



## 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 recommended in the appendix at the end of this handout.

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



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### Typical industries employing graduates of Management and Leadership include:

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:

Abercrombie & Fitch

Altria (formerly PM USA)

Management Services

Aldi

Arthur J. Gallagher Risk

Buckle

Business Career Services Center | 1300 Sunnyside Ave. Rm. 125 | Lawrence, KS 66045 | (785) 864-5591 | [www.business.ku.edu](http://www.business.ku.edu)



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C.H. Robinson Worldwide  
Cargill  
Cerner Corporation  
Command Transportation  
Edward Jones  
E&J Gallo Wineries  
Eli Lilly  
Embarq  
Epic Systems  
Farmers Insurance Group  
Federal Reserve Bank of  
Kansas City

Galt Trading Company  
Hawker Beechcraft  
HighPointe Financial  
Hormel Foods  
Intouch Solutions  
Liberty Mutual  
Metlife  
M&I Bank  
MarketSphere Consulting  
Moore Wallace  
Payless Shoesource  
Pepsi Bottling Group

Phoenix International  
Pioneer Financial Services  
R.R. Donnelley & Sons Co.  
RSM McGladrey  
Service Magic  
State Street  
Target Distribution  
Travelers  
University Directories  
Walgreens  
Wal-Mart Stores  
Waterway Gas & Wash

\* Companies listed reflect organizations running formal on-campus recruiting schedules for Management & Leadership majors in the Business Career Services Center during the 2008-2009 and 2007-2008 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:** \$24,000-55,000 (2008-09) and \$22,000-75,000 (2007-08)
- **Average Salary:** \$40,500 (2008-09) and \$43,533 (2007-08)
- **Median Salary:** \$45,000 (2008-09) and \$42,000 (2007-08)
- **% of Students Seeking Employment who Accepted an Offer by Graduation:** 44% (2008-09) and 52% (2007-08)

### Appendix:

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

#### Websites:

- [www.amanet.org](http://www.amanet.org) – American Management Association
- [www.shrm.org](http://www.shrm.org) – Society for Human Resource Management
- [www.healthmanagementcareers.com](http://www.healthmanagementcareers.com) – Careers in Health Management
- <http://stats.bls.gov/oco/home.htm> - Occupational Outlook Handbook, providing employment projections from the US Department of Labor on a range of careers in management
- [www.salary.com](http://www.salary.com) - Compensation information for various positions in management

### 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)  
Username is “kansas”, password is “jayhawk”.
- Vault – Available to GRADUATE Business students. Password is “jayhawk”

#### 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

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(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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