

BUSINESS ADMINISTRATION

MANAGEMENT

ASPIRE

EXPERIENTIAL MAJOR MAP

MANAGEMENT RETURN ON INVESTMENT

Lead people. Drive results. Shape the future of organizations. Students in the Management concentration at West Liberty University develop a versatile business foundation while exploring leadership, organizational behavior, human resources, project management, entrepreneurship, strategy, and contemporary management issues. Graduates of the concentration can apply this foundation across industries and pursue career paths with increasing responsibility in management and leadership.

THE WHO...

- Future Leaders
- Problem Solvers
- Team Builders
- Strategic Thinkers
- Entrepreneurs
- People-Focused Professionals

THE SKILLS ...

- Leadership and Communication
- Strategic Decision-Making
- Team and People Management
- Project Management
- Problem-Solving
- Organizational Analysis

THE JOBS ...

- General and Operations or Human Resources Manager
- Project Management Specialist
- Management Analyst
- Training and Development Manager

WHAT YOU'LL LEARN

Students in the Management concentration learn how organizations achieve results through people, projects, resources, and strategic decisions. With coursework exploring leadership, organizational behavior, project management, entrepreneurship, and strategy as well as a focus on developing skills in communication, teamwork, problem-solving, and organizational analysis. The concentration enables to examine contemporary issues affecting managers and students have the opportunity to connect management concepts with business cases, projects, and other applied learning experiences.

HILLTOP ADVANTAGE

The Hilltop Advantage is a structured, student-centered approach that ensures every student graduates with not only a degree, but also meaningful experiences, career-ready skills, and a clear post-graduation plan.

THE PROGRAM

- Flexible Learning Options
- Industry-Aligned Curriculum
- Experienced Faculty
- Simulated Learning
- Career-Focused Prep
- CompTIA Certification Preparation
- MBA Fast Track Option

College of Business - Management

ASPIRE	FIRST YEAR	MIDDLE YEARS	LAST YEAR	GRADUATE PROGRAMS
A ACADEMIC MASTERY	- Complete foundational business and general education coursework while building communication, analytical, and problem-solving skills. - Learn how the major areas of business work together and begin connecting them to management. - Meet with your academic advisor each semester to plan your Management concentration and stay on track academically.	- Progress into upper-level coursework in areas such as organizational behavior, human resources, project management, and strategy. - Apply management concepts through cases, projects, presentations, teamwork, and real-world business problems. - Explore opportunities for specialization, professional credentials, or graduate education.	- Integrate knowledge from management and the broader business curriculum. - Analyze complex organizational and strategic issues involving people, projects, resources, and decision-making. - Connect your coursework and experiences to your career goals and plans after graduation.	Master of Business Administration (MBA)
S SELF-DISCOVERY & STRENGTHS	- Explore management careers, industries, and professional pathways to better understand where the concentration can lead. - Identify your interests, strengths, values, and preferred ways of working. - Reflect on the areas of business and management that you may want to explore more deeply.	- Clarify your career interests and identify professional paths that align with your strengths. - Seek feedback from faculty, supervisors, mentors, and peers to better understand your strengths and areas for growth. - Explore how additional coursework, specialization, credentials, or graduate education could support your goals.	- Articulate your professional strengths, experiences, and career direction. - Connect your academic, employment, campus, and leadership experiences into a clear professional story. - Set goals for continued learning, professional development, and career growth after graduation.	Industry Sectors - Business, Professional and Consulting Services - Healthcare, Technology, Manufacturing, and Financial Services - Human Resources and Talent Management - Transportation, Logistics, and Supply Chain Management - Energy, Telecommunication, Media and Tourism
PI PROFESSIONAL PREPARATION INTEGRATIVE & EXPERIENTIAL LEARNING	- Create a professional résumé and LinkedIn profile and begin building your professional presence. - Attend employer, career, and professional development events and practice introducing yourself, asking questions, and making connections. - Use class projects, presentations, and team activities to begin developing examples of your professional skills.	- Pursue internships, employment, project-based work, or other experiential opportunities when available. - Build your professional network through LinkedIn, employers, alumni, conferences, and other professional events. - Participate actively in networking opportunities by starting conversations, making connections, and following up.	- Refine your résumé, LinkedIn profile, and professional materials using the experiences you have gained. - Use your professional network to explore careers, employers, graduate programs, and new opportunities. - Prepare to explain what you know, what you can do, and how your WLU experiences have prepared you for your next step.	Career Opportunities - General, Operations and Human Resources Manager - Project Management Specialist - Management Analyst - Training and Development Manager
RE RELATIONSHIPS & LEADERSHIP ENGAGEMENT & WELL-BEING	- Build relationships with faculty, advisors, classmates, and the WLU community. - Explore student organizations through the Org Fair and get involved with campus and College of Business. - Establish habits that support academic success, involvement, relationships, and personal well-being.	- Stay actively involved in student organizations, campus activities, work, or the community. - Take on greater responsibility or leadership roles as you gain experience and confidence. - Strengthen relationships with faculty, alumni, employers, and other professionals.	- Use your experience to lead, mentor, support, or serve as a resource for newer students. - Maintain and continue expanding the personal and professional relationships you developed at WLU. - Stay engaged with the WLU community while preparing to carry those relationships forward after graduation.	