

# Management

at Coastal Carolina University

## What does a management major study?

Management is the art and science of directing the operations of both individuals and organizations. Specifically, the overall function of management is often broken down into four general categories: planning, leading, organizing and controlling. Management allows people to work together cooperatively in an organization and to somehow leverage their talents to work toward a common purpose on which the organization may focus its activities. In short, it could be said that as a discipline, management is what makes a business enterprise a real organization rather than simply a collection of people.

## Why study management at Coastal Carolina University?

- The Wall College of Business is accredited by AACSB International, the premier accrediting body for business colleges.
- For students wishing to continue their education, Coastal now offers an MBA program which provides study of major areas of business encompassing the disciplines of accounting, finance, economics, management and marketing.
- Students can apply for the Wall Fellows program, a unique organization designed to prepare top business students for high-level careers in major U.S. and international corporations and organizations. This two-year program features internships and coursework covering specific interpersonal and communication skills, ethics, personal appearance, and business and social etiquette.

## What are some career options for management majors?

- Customer Service manager
- Branch manager
- Retail store manager
- Food/beverage manager
- Human resources generalist
- Training specialist
- Operations manager

## What kind of courses do management majors take?

CBAD 371	Management and Organizations
CBAD 372	Organizational Theory and Behavior
CBAD 374	Human Resource Management
CBAD 471	Leadership in Project Management
CBAD 472	Cross-Cultural Management
CBAD 473	New Business Enterprise
CBAD 474	Quality Business Enterprise

## Whom can I contact for more information?

- Mark Mitchell, D.B.A., chair of the department, 843-349-2392 or [mmitchel@coastal.edu](mailto:mmitchel@coastal.edu)
- Marianne Orlandini, academic adviser, 843-349-2651 or [marianne@coastal.edu](mailto:marianne@coastal.edu)
- You can also get more information at [www.coastal.edu/business](http://www.coastal.edu/business).

**Coastal  
Carolina  
University**

P.O. Box 261954  
Conway, S.C.  
29528-6054

1-800-277-7000  
[www.coastal.edu](http://www.coastal.edu)