

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?

- 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 Fellow program, a unique organization designed to prepare top business students for high-level careers in major U.S. and international corporations and organizations. The two-year program features internships and coursework covering specific interpersonal and communications 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 kinds of courses do management majors take?

CBAD 201	Financial/Managerial Accounting
ECON 201	Macroeconomics
CBAD 344	Legal Environment of Business
CBAD 371	Management and Organizations
CBAD 372	Organizational Theory and Behavior
CBAD 471	Leadership in Project Management

Whom can I contact for more information?

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- You can also get more information at www.coastal.edu/business.

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