What Can I Do With A Major In MANAGEMENT & LEADERSHIP?

This handout will provide a brief introduction to possible careers in management and leadership. For further information, students are encouraged to review the resources outlined in the Appendix.

The Management and Leadership Major:

One of the most important skills any professional could possess is the ability effectively manage and lead others. A professional manager is an expert, trained by education and experience to lead any type of organization.

What makes the life of a manager so interesting is that it requires you to address such a wide variety of problems - financial, material, human, legal, political, and environmental - almost every day. No other career can provide you with such a rich mixture of challenges.

The Management and Leadership major is designed for people wanting to gain a mix of theoretical and practical management knowledge and skills that will enable them to work as professional managers and leaders of the organization of the future.

The focus is on learning the interpersonal, systems, and strategic skills necessary to build and manage an effective business team. Course work in organizational behavior, human resource management, administrative theory, and international management emphasizes the processes of planning, organizing, leading and controlling organizations. The program is intended to help you develop the perspective, skills, and knowledge that you will need to manage and lead the modern organization more effectively.

Career Paths in Management & Leadership:

The Management and Leadership Major prepares students for entry-level positions at the supervisory level of large organizations, as small business owners/managers, or as team leaders for innovative organizations.

The following list is a representative sample of job titles of graduates with a Management and Leadership or Business Administration degree.

Administrative Services Managers
Benefits Administrator
Branch Manager
Budget Analyst
Contract Administrator
Credit Manager/Loan Officer
Customer Service Manager
Distribution Manager
Facilities Planner
Financial Analyst
Food/Beverage Manager
Fundraiser/Development Officer
Hotel/Motel Manager
Human Resource Administrator
Industrial Production Managers
Industry Relations Specialist
Insurance Agent/Broker
Inventory Control Specialist
Job Analyst
Management Analyst
Meeting and Convention Planner
Medical and Health Services Manager
Merchandise Manager
Public Administrator
Property, Real Estate Manager
Purchasing Manager, Buyer, and Agent
Small Business Owner/manager
Training Specialist
Operations Manager
Personnel Manager
Personnel Recruiter
Public Utilities Manager
Quality Control Auditor
Reports Analyst
Retail Sales/store Manager
Branch Manager
Budget Officer
Compensation Manager

Typical industries employing graduates of Management and Leadership include:
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Banking
Construction
Finance
Education
Health care
Hotels & restaurants
Entertainment

Manufacturing
Transportation
Government
Utilities
Wholesale and retail trade
Service industries
Owner/managers of small and medium sized enterprises

Primary Areas of Employment for Management and Leadership Majors:
Sales
Human Resources
Entrepreneurship
Retail

General Management
Management and Leadership Rotational Career Programs

Sales
Sales has more job opportunities than in any other area, especially entry-level positions in personal selling. Personal selling is generally one of the highest paying careers right from the beginning. Sales people could choose to make sales a career and become a specialist in dealing with jobbers, chains, or vendors, selling a particular type of product, or in selling to specialized target groups such as independent grocers and hospitals. A second path is to become sales manager of a region or district, supervising sales representatives and managers under you. This could ultimately lead to becoming national sales manager, vice president of sales, or perhaps even president.

Human Resources*
Human resources managers oversee the recruitment, training, and compensation of a company's employees. A business is only as good as the people it employs, so human resources managers strive to ensure a high-quality workforce. This profession attracts people who enjoy the interpersonal aspects of business. Not surprisingly, many human resources professionals have a background or strong interest in psychology, sociology, counseling, or organizational behavior.

* Human Resources overview pulled with permission from CareerLeader-College.

Entrepreneurship*
Entrepreneurs -- people who start new businesses, or take over existing ones and run them in better ways. They have a strong desire to create and own something lasting and to have decision-making authority over whatever they create. They're willing to face a greater degree of uncertainty and risk in exchange for autonomy and self-direction. Entrepreneurs work hard. In the beginning stages of creating a company, they may not have staff to help them get things done. These individuals have immense focus, stamina, persistence, and courage. The creation of a new business can be all consuming, leaving little time for other activities. The entrepreneurial path appeals strongly to "big-picture," creative thinkers with a penchant for market strategy and a strong need for autonomy and control. At the same time, one of the most important ingredients for entrepreneurial success is managerial experience. Brilliant analysis or a great product idea is one thing; knowing how to motivate and challenge a group of employees during tough times and business uncertainty is another.

* Entrepreneurship overview pulled with permission from CareerLeader-College.

Retail
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Retailing offers a variety of positions, including sales, buying, distribution, and staff functions such as advertising and marketing research. Entry-level jobs may involve some sales work, moving up to assistant buyer and then buyer, with control over types of merchandise displayed, nature of promotions, and even price levels.

**General Management**

General management is arguably the ultimate realization of a career in business. It entails complete responsibility, including profit and loss accountability, for the performance of an entire business or a business unit. A general manager can be the key leader of a company, or the head of a division or department within a larger business. General managers typically have cross-functional responsibility; that is, they make decisions that involve the coordination and integration of functional areas such as sales, marketing, human resources, finance, and production. Thus they oversee the individuals in charge of these various areas and coordinate their activities for the good of the larger company. A general manager's job is complex and requires flexibility and quick decision making. Ultimately, accountability for the success (or failure) of the business rests entirely with the general manager -- which is what many people find so challenging and attractive about the role.

* General Management overview pulled with permission from CareerLeader-College.

**Management or Leadership Rotational Programs**

Rotational programs provide individuals with an opportunity to rotate among different functional areas of an organization while gaining direct exposure to key leaders. Rotational opportunities are typically offered to high potential individuals and may offer a “fast track” route to promotions and other leadership opportunities.

**General Tips for students considering a major or career in Management and Leadership:**

- Get experience through an internship or other relevant part-time or summer work.
- Conduct informational discussions with individuals from industry. The Alumni Directories in the BCSC provide a great place to start.
- Participate in a job shadowing experience through Jayhawks on the Job or a company visit through an End of Week Excursion. Both are programs coordinated through the BCSC.
- Attend the Marketing/Management/Sales Roundtable and Business Career Fair events each September to talk with hiring organizations and industry representatives from Marketing.
- Join a relevant student organization that will facilitate career exploration.
- A willingness to start in sales is helpful, as many entry-level positions are in the sales areas.
- Seek leadership opportunities on campus.
- Engage in personal networking to enhance employment prospects.
- Apply to participate in Leadership Challenge, an event co-sponsored by the Schools of Business and Engineering.
- Explore KU’s LeaderShape program offered through the Student Involvement and Leadership Center.
- Be prepared to start in entry-level management training programs.
- Key skills include ability to work in teams, interpersonal communication skills, public speaking skills, and problem-solving.
- An MBA may be required to reach the highest levels of management. Most programs require relevant experience before entering the MBA Program.

**Companies Recruiting Management and Leadership Majors at KU include:**

- AIG
- Acosta Sales
- American Airlines

Business Career Services Center | 1300 Sunnyside Ave. Rm. 125 | Lawrence, KS 66045 | (785) 864-5591 | www.business.ku.edu
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American Eagle Outfitters  First National Bank of Omaha  PepsiCo
Arthur J. Gallagher Risk Management  Hallmark Cards  PFSweb
Management  HR Block  Protiviti
Atomic Transport  Insight Global  Sherwin Williams
Bank of America Merrill Lynch  ISNetworld  Sprint
Bank of Kansas City  Kansas City P&L  Strategic Value Media
B.E. Smith  Koch Industries  Target
Cerner  Lockton Companies  Techtronic Industries
Cintas Corporation  Magellan Midstream partners  ThyssenKrupp Elevator
Commercial Appeal  Marks Nelson CPA  Toys R Us
Deloitte Consulting  McGladrey  Transworld Systems
E&J Gallo Wineries  Metlife  Travelers
Farmers Insurance Group  Mueller Industries  Union Pacific
Federal Reserve Bank of Kansas City  National Oilwell Varco  Wal-Mart Stores
Federal Reserve Bank of Kansas City  Pacific Sunwear  YRC Worldwide

* Companies listed reflect organizations running formal on-campus recruiting schedules for Management & Leadership majors in the Business Career Services Center during the 2013-2014 and 2012-2013 academic years. Data does not include companies attending the career fair, companies posting jobs and internships through KU Career Connections, companies recruiting in other career offices at KU, or companies hiring recent KU Marketing grads through student-initiated efforts.

Salary Data for KU Management and Leadership Graduates:
- **Range:** $30,000-65,000 (2013-2014) and $26,000-58,000 (2012-2013)
- **Average Salary:** $45,629 (2013-2014) and $42,802 (2012-2013)
- **Median Salary:** $45,000 (2013-2014) and $44,000 (2012-2013)
- **% of Students Seeking Employment who Accepted an Offer by Graduation:** 79% (2013-2014) and 54% (2012-2013)

Appendix:

For further information, students are encouraged to review the resources below:

**Websites:**
- [www.amanet.org](http://www.amanet.org) – American Management Association
- [www.healthmanagementcareers.com](http://www.healthmanagementcareers.com) – Careers in Health Management
- [www.salary.com](http://www.salary.com) – Compensation information for various positions in management
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**Career Resources available through the Business Career Services Center:**
Wet Feet and Vault are FREE online career libraries, enabling students to access up-to-date career information via the web, 24/7. Both libraries include company guides, industry guides, career guides, message boards, and more! Access Vault and Wet Feet through the Business Career Services website at [www.business.ku.edu/bcsc](http://www.business.ku.edu/bcsc)
- Wet Feet - Available to UNDERGRADUATE Business students. [www.business.ku.edu/wetfeet](http://www.business.ku.edu/wetfeet)
- Vault – Available to Business students. [www.business.ku.edu/vault](http://www.business.ku.edu/vault)

**CareerLeader-College:**
CareerLeader-College is an integrated approach to business career self-assessment. The self-directed web-based career tool was developed at Harvard and is used by top business schools globally to help students guide their careers. Students may set up a CareerLeader-College account in the BCSC for $20 (the amount BCSC pays to obtain an individual license from the vendor). Students completing the online assessment will receive individualized printable reports for the following:
- Business Career Interest Inventory – defining your career INTERESTS
- Management & Professional Reward Profile – focusing your career VALUES and REWARDS
- Management & Professional Abilities Profile – thinking about your business SKILLS and the implications of your strengths and weaknesses for different business career paths

CareerLeader-College also provides Industry Sketches, describing all major business industries in detail, who the major corporations are, what they do, how they operate, and what kinds of business career paths they offer.

For additional information on careers in Management and Leadership, see the Business Career Services Center in 125 Summerfield.

For information regarding the degree requirements for a major in Management and Leadership, see the Student & Academic Services office in 206 Summerfield.

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