

B.B.A. in Management

Management Major

The Management degree is intended to prepare students with skills in leadership, negotiation, communication, data analysis, decision making, and innovation and change. This degree will provide students the opportunity to integrate their knowledge of management processes with an action learning project in their senior year. Management students learn the management and leadership skills needed to become the ethical leaders of tomorrow who are prepared to lead responsible organizations and achieve careers of meaning and purpose.

The management majors offers two tracks, the general track and the entrepreneurship and innovation track. The general track is designed for students to gain a firm foundation in broad management knowledge such as human resource management, international management, leadership and negotiation, and quantitative management. The **entrepreneurship and innovation track** is designed to cultivate entrepreneurial mindsets by developing students' skills in entrepreneurial innovation, social entrepreneurship, crowdfunding and the start-up process.

- BBA Management - General Management Track (https://catalog.stmarytx.edu/undergraduate/majors-programs/greehey-school-business/management/management_general_mgmnt_track/)
- BBA Management - Entrepreneurship and Innovation Track (https://catalog.stmarytx.edu/undergraduate/majors-programs/greehey-school-business/management/management_entrepreneurship_innovation_track/)