

ENTREPRENEURSHIP MANAGEMENT

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Management Area

Overview

The area of Management seeks to offer curriculum and instruction in the forms of work that all managers must perform—planning, organizing, staffing, motivating, and controlling. The Management program objective is to provide students with the knowledge necessary to become effective managers in the private and public sectors.

The mission of the Management program is to prepare a diverse student body with the ethical principles, managing organizations and corporate social responsibility skills to become managers, entrepreneurs, educators and leaders in a global environment. The vision of the Management program is to be a renowned center for high-achieving, critical thinking entrepreneurial-minded individuals who are prepared to create new businesses and innovative ideas and solutions in a global environment.

Entrepreneurship Management Concentration

The Entrepreneurship Management concentration has emerged as an important focus of attention for business students, academicians, and practitioners across the country. Entrepreneurial hopefuls search for a course of study to prepare them for an environment characterized by rapid change. This program is a variant of the traditional MBA curriculum and includes entrepreneurship and innovation case studies and the development of business startup skills. The program provides training in the basic core values and skills necessary to compete effectively as a business owner in today's economic environment and facilitates the development of a wealth-creating community.

Student Learning Outcomes

Students pursuing the Master of Business Administration degree program will:

1. Identify and assess business alternatives and determine appropriate course of action based on business principles and best practices.
2. Utilize appropriate and effective oral, written and interpersonal communication skills in diverse business settings.
3. Identify major influences in consumer and organizational decision-making to maximize business opportunities.
4. Evaluate the interdependent roles and impact of internal and external business and environmental factors on today's global economy.
5. Make decisions that are consistent with the professional and ethical values of business practices.
6. Recommend effective approaches for motivating employees and managing relationships in a diverse workforce to achieve internal control objectives.
7. Demonstrate effective leadership skills and behaviors in professional environments.