

# **COLLEGE OF BUSINESS**

# The Business Management Curriculum

Business Management majors will learn and apply key skills including effective communication, motivating employees, leadership, and managing conflict. Learn how to realize your potential and thrive as a future business leader.

#### **General Management**

Get exposure to the relevant management areas of expertise, including developing your individual leadership style, managing teams, conflict management, and negotiation.

#### **Innovation and Entrepreneurship**

Learn to create the environments, experiences, and opportunities to express yourself and your ideas. This track is for students who want to be a part of creating, shaping, and building the future.

## Foundational Knowledge

## Human Resource Management

Learn the skills
needed to become
effective HRM
professionals in
any organization in
any industry,
preparing them for
a dynamic and
rewarding career.

**Industry Tools** 

Alumni & Contact

ols Internships

MONTANA COLLEGE OF BUSINESS

Recruiting

**Live Projects** 

**Networking** 

#### Entertainment Management

Learn the business of entertainment, including music, television, film, sports, live performance, literary and visual arts.

#### **Sustainable Business Strategy**

Learn to incorporate sustainability considerations into all strategic decisions of business, including enhancing customer value throughout the value chain.

#### Sales and Customer Relationships

Discover how to generate income through personal sales. Learn to establish value-enhancing connections, sales tactics, handling objections, customer service, account management, contract negotiation, and more.