GENERAL MANAGEMENT

A concentration in General Management can prepare you for a variety of tasks such as planning and forecasting, staff selection, and motivating team members to reach organization goals. Managers need multiple skill and knowledge sets. Most general manager and top executive positions are filled by promoting experienced, lower level managers from within the organization. Students may choose the General Management concentration if their career goals are in an area not covered by the established concentrations. These students can construct a program of study that is specifically tailored to their career goals.

A concentration in General Management can prepare you for a variety of career paths. As such, some students will combine General Management with a cross-functional concentration (Health and Life Sciences or Real Estate). Additionally, many students also seek minors outside of Questrom and interest can range based on the area most interested in. For all available minors, please visit the Boston University programs website found here.

For more information on required courses to complete a General Management concentration please visit HERE.

POPULAR CAREER PATHS

Many Questrom students choose typical career paths associated with this major. However, some graduates choose unrelated careers that utilize skills and experiences developed during their time in college. Some fields may require further training or study. Given that management can be a function in many areas of business, the list below is a small sample of career paths, but is not a comprehensive list of all the options.

- Consulting
- Financial/Insurance Services
- Human Resources
- Healthcare Administration
- Hospitality Management
- Nonprofit Management
- Operations Management
- Management Training/Rotational Program
- Recruiting
- Retail Management
- Real Estate Management
- Sales
- Rotational or Leadership Development Programs
  - EX: Management and Leadership Development Program
  - Rotational and Leadership Development programs are usually 2-3 year training programs that can be valuable for undergraduates to launch into their career. More information about the types of programs and the industries they are available in can be found on the Feld Center’s site HERE.
You can use your degree in a number of different industries, below is a list of sample employers that recruit at Questrom and are looking for students who concentrated in General Management:

Abercrombie & Fitch
Cisco Brewers
Deutsche Post WorldNet
Digitas
Enterprise Rent-a-car
Eli Lilly
Hanover Insurance
Liberty Mutual
Meditech
Muller Entertainment LLC
Target
Teach for America
Warwick New York Hotel

The best place to connect to fine Questrom and BU wide internship and job postings is through Handshake. Please visit the site, and if you need assistance with your search strategy, please make an appointment with a Career Advisor on Handshake or by calling the UDC at 617-353-2650!

RESOURCES

Wetfeet Guides
Vault
Pardee Library

General Management Specific Tips:

- Seek leadership roles during team projects, both in terms of assisting the team to function effectively and organizing project management tasks.
- Join clubs and organizations at Questrom and BU and gain leadership experience. This can be another avenue for networking and career exploration.
- Seek internships, part-time jobs, or volunteer work. Any opportunity to gain responsibility in training other staff members, managing projects, or managing a new process will build your resume and allow you to gain new skills.

NEXT STEPS

Questrom/BU Clubs: Joining clubs is a great way to gain experience and build your professional network. Below are specific club(s) within Questrom for those interested in General Management. For a complete list of business specific Questrom Clubs, please visit here and for a list of BU wide clubs that offer organizations across larger interest areas ranging from health to nonprofits, please visit here

Alpha Kappa Psi – Co-ed Professional Business Fraternity
Delta Sigma Pi – Co-ed Professional Business Fraternity

Faculty Concentration Liaison: Rob Dixon
Professional Associations: Professional Associations exist on the regional and national level. They host national conferences discussing relevant topics, networking events and training and professional development opportunities. If you are interested in careers in general management here are some professional associations, you may want to consider joining:

- National Management Association [https://nma1.org/](https://nma1.org/)
- Society of Human Resource Management (SHRM) [https://www.shrm.org/pages/default.aspx](https://www.shrm.org/pages/default.aspx)

LinkedIn Groups: LinkedIn is a crucial part of anyone’s job search and networking strategy, and one of the most underutilized pieces are groups. On LinkedIn groups you can develop more targeted networks on various criteria including location, industry, function and more!

For General Management groups, it’s encouraged to find a specific area of management of interest and search using those parameters. For example, “Consulting groups” or “Project Management Groups”. For more assistance on using this feature please make an appointment with a UDC Career Advisor at bu.joinhandshake.com: