Master’s Degree Program in General Management

CURRICULUM
(all courses are 3 credits each)

General Business Concentration
- Business Ethics
- The Legal Environment of Business
- Managerial Economics
- Marketing Management
- Organizational Behavior

Core Courses
- Human Resource Management & Development
- Planning & Project Management
- Evaluating Research in Management
- Leadership
- Budget & Finance
- Application of Technology
- Graduate Seminar (Multidisciplinary)

U.S. Department of Labor
Employment of administrative services managers is projected to grow about as fast as the average (9 to 17 percent) for all occupations through 2014.
http://www.bls.gov/oco/ocos002.htm

The General Management program provides an integrated learning approach from different disciplines. Those in management and leadership positions need a broad knowledge base to make the right business decisions. Marketing specialists, manufacturing managers and supervisors, sales agents, large chain retail managers and HR personnel are all positions that would improve their earning power and open new and greater career opportunities by acquiring an MS degree in General Management.

Steps to Take...
- Call 607-735-1825 and make an appointment to speak to one of our friendly advisors.
- Check out our website (www.elmira.edu/continuinged)
- Act today...Discover how part-time study can make all the difference in opportunities for life!

Other MS Management Programs at Elmira College:
- Health Services Management
- Information Technology Management
- Emergency-Disaster Preparedness