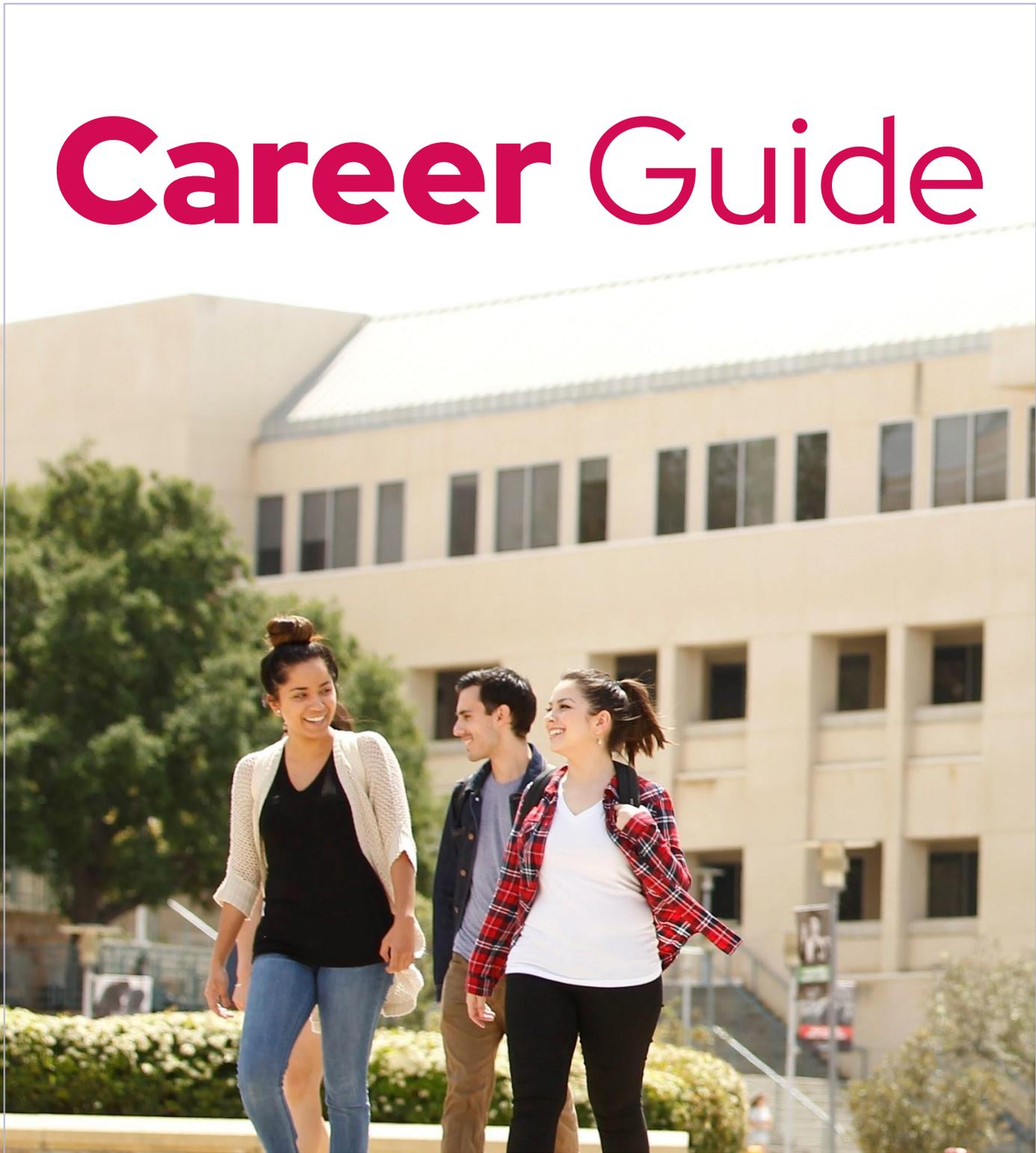


# Career Guide



# Career Success



Welcome to the Management Career Guide for current and prospective Management students!

This guide explores career opportunities related to the four management options and tracks at CSUSM and features advice from former students.

We want you to be informed and inspired while pursuing your degree and starting your career.



# Message from the Management Career Guide Coordinator

There is an age-old question asked by management students to us professors “What do I do with a management degree?” The truth is, a management degree opens so many career paths for students that it is difficult for anyone to know them all, let alone for a student to choose which path to go down. So we set out to create a guide to help students answer this question (and maybe help us professors too). We hope this guide helps you on your journey from student to successful professional.

Special recognition goes to the senior experience students who created the first version of this guide. Thank you, Billy, Billal, Vincent, Moises, and Isaiah.

For questions related to the career guide and career pathways please contact Aaron McDonald at [amcdonald@csusm.edu](mailto:amcdonald@csusm.edu).

For any other questions including those related to your program of study, such as course selection, sequence, and substitutions, contact the Management Department chair, Dr. Cata Ratiu at [cratiu@csusm.edu](mailto:cratiu@csusm.edu).

Also, meet the wonderful faculty who will guide you on your way at <https://www.csusm.edu/management/faculty.html>

Best,

Aaron McDonald, PhD  
Assistant Professor of Management  
College of Business Administration





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# Management at CSUSM



# The Management Options at CSUSM

As a management major at CSUSM, you can choose among four areas of study (called options or tracks). The next pages will describe each option.

## **Entrepreneurship**

Learn how to launch and run a successful business from the ground up.

## **Global Business**

Explore the global forces and international factors that affect business.

## **Human Resource Management**

Study how to manage human capital in a way that is profitable, ethical, and sustainable.

## **Management & Organizations**

Focus on learning how to lead teams and individuals in a corporate setting.



# Resources for Management Students

CSUSM strives to provide students with everything they need to be successful in college and as they start their careers.

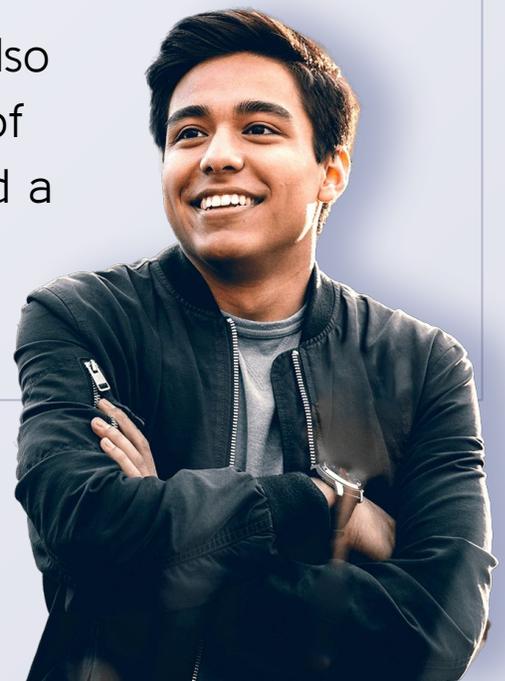
- ▶ [Option Worksheet](#)

Use these worksheets to explore the required classes for each of the four management options.

- ▶ [4-Year Roadmap](#)

This suggested course sequence lays out a plan that would enable a student to graduate in four years.

The College of Business Administration also encourages students to take advantage of personalized academic counseling to build a path to graduation. [Schedule a meeting with an advisor today!](#)



# CLIMB – Center for Leadership Innovation and Mentorship Building

The mission of the Center is to foster the development of effective leaders at all levels: individual, team, organization, and community. This mission is achieved by promoting innovative leadership research and by offering educational programs and mentoring opportunities to current and aspiring leaders.

CLIMB is founded by faculty in the Management Department and includes In the Executive's Chair (MGMT 432), Speaker Seminars, and Leadership Workshops. Every year, the Center selects a graduating senior for the prestigious James R. Meindl Student Leadership Award. Will you be the next recipient?

[Connect with CLIMB](#)





## Alumni advice for Management Students

“Network as much as possible! Use the CoBA networking events and put effort into building relationships with your classmates and professors. It’s also important for students to seek out internships to gain experience before graduating.” —*Rebecca Silva*

“I graduated in 2014 after changing my major three times. You can’t be expected to know what to do at 18 years of age, so don’t be afraid to change your mind a few times.” —*Amanda Bromell*

“Be flexible with your goals. You can’t predict the future, but if you continue learning and gaining skills, you will open doors. Be flexible but active. Life is a lot of waiting – but it’s an active type of waiting. Things will never be perfect. Just get started.” —*Reese Irish*

**CSUSM is full of resources to help students. Talk to professors and classmates—explore your options.**

**Clubs, associations, and other resources are explored in more detail throughout the rest of this guide.**

# *A Career in* **Entrepreneurship**



## What is Entrepreneurship?

***Entrepreneurship students will learn how to launch, run, and scale a business.*** The courses are designed to lead students through creating a comprehensive business plan from an original idea.

Entrepreneurs look for opportunities to provide value. They are the backbone of market economies, launching businesses and innovating with new ideas.

The lifestyle of an entrepreneur is what you make of it. Launching a business can be a high risk, high reward activity, and no two entrepreneurs take the same path. But if you want to be your own boss and develop your own ideas into businesses, this is the option for you.



## Entrepreneurship Skills

While starting and running businesses, an entrepreneur needs to be a jack-of-all-trades. The ability to embrace risk, ideate, adapt to change, and lead people will help an entrepreneur reach their goals. Here are some more specific skills and competencies for entrepreneurs:

- Business management
- Teamwork and leadership
- Customer service
- Financial acumen
- Time management

Business management skills include delegating responsibilities and making decisions that affect the long-term health of their business.

Teamwork and leadership refers to an entrepreneur's tendency to act as both supervisor and employee of the company they create.

Customer service is a skill entrepreneurs will need to win sales, connect with their customer base, and ultimately build relationships with clients.

Financial skills are necessary to keep a business healthy at any stage.

Time management skills enable an entrepreneur to focus on the issues that really matter.



## Reese Irish

### Entrepreneur (class of 2011)

Like many other business majors, Reese Irish initially chose to study business because he wasn't sure what he wanted to do for a career. But he knew that with a business degree, his options were nearly unlimited.



As a serial entrepreneur, Reese started a janitorial business and a screen printing business while studying at CSUSM. But after seven years, those businesses fell through.

However, his career took a turn when he connected with a friend and founded W3BT, a successful business that provides TV marketing services for blockchain and crypto companies.

Reese is also the Business Development Administrator & Coordinator at FMW Media Works, creating a blockchain show that is featured on Newsmax, FOX Business, and Bloomberg called "Exploring the Block."

*"My bankruptcy was so painful at the time. But with what I do now, I have so much more freedom. I feel like I don't trade my time for money anymore. Now I can work from anywhere."*

## The Entrepreneurship Lifestyle and Career

Entrepreneurship is a unique degree and career field as compared to other business areas. The main goal of an entrepreneur is to develop, produce, market, and sell a new product or business. Entrepreneurs are self-driven business owners that are in a high-risk, high-reward career field. A degree in Entrepreneurship is also helpful for students who are looking to run a family-owned small business.

Because entrepreneurs do not necessarily look to climb the traditional corporate ladder, dividing career paths into entry-level, mid-level, and senior level positions is not practical. Instead, listed below are positions for entrepreneurial graduates to consider to learn about their aspiring field.

### Jobs Involving ENTR Skills

- Advertising and Marketing
- Business Development
- Management
- Real Estate
- Consultant
- Product Manager
- Project Manager
- Working with a small business



## ENTR Career Statistics and Advice

Of all the different business career paths, entrepreneurship has the highest potential upside. Therefore, it also has the biggest potential risk. Business owners in the United States have an average salary of about \$68,000<sup>1</sup>. That is 33% higher than the national average salary of about \$52,000. Additionally, 62% of the billionaires in the United States are self-made entrepreneurs<sup>2</sup>.

Students who graduate with an entrepreneurship degree will be prepared to run their own business. Entrepreneurship students will develop business instincts and learn about many of the details of owning a business, before even risking a penny on a new idea. Students have the opportunity to meet and network with other students, professors, business owners, and mentors throughout their schooling which will help springboard them to success in their careers.

Entrepreneurship is fundamental to the American Dream and anyone has the opportunity to be successful with a degree in this field.

<sup>1</sup> <https://www.entrepreneur.com/article/293512>

<sup>2</sup> <https://www.entrepreneur.com/article/269593>

## Courtney Valletta

Real Estate Agent (class of 2012)



Courtney chose to major in Entrepreneurship at CSUSM because she knew it was a combination of marketing, finance and management that interested her. Throughout her time in college, the classes helped her in choosing a career and getting started with her family business, Valletta Woods Group. Courtney advocates for students to take classes that help push them outside their comfort zones.

Being in a sorority helped Courtney with socializing and meeting new people in college. With regard to careers, she advises students to “put themselves out there” and start by looking for unpaid internships in the industries that interest them.

## Entrepreneurship at CSUSM

Entrepreneurship is offered in the Management Department. The option will help students incubate a business idea, evaluate the viability of their idea, learn the different components essential to starting and managing a start-up, and develop a well-conceived business plan.

### Entrepreneurship Option Worksheet:

- ▶ [Entrepreneurship Option Worksheet Link](#)

This essential worksheet details the classes required to graduate from CSUSM with a degree in Global Business.

### Suggested Course Sequence:

- ▶ [Suggested Course Sequence for Entrepreneurship Track](#)

Semester-by-semester class list for students choosing this option.

## Classes and Curriculum

The chart below illustrates what a typical semester may look like for a junior or senior as a Entrepreneurship (ENTR) option major in CoBA.

As an entrepreneurship student, your class schedule will consist primarily of core ENTR classes that are specifically tailored to prepare you to launch a business.

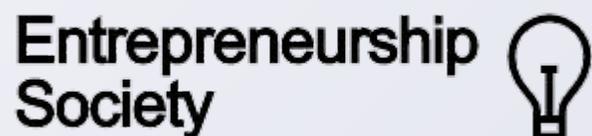
<b>ENTR 320: Creativity, Innovation, and Entrepreneurship</b>	<b>4 units</b>
<b>ENTR 420: New Venture Marketing</b>	<b>2 units</b>
<b>ENTR 421: New Venture Management</b>	<b>2 units</b>
<b>ENTR 422: New Venture Finance</b>	<b>2 units</b>
<b>ENTR 423: Practicum in New Venture Creation</b>	<b>2 units</b>
<b>MGMT 474: Business Sustainability</b>	<b>4 units</b>

## Entrepreneurship Clubs and Professional Societies

### Entrepreneurship Society at CSUSM

“The Entrepreneurship Society was founded by students and faculty that see the potential for North County and CSUSM to cultivate a sustained environment for new ventures and startup growth. Through a multidisciplinary approach, the Entrepreneurship Society will be at the intersection of business innovation, the sciences, and the arts.”

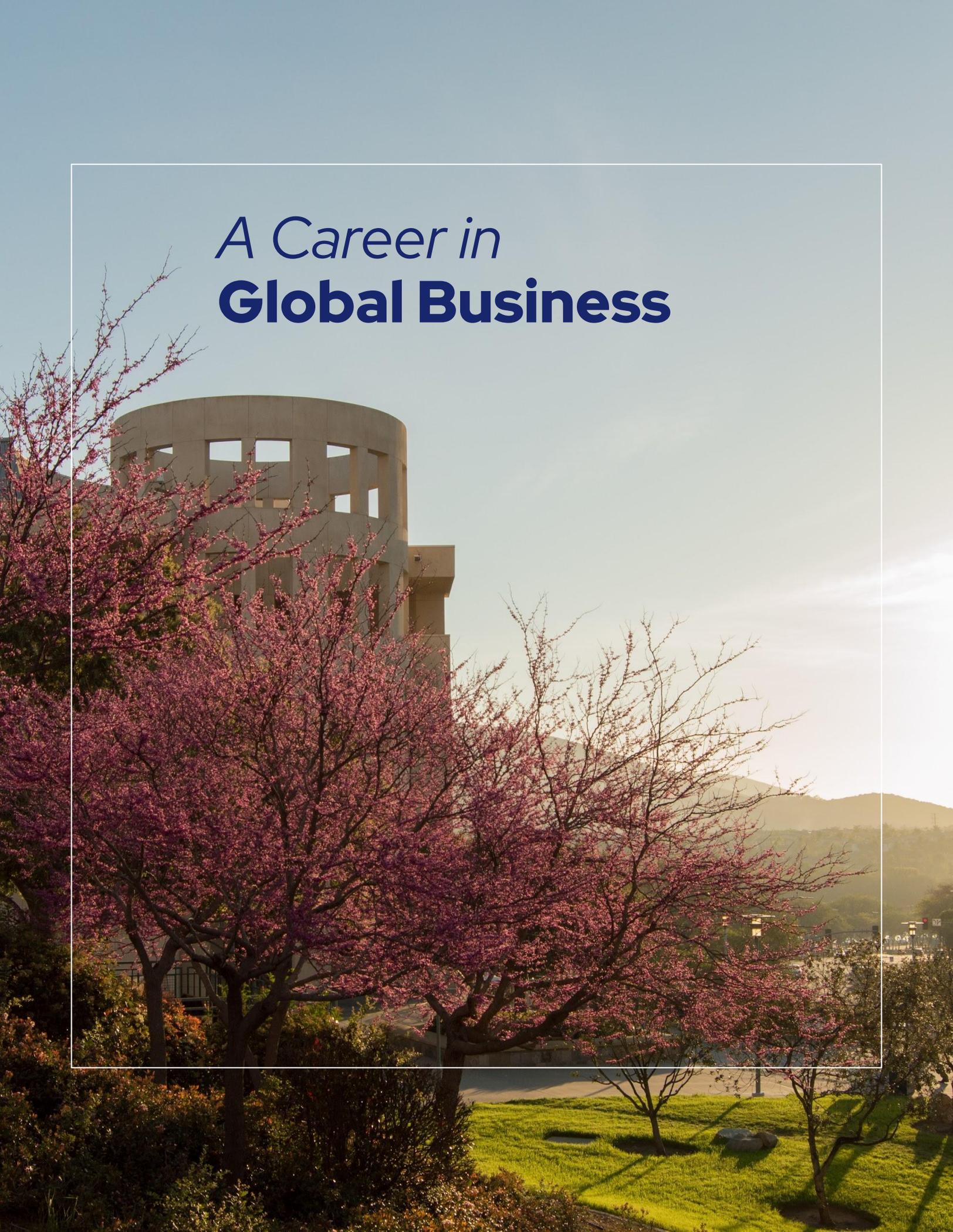
- ▶ [ENTR Society at CSUSM](#)



### Innovation Hub at CSUSM

The mission of the Innovation Hub is to provide “the resources, education and support to develop collaborative student/faculty/community partnerships in order to meet societal needs through innovation and entrepreneurship.”

- ▶ [Innovation Hub](#)



*A Career in*  
**Global Business**

## What is Global Business?

***Global business students gain personal skills and experience to help them be successful in businesses that involve international transactions.*** While earning a degree in GB, you will learn about business in other countries, equipping yourself with knowledge of foreign markets and cultural business norms.

Students will complete a study abroad or global internship program where they will take their learning to the next level through first-hand experience.

A career in GB will usually involve interaction with foreign businesses or clients, through negotiation and travel. If immersion in other cultures fascinates you, consider studying global business.



## Global Business Skills

Working in a business with interests across borders means global business professionals are best equipped to perform their jobs when they possess a knowledge of cultural, legal, and economic factors. Some particular skills and competencies for a global business career are identified as the following:

- Strategic and global mindset
- Cultural knowledge
- Cross-cultural communication and negotiation
- Risk management
- Resilience and adaptability

Having a strategic mindset refers to developing a deep knowledge of the industry and the business, enabling the ability to plan and strategize.

Cultural knowledge means having an understanding of norms and practices for a specific culture from a business standpoint.

Cross-cultural communication and negotiation skills are necessary for business professionals working in multicultural and international settings.

Risk management enables profitable decision making for businesses.

Resilience and adaptability are crucial for leader to navigate complex challenges with clarity and perseverance.



## Morgan Sussman

Boeing  
Cabin Supply Chain Manager  
(Class of 2016)



“The toughest thing is to make unemotional decisions about emotional things, whether in your personal life or in college. When I told people I was going to start my own business, so many people said I was absolutely crazy. But it’s all a journey.”

Morgan Sussman enrolled in business school in 2012 and bounced around between majors before settling on Global Business. After getting to study abroad in Milan, Italy, Morgan loved it so much that he asked to go abroad again immediately upon return. This time he went to study in Bern, Switzerland. His travel experience vastly shaped him into who he is today, as a globally-minded business professional.

While still at CSUSM, Morgan became interested in textiles and started True Loom Inc, a business producing made-in-America fabrics. While he ultimately had to close down the business after two years, his experiences and expertise developed as an entrepreneur earned him a job at Boeing.

***“Push yourself beyond the boundaries of what you’re comfortable with, into things you’d like to try but aren’t sure you’re capable of.”***  
***- Morgan Sussman***

# Global Business Jobs - Overview

The progress in technology and communication means that the world is more connected than ever. For businesses, this has created a “borderless” world where most companies deal internationally on a regular basis. Global Business graduates are in high demand due to the skills they develop towards the interconnected nature of the business world today. Many global business jobs are similar to any other position in a company, however the skills that Global Business graduates have will help them navigate the nuances of international business dealings.

## Entry-Level

- International Sales Associate
- International Business Analyst
- International Project Coordinator
- Global Management Analyst
- Government positions

## Mid-Level

- Global Product Manager
- International Project Manager
- Global Bank Manager
- Logistics

## Senior Level

- Director
- Vice President
- CEO

# Global Business Entry-Level Positions

## International Business Analyst<sup>1</sup>

*Average Salary: \$77,761*

International Business Analysts are integral in ensuring a company's efficiency. International Business Analysts have their hands in many parts of a business including, but not limited to:

- Conduct financial analysis
- Develop global and domestic budgets
- Facilitate proposal strategy
- Complete forms for international and domestic regulations
- Assist with project management

## Global Management Analyst<sup>2</sup>

*Average Salary: \$75,995*

Global Management Analysts have a similar role to Business Analysts. Management Analysts will specifically work with upper management to help efficiency.

- Gather and analyze company data
- Determine how to lower overhead
- Interview management overseas to gain understanding on company issues
- Work with management to implement changes

<sup>1</sup> <https://www.ziprecruiter.com/Salaries/International-Business-Analyst-Salary>

<sup>2</sup> [https://www.glassdoor.com/Salaries/international-management-analyst-salary-SRCH\\_KOO,32.htm](https://www.glassdoor.com/Salaries/international-management-analyst-salary-SRCH_KOO,32.htm)

## Global Business Mid-Level Positions

The following GB positions have the same skill requirements as mentioned on the Skills page. The nuances come down to the tasks that each position is expected to perform. Below are some of the positions in high demand.

### Global Product Manager<sup>1</sup>

*Average Salary: \$120,381*

Global Product Managers are responsible for overseeing product introduction into new and emerging markets.

- Analyze global market to find new product opportunities
- Oversee development of new global products
- Prepare strategic plans for global product launches
- Monitor marketing for new products

### International Project Manager<sup>2</sup>

*Average Salary: \$120,989*

- Oversee formulation of quality assurance programs
- Implement time management programs
- Monitor project progression
- Coordinate with business partners
- Participate in various financial management programs inclusive of expenses, budgetary plans and profits.

<sup>1</sup> [https://www.glassdoor.com/Salaries/global-product-manager-salary-SRCH\\_KOO,22.htm](https://www.glassdoor.com/Salaries/global-product-manager-salary-SRCH_KOO,22.htm)

<sup>2</sup> <https://www.salary.com/research/salary/recruiting/global-project-manager-salary>

# Global Business Senior Level Positions

Senior level GB positions such as director, CEO, and Vice President have requirements that vary from firm to firm. These experienced GB professionals oversee all the different aspects of an organization.

Their goal is to ensure that everyone from the organization's entry-level employees and up to the mid-level managers all over the world are working efficiently and communicating with the other departments in an organization. GB Executives should be prepared to progress through their careers while bouncing around between multiple different countries. Living internationally will be part of a GB Executive's lifestyle rather than just something that comes with the job.

Senior level executives are expected to have strong critical thinking skills and understand the strengths and weaknesses in the organization's employees in order to maximize efficiency and profits.



## Global Business at CSUSM

The mission of the Global Management Option is to develop talent for a sustainable world. The GB program has been designed to develop professionals with a global worldview. In addition, required courses are directed specifically toward developing the personal skills that are essential to be successful in today's dynamic, uncertain, and complex business environment.

### Global Business Option Worksheet:

- ▶ [Global Business Option Worksheet](#)

This essential worksheet details the classes required to graduate from CSUSM with a degree in Global Business.

### Suggested Course Sequence:

- ▶ [Suggested Course Sequence](#)

Semester-by-semester class list for students choosing this option.

## Classes and Curriculum

The option worksheet linked on the previous page details the classes that a student of Global Business will attend to earn a degree from CSUSM.

The core classes that set Global Business apart from the other management options are listed below.

If these classes about leadership, negotiation, and marketing from a global perspective sound interesting to you, then consider majoring in Global Business at CSUSM.

<b>GBM 425: International Business Management</b>	<b>4 units</b>
<b>GBM 426: Leadership in a Global Context</b>	<b>2 units</b>
<b>GBM 427: Cross-cultural Negotiating and Global Business</b>	<b>2 units</b>
<b>MGMT 461: Management in Different Cultures</b>	<b>4 units</b>
<b>MKTG 448: Global and Cross Cultural Marketing</b>	<b>4 units</b>

## Trina Mabunay

Recruiting Ops Specialist

(class of 2017)



Trina graduated from CSUSM with a degree in Global Business in 2017. During her orientation at the school, she learned about the Global Business Marketing courses and thought it was a futureproof option with a lot of opportunity. As part of her international experience, she decided to move to Laos to complete an internship with a local enterprise..

The seven months she spent there were filled with many great life experiences while working at an import/export company. When she came back to the States, she soon landed a position at Google as a recruiting coordinator specialist and it turns out that her international experience was a huge standout for Google when hiring her.

During her time at CSUSM, she served as President of the GBM Association on campus, and she was part of the Sustainability Club. Trina also worked at the career center as the social media specialist where she came up with the now famous “Cal State University Stairmaster” slogan.

**“Dive in. Get immersed in everything on the campus. Get involved in college life [...] take as many opportunities as you can. If you have the opportunity to study abroad, I 100% recommend that.”**

# Global Business Clubs and Professional Societies

## **Global Business Management Association**

“The main purpose of the organization is to create a friendly and hospitable environment where people could exchange and share their knowledge, experience, insights, and information on a variety of business related topics.”

[Global Business Management Association](#)

## **Global Supply Chain Management Society**

“Our society will raise awareness of the importance of global supply chain management functions and opportunities. We connect students with faculty and key players in the industry while providing updates on the latest trends and provide great networking opportunities.”

- ▶ [Global Supply Chain Management Society](#)

# Studying Abroad

Studying abroad is a great opportunity for students to learn about different cultures and gain a greater understanding of the world.

## **Summer International Business Travel Study, Europe in Germany, Austria, and Italy**

Students can enroll in a summer study abroad program. Enjoy the sights, sounds, and tastes of central Europe while touring world-renowned companies (e.g., Mercedes-Benz, BMW, Bosch, HP), and hearing lectures on European economics and business culture at European universities.

## **Exchange Programs**

CSUSM has exchange agreements with universities abroad that allow its students to attend those universities for a semester or academic year and earn resident credit toward graduation.

Universities such as Rikkyo University (Japan), and Amsterdam University of Applied Sciences (Netherlands) are Business major specific.

[CSUSM Study Abroad Information](#)

*A Career in*  
**Human Resource  
Management**

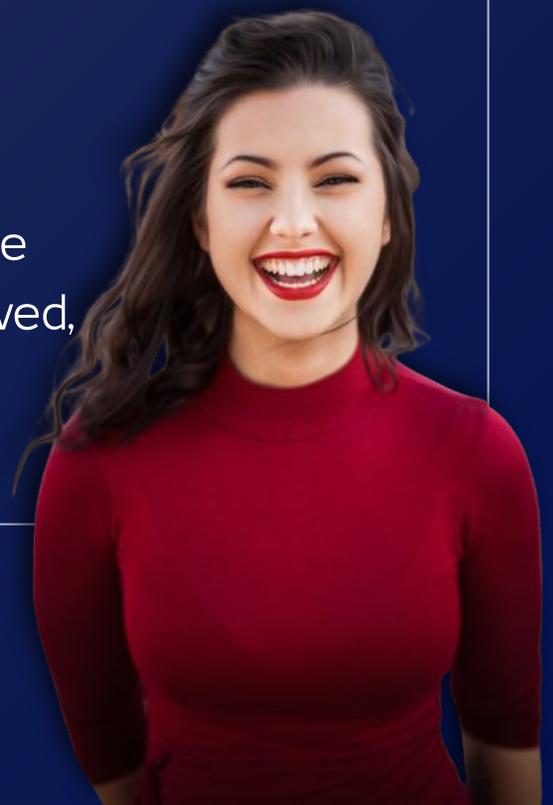


## What is Human Resource Management?

*Human Resources focuses on the “people” side of business.* While earning a degree in HRM, you will learn about finding, hiring, training, and retaining employees. Other areas of study include employee benefits, managing compensation, and keeping up to date with laws that affect workers.

The field of HRM is constantly evolving as new laws, business practices, and sociocultural norms change the corporate landscape.

A career in HRM will involve working with the company, employees, and the government to ensure laws are followed, employees are satisfied, and the company is receiving quality labor.



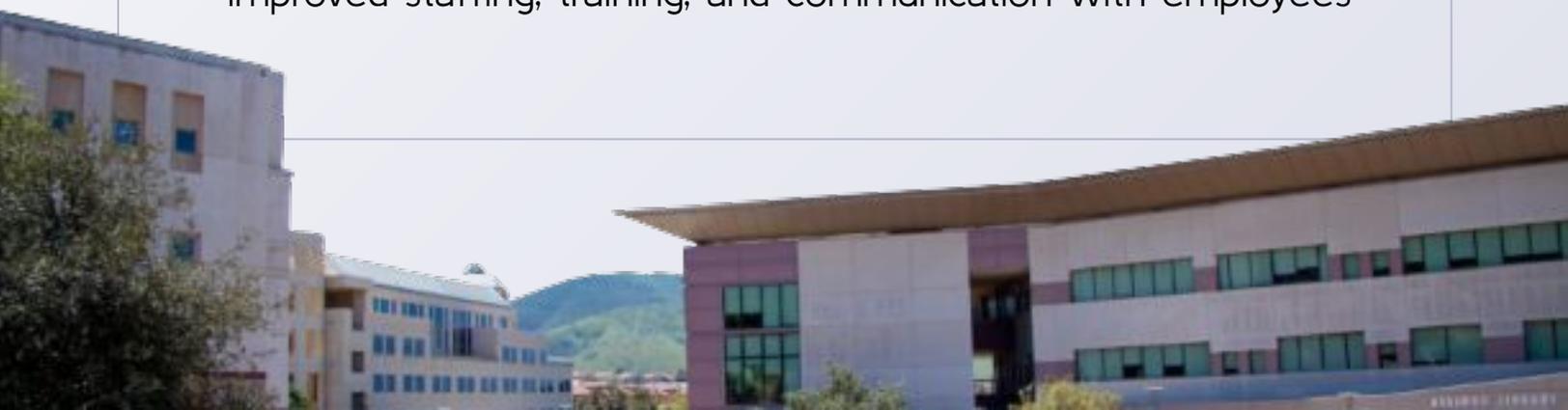
## HR Management Skills

Human Resource Managers are constantly interacting with people during their jobs. As such, interpersonal “soft skills” are crucial. These combined with working technical knowledge about HR best practices, company policies, and laws makes for a well-rounded HR professional.

- Verbal and written communication
- Active listening
- Problem recognition and problem-solving ability
- Clerical ability

Research led by The Conference Board think tank concluded that most HR professionals spent their time on six key activities:

- Managing people effectively
- Tying performance appraisal and compensation to competencies
- Developing competencies that enhance individual and organizational performance
- Increasing innovation, creativity, and flexibility of HR policies
- Applying new approaches to work process design, succession planning, career development, and inter-organizational mobility
- Managing the implementation and integration of technology via improved staffing, training, and communication with employees



## Rebecca Silva

Program Assistant at SDG&E  
(class of 2020)



Rebecca started her collegiate career at CSUSM as a Finance major. After taking many of her general education courses, she realized that she had a passion for human resource management. In her junior year, she consulted the Career Center and the CoBA counselors who advised her to change her major to HRM.

Her advice to new students on campus is to “network as much as possible by using the CoBA networking events and to put effort into building relationships with your classmates and professors.” She also feels it is important for students to seek out internships to gain experience before graduating.

After graduating in the Fall of 2020 as a top student with a high GPA, Rebecca landed a position at SDG&E.

***“Being a young minority woman myself, my main priority as a Human Resource professional would be to promote diversity and inclusion and establish a sense of belonging for everyone.”***

## HRM Jobs - Overview

### Entry-Level

- Human Resource Specialist (HR Rep)
- Training and Development Specialist
- Recruiter

### Senior Level

- Senior HR Manager
- HR Department Lead
- HR Director

### Mid-Level

- Human Resource Manager
- Compensation and Benefits Manager
- Training and Development Manager



## HRM Entry-Level Positions

### Human Resource Specialist/Recruiter\*<sup>1</sup>

*Average Salary: \$63,490*

HR Specialists are often the front line of a company's HR department. HR Specialists are expected to

- Interpret and explain HR policies, procedures, laws, and standards.
- Assist hiring and recruitment
- Have intermediate knowledge of data entry, planning, and graphics softwares.

\*Note: Recruiters have many of the same job functions as Human Resource Specialists, but they focus on hiring and recruitment.

### Training and Development Specialist<sup>2</sup>

*Average Salary: \$62,700*

The main focus of this specialist is to design or conduct work-related training and development programs to improve organizational performance. This specialist will:

- Assess training needs through surveys
- Design and direct the implementation of training programs
- Present information with instructional techniques
- Develop training manuals

<sup>1</sup> <https://www.bls.gov/ooh/business-and-financial/human-resources-specialists.htm>

<sup>2</sup> <https://www.bls.gov/ooh/business-and-financial/training-and-development-specialists.htm>

## HRM Mid-Level Positions

The following HR Management positions have the same skill requirements as mentioned on the Skills page. The nuances come down to the tasks that each position is expected to perform.

### **Human Resource Manager<sup>1</sup>**

*Average Salary: \$121,220*

- Serves as a link between management and employees
- Advise managers on organizational policy.
- Perform staffing duties

### **Training and Development Manager<sup>2</sup>**

*Average Salary: \$115,640*

- Develop new training programs
- Evaluate instructor performance
- Prepare training budget

### **Compensation and Benefits Manager<sup>3</sup>**

*Average Salary: \$125,130*

- Design and modify benefits policies to ensure currency
- Analyze compensations policies and government regulations
- Fulfill reporting requirements of government rules

<sup>1</sup> <https://www.bls.gov/ooh/management/human-resources-managers.htm>

<sup>2</sup> <https://www.bls.gov/ooh/management/training-and-development-managers.htm>

<sup>3</sup> <https://www.bls.gov/ooh/management/compensation-and-benefits-managers.htm>

## HRM Senior Level Positions

Senior level HRM position details vary widely from firm to firm. These experienced HRM professionals oversee all the different aspects of an organization's HR department. Salaries also vary greatly, but successful senior HR professionals can make well into six figures.

Their goal is to ensure that everyone from the entry-level HR positions and up to the HR managers are working efficiently and communicating with the other departments in an organization.

Senior level HR managers are expected to have strong interpersonal skills and understand the strengths and weaknesses in the organization's employees in order to put them in the right positions.

## Marco Lemus

(class of 2012)



Marco chose to major in Management & Organizations because he enjoyed the perspective it gave him when working in groups, and he knew this track would help him in the real world and throughout his career.

Taking classes where he learned about business strategies, competitive environments, and being aware of outside forces from organizations through emotional intelligence and behavioral characteristics helped Marco learn and excel at CSUSM.

In addition, being part of an honors society and serving on the foundation board helped with Marco's understanding of leadership.

For current students, Marco recommends getting involved with groups and working in leadership positions—something to push yourself outside your comfort zone. He also recommends volunteering for organizations and business programs.

## Human Resource Management at CSUSM

The human resource function is a crucial element in your organization's successful operation. This program focuses on the critical skills you need to manage the day-to-day HR related responsibilities and strategic HR vision—from recruiting hard-to-find talent to being a strategic partner in guiding your organization's growth and success.

- ▶ [Human Resource Management Option Worksheet](#)

This worksheet lays out the classes you need to take to graduate with a HR Management degree.

- ▶ [Suggested Course Sequence](#)

This resource presents the recommended course order for HR Management majors.

- ▶ [Professional Certificate Program](#)

If you are not an HR Management major but still want to be certified in HRM, check out this certification program.

## Classes and Curriculum

The option worksheet linked on the previous page details the classes that a student of Human Resource Management will attend to earn a degree at CSUSM.

Some of the following core classes are shared between other tracks of CoBA, but they are especially important in HRM. Other core classes are exclusive to HRM.

If these classes about interpersonal skills, diversity, leadership, and management sound interesting to you, then you should consider majoring in HRM at CSUSM.

<b>MGMT 305: Organizational Behavior</b>	<b>4 units</b>
<b>MGMT 415: Human Resource Management</b>	<b>4 units</b>
<b>MGMT 452: Leadership in Organizations</b>	<b>4 units</b>
<b>MGMT 461: Management in Different Cultures</b>	<b>4 units</b>

## HRM Clubs and Professional Societies

### Society for Human Resource Management

SHRM is a professional HR membership association that provides education, certification, and networking to its members in the HR community. Its goal is to create a better work environment for both employers and employees. It boasts over 300,000+ members across 165 countries and impacts over 100 million workers and families across the globe.

- ▶ [SHRM.org](http://SHRM.org)

SHRM has an active chapter at CSUSM with weekly meetings.

- ▶ [SHRM at CSUSM](#)



## Vyanca Colon



Senior HR Technology Analyst  
for Teradata (class of 2014)

Vyanca realized that she needed to work while going to school full-time, so she reached out to the Career Center at Cal State San Marcos. “They helped me find an amazing opportunity in Human Resources.”

She majored in HR because she found it interesting and knew that there would always be demand for HR professionals. “I’ve been in a lot of different roles within HR, and every company has an HR department, so it gives you a lot of flexibility.”

With regard to her favorite courses, Vyanca says that Leadership in Organizations was one of her personal favorites and that it taught her a lot. “In The Executive’s Chair was also very informative for me,” she added. “Business Professional Development was also a very important class. I still have and use all the tips for having a professional resume that they provided.”



*A Career in*  
**Management &  
Organizations**

## What is Management & Organizations?

*Management and Organizations* students learn how to lead people in organizations. While earning a degree in MGO, you will learn from the social and behavioral sciences to develop leadership skills in order to better manage teams and individuals.

Successful managers must possess both a technical understanding of how a business operates, as well as a social competence that enables them to direct human resources effectively.

A career in MGO will almost certainly involve jobs that are social, involving interaction with teams, company leaders, customers, and clients.



## Management & Organizations Skills

Managers do their job best when they are equipped with a variety of soft skills and leadership ability. Additionally, managers need technical abilities related to the mechanics of business. Indeed.com identifies five primary skill categories for managers:

- Leadership
- Planning
- Strategy
- Communication
- Organization

Leadership skills include empowering and motivating employees, delegating tasks, decisiveness, and team building.

Planning skills involve adaptability, critical thinking, and logical reasoning.

Strategy skills require problem-solving, creativity, and analytical thinking.

Communication involves listening, negotiation, persuasion, and public speaking. Good written and verbal communication skills are critical.

Organizational skills are composed of goal setting, admin skills, project management, recordkeeping, scheduling, and event coordination.

## **Amanda Bromell**

**Dell Project Manager (class of 2014)**



“You can’t be expected to know what to do at 18 years of age. Don’t be afraid to change your mind a few times.” Amanda switched her major three times before graduating with a MGO degree in 2014.

At that point, she enlisted and served six years in the army. “Joining the military opens a lot of doors,” says Amanda, and after getting her MBA she landed a job as a project manager at Dell. Her advice to students is to join campus organizations and honor societies.

## **Kiren Khan**

**Senior Client Success Manager at Rackspace  
(class of 2016)**



Kiren started at CSUSM as an undecided Freshman and remained that way for 3 years. One semester, she took a management class to see if she would like it and ended up falling in love with the major.

She went on to be one of the founders of the Management Society on campus and was part of the professional mentorship program, where she connected with a mentor that ended up hiring Kiren at Relationedge, which was acquired by Rackspace where she continues her career advancement.

**“Go out and get all the information you can. Go to the different societies on campus and find all the resources on campus. It would have saved me a year in school if I did this earlier.”**

**-Kiren Khan**

## MGO Jobs - Overview

A degree in MGO opens the door to countless opportunities in various industries. With an open-ended degree like this one, students who obtain their degree in Management and Organization are almost guaranteed to find an industry that will become a lifelong career. MGO graduates will usually go into entry level positions that have management tracks. These entry-level positions will help new graduates hone their skills before moving into middle management and beyond.

### Entry-Level

- Management Trainee
- Business Development Representative
- Project Coordinator
- Associate Product Manager

### First-Level

- Administrative and Facilities Manager
- Sales Manager
- Product Manager
- Project Manager

### Mid-Level

- General Manager
- Department Manager
- Branch Manager
- Project Manager

### Senior Level

- Director
- President
- Vice President
- CEO

## MGO Entry-Level Positions

### Management Trainee<sup>1</sup>

*Average Salary: \$50,000*

A management trainee is educated on how to be a manager. Trainees are taught the systems and techniques needed to be a successful manager.

- Formalized mentorship and leadership training
- Collaborate with experienced managers
- Often rotate through different departments to gain broader experience
- Create and deliver projects related that use your training

### Business Development Representative<sup>2</sup>

*Average Salary: \$55,000*

Business development reps work with the sales team to create strategic opportunities.

- Finding and developing new leads.
- Demonstrating product value to customers
- Research new markets and companies
- Great stepping stone to many high value positions in sales, product management, and strategic partnerships.

<sup>1</sup> <https://www.indeed.com/career-advice/finding-a-job/what-is-management-trainee>

<sup>2</sup> <https://mailshake.com/blog/business-development-representative/>

## MGO First-Level Positions

### Administrative and Facilities Manager<sup>1</sup>

*Average Salary: \$98,890*

Administrative and Facilities managers are tasked with planning, directing, and coordinating activities that help an organization run efficiently.

- Supervise clerical and admin staff.
- Set appropriate goals and deadlines for department.
- Develop, manage, and monitor records.
- Recommend policy changes to improve efficiency.
- Monitor safety.
- Ensure facilities meet government regulation standards.

### Sales Manager<sup>2</sup>

*Average Salary: \$132,290*

Simply put, a Sales Manager will direct an organization's sales team.

- Direct and coordinate activities involving product sales.
- Resolve customer complaints.
- Prepare budgets and approve expenditures.
- Analyze sales statistics.
- Assign sales quotas.

<sup>1</sup> <https://www.bls.gov/ooh/management/administrative-services-managers.htm>

<sup>2</sup> <https://www.bls.gov/ooh/management/sales-managers.htm>

## MGO Mid-Level Positions

These MGO positions have the same skill requirements as mentioned on the Skills page. The nuances come down to the tasks that each position is expected to perform. Below are some of the fastest growing positions in this field.

### Product Manager<sup>1</sup>

*Average Salary: \$119,000*

Product Managers are responsible for overseeing product introduction into new and emerging markets.

- Analyze new markets to find new product opportunities
- Oversee development of new products.
- Prepare strategic plans for product launches.
- Monitor marketing of new products.

### Project Manager<sup>2</sup>

*Average Salary: \$116,000*

- Oversee formulation of quality assurance programs.
- Implement time management programs.
- Monitor project progression.
- Coordinate with business partners.
- Participate in various financial management programs inclusive of expenses, budgetary plans and profits.

<sup>1</sup> <https://theproductmanager.com/topics/the-2020-product-manager-salary-guide/>

<sup>2</sup> <https://www.northeastern.edu/graduate/blog/ways-to-increase-pmp-salary/>

## MGO Mid-Level Positions

The following MGO positions have the same skill requirements as mentioned on the Skills page. The nuances come down to the tasks that each position is expected to perform. All three listed mid-level managerial positions involve similar duties. General managers and branch managers are similar in that they are responsible for a whole business or branch and all of its departments. Branch managers often refer to managers of a bank. Department managers oversee a single department within one organization.

### General, Department, and Branch Managers<sup>1</sup>

- Manage daily operations
- Review financials, sales reports, and other performance measures.
- Direct and coordinate assigned department activities
- Prepare work schedules
- Monitor suppliers to ensure efficiency

### Average Annual Salaries<sup>1</sup>

- General Manager: \$125,740
- Department Manager: \$58,000
- Branch Manager: \$65,794

<sup>1</sup> <https://www.bls.gov/oes/current/oes11021.htm>  
<https://www.zippia.com/department-manager-jobs/salary/>  
[https://www.glassdoor.com/Salaries/bank-branch-manager-salary-SRCH\\_KOO,19.htm](https://www.glassdoor.com/Salaries/bank-branch-manager-salary-SRCH_KOO,19.htm)

## **MGO Senior Level Positions**

Senior level MGO positions such as director, CEO, and Vice President have requirements that vary from firm to firm. These experienced MGO professionals oversee all the different aspects of an organization.

Their goal is to ensure that everyone from the organization's entry-level employees and up to the mid-level managers are working efficiently and communicating with the other departments in an organization.

Senior level executives are expected to have strong critical thinking skills and understand the strengths and weaknesses in the organization's employees in order to maximize efficiency and profits.

## ***Erika Grenier***

**Talent Acquisition Partner at  
TaylorMade Golf (class of 2016)**



Erika initially started at CSUSM as an accounting major, but chose to switch to MGO after two years.

After attending a career fair at CSUSM, she was thrilled to be offered a job at TaylorMade Golf. Erika works there now as a Talent Acquisition Partner, where she is leading a team of people dedicated to hiring the best possible candidates for open positions.

Erika says that ultimately, leadership is a trait you should strive to develop no matter what major you choose. “You can choose any option, and still help people and manage teams.”

When asked for class recommendations for students, she suggests to take “any class that you can get that focuses on data analysis or building up on those technical skills.” Many entry and mid-level jobs require the use of different reporting software, so it’s best to be knowledgeable about how to use them. “Excel skills are critical for every single role no matter what you’re in,” she added.

## Management and Organizations at CSUSM

The Management Option courses concentrate primarily on relationships among members of organizations as well as organizational decision-making behavior and cultures. The courses draw on many facets of the social and behavioral sciences to guide students in their intellectual development. A common theme is the use of people skills.

### Helpful Management and Organizations Worksheets:

- ▶ [MGO Option Worksheet](#)

This essential worksheet details the classes required to graduate from CSUSM with a degree in MGO.

- ▶ [Suggested Course Sequence Worksheet](#)

Semester-by-semester class list for students choosing this option.



## Classes and Curriculum

The chart below illustrates an example of what a typical semester may look like for a junior or senior as a Management (MGO option) major in CoBA.

As a junior or senior, your class schedule will consist primarily of core MGMT classes that are specifically tailored for the MGO option. Refer to the links on the previous page for a more in-depth layout on courses and scheduling.

<b>MGMT 305: Organizational Behavior</b>	<b>4 units</b>
<b>MGMT 415: Human Resource Management</b>	<b>4 units</b>
<b>MGMT 452: Leadership in Organizations</b>	<b>4 units</b>
<b>MGMT 461: Management in Different Cultures</b>	<b>4 Units</b>
<b>MGMT 474: Business Sustainability</b>	<b>4 units</b>

## Management and Organizations Clubs and Professional Societies

### CSUSM Management Society

“The Management Society at CSUSM is intended to provide students with knowledge and insight into the business world, specifically around management and leadership practices within organizations.”

- ▶ [CSUSM Management Society](#)



### Off-Campus Societies and Organizations

- ▶ [Project Management Institute](#)

An association for professionals in project, program, or portfolio management.

- ▶ [Academy of Management](#)

Community of over 20,000 management and organizations scholars and professionals.

## **Ben Kuhl**

**Proposal Specialist at General  
Atomics (class of 2020)**



Ben Kuhl transferred to CSUSM after finishing his General Education classes at a community college. During that time, he gained experience with different managers and management systems while working various jobs. He felt that a lot of his managers would chase away good employees, instead of encouraging and motivating employees to do great work. This led to Ben choosing the MGO major when he transferred to Cal State San Marcos. He wanted to see management done better.

Ben currently works at General Atomics as a Proposal Specialist. He started out as an intern during his senior year. He gives credit to the MGMT 422 class, where he learned how a company functions and how to talk to experts in his company. It helped smooth his transition and gave him the confidence at work. He also noted the importance of the BUS 322 course, which gave him an in-depth look at Excel. He went even as far as bringing his “Excel how to” book to work, and referenced it constantly. His coworkers would rely on his experience with functions, data and graphs, asking for his assistance at work.



# In Recognition

The first edition of this career guide was assembled by a Senior Experience team in 2021. Here is their advice to management students.

**William “Billy” Branch** • *Management and Organizations*

“Get some sunlight every day! Keep a good sleep schedule.”

**Vincent Sotelo** • *Management and Entrepreneurship*

“There is no roadmap to life.”

**Moises Delgado** • *Management Information Systems*

“Nothing is set in stone, embrace the unknown.”

**Isaiah Flores** • *Management and Entrepreneurship*

“Always be open to learn.”

**Billal Gitesatani** • *Management and Organizations*

“A year from now, you may wish you had started today.”



# Have Further Questions?

CSUSM faculty and the Career Center are here to help you throughout your college journey.

## **Management Department Faculty**

[csusm.edu/management/faculty.html](https://www.csusm.edu/management/faculty.html)

## **Career Center** -

<https://www.csusm.edu/careers/index.html>

**CoBA Advising** - [cobaadvising@csusm.edu](mailto:cobaadvising@csusm.edu)

## **Hand Shake (Job Postings)**

<https://www.csusm.edu/careers/careerservices/handshake.html>

**Jill Laing** - Director of Student Success

[jlain@csusm.edu](mailto:jlain@csusm.edu)

**Aaron McDonald** - Management Career Guide

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