



## **THE MANAGEMENT AND LEADERSHIP MAJOR:**

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 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



## **PRIMARY AREAS OF EMPLOYMENT FOR MANAGEMENT AND LEADERSHIP MAJORS:**

- Sales
- Human Resources
- Entrepreneurship
- Retail
- General Management
- Management and Leadership Rotational Career Programs

## **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.

## **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. 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.

## **RETAIL**

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.



## 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 a Friday Field Trip. Both are programs coordinated through the BCSC.
- Attend Business Career Plus events each fall, and the Business Career Fair each September to talk with hiring organizations and industry representatives.
- Join a relevant student organization that will facilitate career exploration.
- 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.

## COMPANIES RECRUITING MANAGEMENT AND LEADERSHIP MAJORS AT KU INCLUDE:

- |                                     |                              |
|-------------------------------------|------------------------------|
| AIG                                 | First National Bank of Omaha |
| Acosta Sales                        | Grant Thornton               |
| American Airlines                   | Hallmark Cards               |
| American Eagle Outfitters           | HR Block                     |
| Arthur J. Gallagher Risk Management | Insight Global               |
| Atomic Transport                    | ISNetworld                   |
| Bank of America Merrill Lynch       | Kansas City P&L              |
| Bank of Kansas City                 | Koch Industries              |
| B.E. Smith                          | Lockton Companies            |
| Cerner                              | Magellan Midstream partners  |
| Cintas Corporation                  | Marks Nelson CPA             |
| Commercial Appeal                   | McGladrey                    |
| Deloitte Consulting                 | Metlife                      |
| E&J Gallo Wineries                  | Mueller Industries           |
| Farmers Insurance Group             | National Oilwell Varco       |
| Federal Reserve Bank of Kansas City | Pacific Sunwear              |



Payless ShoeSource  
PepsiCo  
PFSweb  
Protiviti  
Shaw Industries  
Sherwin Williams  
Sprint  
Strategic Value Media  
Target

Techtronic Industries  
ThyssenKrupp Elevator  
Toys R Us  
Transworld Systems  
Travelers  
Union Pacific  
Wal-Mart Stores  
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 Management grads through student-initiated efforts.

## **SALARY DATA FOR KU MANAGEMENT AND LEADERSHIP GRADUATES:**

Range: \$26,000-70,000 (2014-2015) and \$30,000-65,000 (2013-2014)

Average Salary: \$40,900 (2014-2015) and \$45,629 (2013-2014)

Median Salary: \$35,000 (2014-2015) and \$45,000 (2013-2014)

% of Students Seeking Employment who Accepted an Offer by Graduation:

76% (2014-2015) and 79% (2013-2014)

## **UPDATED SUMMER 2015**