

THE FIELD

The world today is changing faster than ever before. Technological developments, financial constraints, expanding markets, restructurings and mergers, new philosophies, and government legislation are all putting pressure on organizations to become significantly more adept at change. Most organizations today require agility to succeed; in an increasing number of cases, flexibility is a required attribute for organizational survival. As the need to help organizations get and stay agile increases, the demand also increases for individuals with competencies to influence how organizations respond to change. Change is an integrated process, not an isolated event. All areas of the organization must be integrated into one unified, continuous effort that moves the firm from where it is today to where it chooses to be in the future. Organizations that take a piecemeal approach and separate their organizational and technical changes from their human and cultural changes fail dramatically. The management major is designed to prepare students for these realities.

There is no minor available in management.

THE MAJOR

Management students explore the dynamics underlying four major aspects of change that impact and are impacted by organizations. These areas are: 1) social, political, and economic change—courses in this area of management explore the processes by which organizations impact and are impacted by the noneconomic interests of stakeholders. Particular attention is paid to understanding the political process of change; 2) forming and transforming organizations—these courses examine the dynamics by which organizations are created, as well as how and why their structures and processes are altered to maintain internal and external fit; 3) understanding workplaces—this area of management is concerned with the evolving nature of employment in organizations; and 4) globalizing—courses in this area are meant to explore the different aspects of the internationalization process, with particular attention to the antecedents and consequences of “going global.”

Students majoring in management are required to take Isenberg School of Management lower-level courses (ACCOUNTG 221 and ACCOUNTG 222, MANAGMNT 260, and OIM 210) and upper-level core courses (MANAGMNT 301, MARKETNG 301, FINANCE 301, OIM 301, and SCH-MGMT 310 and MANAGMNT 494BI). They also choose a minimum of one course from each of the four “aspects of change” detailed above, as well as three additional courses to further their understanding of these areas. These may include pre-approved Isenberg School courses, or any pre-approved upper-level UMass Amherst courses that fit within the “aspects of change” framework. A listing of pre-approved courses (in Isenberg and other departments) is available in the department office. Course selections should be approved by your advisor. Majors must also complete 21 elective credits to be taken outside of the Isenberg School and the economics department.

Management offers optional concentrations in entrepreneurship and innovation management, human resource management, and sustainable business practice. The entrepreneurship and innovation management concentration is aimed at a pressing national interest: to speed the diffusion of innovation and new businesses throughout the economy. The human resource management concentration is aimed at teaching students the various elements of human resource management. The sustainable business practices concentration is intended to equip students with the knowledge and skills necessary to make meaningful contributions to firms’ ongoing sustainability efforts and to identify business opportunities created by the range of emergent environmental and social issues. This concentration will prepare our students for the “green career” opportunities that have arisen both for entrepreneurs and those working within large established organizations.

Simultaneously, students who choose a concentration must take nine credits of required courses and six credits of elective courses related to their concentration.

HONORS

Students may pursue honors opportunities with Commonwealth Honors College (413-545-2483, info@honors.umass.edu).

STUDY ABROAD

Students are encouraged to study abroad if it supports their academic and career goals. Students should contact the International Programs Office (413-545-5247, umass.edu/ipo) and work closely with their academic advisor to choose the appropriate courses in preparation.

The Isenberg School offers several unique, short-term study abroad options that combine class time at UMass with a study-abroad experience led by Isenberg faculty. Recent trip destinations have been to Italy, the Czech Republic, Hungary, South Africa, Ireland, India, the United Kingdom, France, and beyond.

CAREER OPPORTUNITIES

The Office of Career Success is dedicated to helping students explore career paths and find opportunities that allow them to grow and succeed as young professionals. We encourage students to pursue internships and other field-based experiences as part of the learning process. Our career coaches and faculty work with students 1:1 and in classes to help them navigate this important time in life and make career decisions that yield a future of meaning and satisfaction. The management major affords students a wide range of career opportunities. Students are employed in a variety of organizations as managers in business, government, education, social agencies, and health care. By focusing on a particular area of management, students can better prepare for careers in fields, such as human resource management, sustainable business practice, social and corporate entrepreneurship, international management, and small business management. Many management majors have gone on to graduate studies in business or law as well as professional management programs offered by major corporations.

ISENBERG SCHOOL OF MANAGEMENT

Isenberg is committed to introducing its students to the education, experiences, and executives that will make them effective leaders, dynamic team players and change agents in the diverse world of business. Isenberg's unique culture sparks community and collaboration, and its entrepreneurial spirit encourages creativity in tackling today's biggest challenges to prepare its students for future positions of responsibility. Students may pursue an education in a variety of business disciplines represented by majors in seven departments and two degree programs. The program is directed toward the broad aspects of business, encouraging high standards of ethical conduct, social responsibilities, and the development of competence in particular courses of the student's own interests, aptitude, and choice.

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