




BUSINESS MANAGEMENT

CONCENTRATION

The world of business is fast-paced and multifaceted. It involves financial management, marketing, sales, personnel, research, and strategic planning. To succeed, you must possess many of these skills, but also exhibit such qualitative characteristics as leadership, ingenuity, and a team attitude, to name a few.

If you're ready for the challenge, ECPI University is here to help you prepare to enter today's global marketplace. Through our year-round schedule, you could earn a Bachelor of Science Degree in Business Administration with a concentration in Business Management in as little as 2.5 years.

ECPI University offers the following four degree tracks in the Bachelor of Science Degree in Business Administration/Business Management concentration:

- ▶ Project Management Track
- ▶ Leadership Track
- ▶ Human Resources Management Track
- ▶ General Management Track.



Outcomes

The Business Management program is designed to create managers and business-oriented personnel who are able to strategically manage and utilize technology while implementing changes essential to today's global business environment.

Project Management Track

The project management track focuses on leading projects from start to completion. Students will develop the skill set to lead project teams and will use project management tools to successfully manage the different stages of projects, including how to maximize performance and minimize risk. Core competencies, quality control, and enhancing the customer experience through a collaborative organizational framework are emphasized.

Human Resources Management Track

The human resource management track provides students with the opportunity to engage in contemporary practices that support and motivate a diverse and multicultural workforce in individual and group settings. Employee recruitment and retention is emphasized, including compensation and benefits, rewards, and recognition.

Leadership Track

The leadership track allows students to develop ethical leadership skills and abilities and the emotional intelligence necessary to lead contemporary organizations. The program emphasizes the creation of a learning environment that encourages change and innovation. Students are afforded an opportunity to develop strategic decision-making and problem-solving skills.

General Management Track

The general management track allows students the flexibility to tailor coursework to their individual career goals. Students are able to take a variety of courses in order to customize an educational plan suited to their needs.

Possible Career Track

- ▶ Manufacturing
- ▶ Banking
- ▶ Retail
- ▶ Services
- ▶ E-commerce
- ▶ Information Systems
- ▶ Transportation and Logistics
- ▶ Government