



BUSINESS MANAGEMENT

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 can earn a Bachelor of Science Degree in Business Administration with a concentration in Business Management in just 2.5 years.



Outcomes

ECPI University's program is designed to blend modern business theory with real-world applications, while providing special emphasis on emerging technology.

THE OBJECTIVE:

To help you become the kind of manager and business-oriented professional who can strategically manage and utilize technology while implementing changes essential to today's global business environment.

OUR CURRICULUM EMPHASIZES:

- ▶ Classes in management, entrepreneurship, search engine marketing, and accounting with a focus on international business
- ▶ Senior project designed to develop entrepreneurial skills by having you create a business and its marketing plan
- ▶ Statistical Process Control (Six Sigma Techniques) and Project Management
- ▶ Technology optimization for operations and global marketing
- ▶ Workplace experience with two externships (required)

OUR PROGRAM FOCUSES ON:

- ▶ Application of management theory and practice in decision making, business strategy, and technical solutions relating to management
- ▶ Environmental knowledge and experience necessary to strategically plan with respect to decisions at different layers of management
- ▶ Critical thinking and analysis of business factors including operations management, technology, and globalization
- ▶ Effective use of information literacy in the management field
- ▶ Detailed implementation of ethical standards as required by business management professionals
- ▶ Change management - fundamental to today's business world
- ▶ Effective oral and written business communication
- ▶ An understanding of global and technological business processes and management leadership

Possible Career Track

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