



ROCHESTER UNIVERSITY

MANAGEMENT & NONPROFIT MANAGEMENT

As the modern workplace continues to change dramatically, leadership and management skills are still in high demand. A Bachelor of Business Administration degree will prepare you for both professional achievement and ethical service in a competitive world. The management major will prepare you to achieve a high level of success in the business world. The nonprofit management major will prepare you to think critically, creatively and collaboratively about issues facing government, for-profit and nonprofit enterprises.

YOU HAVE AN EPIC STORY TO TELL

College should be more than just getting a degree. At RU, we prepare you for your professional and personal future. Our combination of general education classes — in addition to your major courses — will give you **equipment for living** so that you can live an **EPIC** life.

- EXPLORE.** Understand the world in all its beauty, diversity and complexity.
- PREPARE.** Gain knowledge and skills to serve in your business or organization.
- INTEGRATE.** Connect and apply knowledge in your professional and personal life.
- CALLING.** Discern what God has called you to be and do.



WHAT CAN I STUDY?

MANAGEMENT

The BBA in management will give you the knowledge and skills needed to take on management roles in any organization. You'll receive a strong foundation in business, with courses in accounting, economics, marketing, and management, along with a specific vocational emphasis.

NONPROFIT MANAGEMENT

The BBA in nonprofit management will provide you with the skills needed to be successful in nonprofit management with a specific vocational emphasis. With courses in financial management, public policy and human resources, you'll gain the knowledge and skills to address challenging social issues and take on leadership roles in the nonprofit sector.

VOCATIONAL EMPHASIS

A unique feature of these majors is the ability for you to choose a specific vocational emphasis that serves your specific interests and career goals.

You can choose from:

- Arts and Science
- Christian Ministry
- Entrepreneurship
- Human Resources
- Marketing Communication
- Public Administration
- Science-Environmentalism
- Social Work & Human Services
- Sport Management
- Strategic Leadership
- Theatre



WHAT WILL I LEARN?

Management and nonprofit management majors will learn:



CRITICAL THINKING

Professional graduates think critically and apply systems thinking to decision making.



PROBLEM-SOLVING AND APPLICATION

Professional graduates apply functional area concepts and theories appropriately.



PROFESSIONAL COMMUNICATION

Professional graduates communicate effectively by preparing and delivering oral and written presentations using appropriate technologies.



SOCIAL AND ETHICAL RESPONSIBILITY

Professional graduates align personal, professional, and organizational conduct with ethical and professional standards of conduct including an understanding of corporate social responsibility.



VOCATIONAL AWARENESS

Professional graduates demonstrate an understanding of God's ongoing story in the world and their responsibility to God, self, organization, and the world as a part of that ongoing story.

WHAT ABOUT MY CAREER?

After you graduate with a management degree, you can pursue entry-level positions as a:

- Management Analyst
- Client Services Manager
- Business Manager
- Community Manager
- Logistics Manager
- Business Consultant
- Account Executive

After you graduate with a nonprofit management degree, you can pursue positions in:

- Nonprofit Organizations
- Corporate Social Responsibility for Companies
- Government
- Community Engagement for Organizations
- Social Entrepreneurship



WHAT OUR ALUMNI SAY

JAMAL MAXSAM
Class of 2004

"RU provided the practical knowledge I needed to begin a career in business leadership. It was refreshing to attend a college with a focus on living my faith in my career. After graduating, I transitioned into education: what I learned at RU proved to be a major asset while serving as an elementary school principal and facilitating school turnaround. I am grateful for RU and its mission."

MANAGEMENT

majors also will learn:



MARKETING COMMUNICATION

Professional graduates assimilate integrated marketing communications and consumer-driven research concepts, systems and tools to obtain, evaluate, and disseminate information to be used for marketing decisions.



INTERPERSONAL COMMUNICATION & HUMAN RESOURCES

Professional graduates demonstrate understanding of diversity, law and best practices in human resources to effectively recruit, select, train and retain employees.

NONPROFIT MANAGEMENT

majors also will learn:



ORGANIZATIONAL SUSTAINABILITY & SOCIAL IMPACT

Professional graduates assess the success of an organization based on the sustainability of both its mission and its economic value creation through qualitative and quantitative analysis.



PROFESSIONAL & PERSONAL ENTREPRENEURSHIP

Professional graduates integrate entrepreneurial value creation in both their personal and professional lives through the evaluation of benefits and risks of opportunities.

WORK FROM THE HEART