.org
- Society for Human Resource Management (SHRM) | lubbock.shrm.org

For a complete list of student organizations within the Rawls College of Business, visit www.ba.ttu.edu/officeofthedean/studentorgs.
Innovation and Change Processes
- Organizational performance activities and measures
- Emerging change trends
- Innovation drivers, definitions and dimensions
- Management direction during organizational changes
- Cross-cultural innovation support

Managerial Communication
- Communication principles, processes and complexities
- Communication variations, strategies, purposes and channels
- Technology and social media
- Leadership and interpersonal communication challenges

Organizational Behavior
- Organizational and leadership efficacy
- Management and ethical approaches and challenges
- Workplace behavior influences and situational factors
- Leadership effects and effectiveness
- Interpersonal, group and cross-cultural cooperation

Organization Management
- Organizational environments, structures and cultures
- Organizational strategies and functional activities
- Controlling and measuring performance
- Leadership and motivation processes
- Persuasion and communication fundamentals

Leadership and Ethics
- Emergent ethical issues facing organizations
- Team member/leader interactions
- Conceptual leadership perspectives
- Organizational leadership contexts
- Personal leadership development plans

Strategic Management
- Organizational pursuit of superior economic performance
- Relationships between organizations, industries and environments
- Sustainable competitive advantage
- Strategic and tactical implications of decision-making

While every effort has been made to ensure accuracy, the Rawls College of Business reserves the right to make changes to pertinent information including but not limited to degree plans and program requirements.