

Lander University's College of Business & Public Affairs - Department of Business Administration offers a Bachelor of Science degree.

BUSINESS ADMINISTRATION —

MANAGEMENT / MARKETING EMPHASIS

Students taking the Management / Marketing Emphasis focus on ways in which organizational objectives are developed, implemented and changed and on those processes that add value to stakeholders. Management courses emphasize decision-making skills and the selection, motivation and development of human resources. Marketing courses focus on the ways an organization can meet customer needs through product development and distribution, promotional and pricing strategies.

<p>Career Titles</p> <p>Some of these positions may require additional education or training above a Bachelor's Degree.</p>	<ul style="list-style-type: none"> Account Executive Bank Manager Benefits Manager Branch Manager-Any Industry Communications Officer Compensation Manager Construction Supervisor Credit and Collections Mgr Employment Counselor Entertainment Agent General Sales Manager Government Services Admin. Health Services/Hospital Admin. Hotel Manager Human Resource Manager Industrial Relations Director Information Systems Manager Insurance Agent International Business Manager Job Analyst Labor Relations Manager Management Trainee Manufacturing Supervisor 	<ul style="list-style-type: none"> Market Research Analyst Media Planner Mortgage Loan Officer Occupational Analyst Operations Manager Outside Property Agent Payroll Officer Personnel Manager Personnel Recruiter Promotions Manager Provisioning Manager Public Utilities Manager Real Estate Agent/Broker Recreation Manager Restaurant/Food Service Mgr Retail Sales Manager Supervisor Telecommunication Marketer Telecommunications Coord. Traffic Manager Training Manager Transportation Director Travel Agent
<p>Employment Settings</p>	<ul style="list-style-type: none"> Appraisal Firms Apartment & Condominium complexes Business & Industries all types Banks & Financial institutions Credit Unions Colleges & Universities Executive Search Firms Federal Reserve Bands Hotels Hospitals Healthcare organizations 	<ul style="list-style-type: none"> Insurance Firms Industrial Organizations Labor Unions Local, state & federal government Manufacturers Non-profit organizations Print & electronic media Restaurants Real Estate Brokers Real Estate Developers Service Organizations

ONLINE RESEARCH

- MonsterTRAK <http://www.monstertrak.com>
- After College www.aftercollege.com
- Business Job Finder <http://www.careers-in-business.com>
- Executive and Management Job List <http://www.nationjob.com/management>
- Job Web <http://www.jobweb.org/>
- The Business Journal <http://triangle.bizjournals.com/triangle/index.html>
- Raleigh News & Observer www.news-observer.com/index.html
- North Carolina Press Association www.ncpress.com
- AgCareers <http://www.agcareers.com/>
- Washington Center Internships <http://www.twc.edu/>
- Best Bet for Internships Abroad <http://www.cie.uci.edu/~cie/iop/internsh.html>
- International Careers Page http://www.duke.edu/~lpmaskel/international_page.html
- Health Management Careers <http://www.healthmanagementcareers.org>
- Occupational Outlook Handbook <http://www.bls.gov/oco>
- Career Builder <http://www.careerbuilder.com>
- Small Business Technology and Development Center <http://www.sbtcd.org/links/resources.pdf>
- Culinary/Hospitality Careers - <http://www.culinary-careers.org/culinary-careers.html>
- [back to the top](#)
- American Management Association <http://www.amanet.org>
- National Management Association <http://nma1.org/>
- American Marketing Association <http://www.marketingpower.com>
- American Advertising Federation College Chapters <http://www.aaf.org/college/chapters.html>
- Public Relations Society of America <http://www.prsa.org>
- Academy of International Business - the leading association of scholars in the field of international business <http://aibworld.net>
- Small Business Administration (SBA) - tips on starting, expanding, and financing your business from the US Government. Includes an outstanding directory of information and links for local services <http://www.sbaonline.sba.gov>
- Business and Finance News and Guides - includes newspapers, magazines, mailing lists, news topics and resources for the business person <http://www.looksmart.com/eus1/eus65300/eus152744/r?!&>
- LookSmart Business News - see full coverage of US and International Business stories. Includes classifieds, weather, chat areas and sports news <http://www.looksmart.com/r?!&panel=catsum{day=today{sum=Business>
- Strategic Planning Jobs <http://fisher.osu.edu/career/ungrad/exploration/Careers%20in%20HR%20Management.ppt>
- Hospitality Net <http://www.hospitalitynet.org>
- US Bureau of Labor Statistics <http://stats.bls.gov>