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.

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.

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

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

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.

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.

Foundational Knowledge

Industry Tools

Recruiting

Networking

Internships

Live Projects

Alumni & Contact