PROPOSAL:  Management Major

Background

The Undergraduate Studies Council of the Faculty Senate has approved changing the name of the Management major to the Leadership and Business Strategy major. This change will enhance the desirability of the program to students and recruiters. According to the National Association of Colleges and Employers, leadership is the highest rated attribute employers seek on a candidate’s resume. Also, Bloomberg has ranked strategic thinking the fourth most important trait in job applicants, but one of the hardest to find. In addition, the name change aligns with the faculty expertise and training. Thus, aligning the name of the program with leadership and strategic thinking best describes the program and will give our students an advantage over those graduating from other programs.

Recommended Action

Change the name of the Management major to the Leadership and Business Strategy major.