Department of Managerial Studies

Contact Information:
Campus Location: 2203 University Hall (UH), Undergraduate Programs: 1118 UH
(312) 996-2700
Entrepreneurship: business.uic.edu/undergraduate-programs/bs-entrepreneurship,
Management: business.uic.edu/undergraduate-programs/bs-management-degree-program,
Marketing: business.uic.edu/undergraduate-programs/bs-marketing-degree

Administration:
Department Head, Mark Shanley

The Department of Managerial Studies offers a Bachelor of Science in Entrepreneurship, a Bachelor of Science in Management, and a Bachelor of Science in Marketing.

BS in Entrepreneurship
The field of entrepreneurship provides knowledge of new venture opportunities, methods for creating and growing enterprises, and the role of entrepreneurship and young or smaller firms in economic development and the world economy. The program will help prepare students to create their own ventures, work in professional sectors that serve small or young businesses, or contribute significantly to the success of businesses in which they are employed.

BS in Management
The field of management is concerned with the effective organization, development, and administration of business and other organizations. Students receive both theoretical and practical preparation for a variety of responsible managerial and specialist positions. The degree program in management emphasizes analytical thinking for effective decision making and broad preparation for leadership positions. In addition, students are also able to choose among four concentrations depending upon their interests and career focus:

• Human Resource Management
• Leadership & Managerial Skills
• Strategic Management
• Managerial Logistics

Employment opportunities include general management positions in manufacturing, distribution, and service industries; staff positions in human resources management and industrial relations departments; and management positions in transportation and physical distribution.

BS in Marketing
Marketing involves several business activities that are performed in the process of getting goods and services from producer to the ultimate consumer. These activities include product management, pricing, promotion, and distribution. The Bachelor of Science in Marketing provides students not only with an understanding of those activities that comprise marketing but also with the tools and concepts they will need to make sound decisions in the area. Thus, courses are provided in marketing research, consumer behavior, analytical techniques in marketing, and marketing strategy to name a few. Students are also able to choose among four concentrations depending upon their interests and career focus:

• Marketing Research
• Marketing Communications and Promotions
• Innovation & Product Management
• Sales Leadership

The basic objective of the curriculum is to produce a student who has a sound understanding of theory and a keen sense of how to apply it in practice.

Distinction
See Academic Honors in College of Business Administration section.

Degree Programs
• BS in Entrepreneurship (http://catalog.uic.edu/ucat/colleges-depts/business-administration/mgmt/bs-entr)
• BS in Human Resource Management (http://catalog.uic.edu/ucat/colleges-depts/business-administration/mgmt/bs-human-resource-mgmt)
• BS in Management (http://catalog.uic.edu/ucat/colleges-depts/business-administration/mgmt/bs-mgmt)
• BS in Marketing (http://catalog.uic.edu/ucat/colleges-depts/business-administration/mgmt/bs-mktg)