

THE UNIVERSITY OF TEXAS AT EL PASO

College of Business Administration

GENERAL MANAGEMENT



What is General Management?

- General and Operations Managers plan, direct, or coordinate the operations of public or private sector organizations.
- Duties and responsibilities include formulating policies, managing daily operations, and planning the use of materials and human resources, but are too diverse and general in nature to be classified in any one functional area of management or administration, such as personnel, purchasing, or administrative services. Excludes First-Line Supervisors.

What is General Management?

- To become a General Manager, you must have gained functional and multifunctional experience beforehand so that you can manage and lead others in effective ways that makes your organization successful.
- There are no “entry level” General Management jobs.

What does a Manager actually Do?

- Sets Objectives
- Organizes
- Motivates and Communicates
- Measures Performance
- Develops People

General Management major is best for...

- Students with work experience in a service industry and want to advance further in this field.
- Examples of service industries where the General Management would allow to build upon the work experience:
 - Government—All Areas
 - Hospitality/Travel:
 - Airlines
 - Hotels
 - Rental Car Companies
 - Restaurants
 - Retail

General Management majors (usually....)

- General and operations managers typically work long hours and travel is often required, but they receive substantial pay for their efforts.
- Because of the high compensation and prestige of these jobs, strong competition is expected.
- Most general and operations managers have at least a bachelor's degree, but experience and formal education vary as widely as their duties.

General Management majors (usually....)

- Are very organized
- Have great leadership and people skills
- Have determination and motivation
- Have an analytical mind
- Have the ability to communicate in a persuasive and clear manner

Work Environment

- General and operations managers usually have large offices and various support staff that works with them.
- While these executives may have flexible schedules, the work generally involves long hours, including weekends and evenings.
- Travel is common, both within the United States and internationally.
- It may be necessary for these managers to travel to locate purchase merchandise or to represent top management in purchase negotiations.

Job outlook for Management

- General and operations managers held about 1,689,680 jobs in 2009.
- They are employed in virtually every industry as well as in government.
- Employment in this field will experience little to no change between 2008 and 2018.
- Because of the prestige and high earnings potential for these jobs, there is generally strong competition.

Internship Opportunities

- Kohl's Department Store
- Target
- HACU
- INROADS
- Walmart

Collegiate Student Organizations at UTEP

Women in Business Association

Mission-Statement: To advocate equality for women in the workplace through awareness, activism, education and empowerment.

Delta Sigma Pi

Mission-Statement: America's foremost professional co-ed fraternity for men and women in business, organized to foster the study of business in universities; to encourage scholarship, social activity and the association of students for their mutual advancement by research and practice; to promote closer affiliation between the commercial world and students of commerce, and to further a higher standard of commercial ethics and culture and the civic and commercial welfare of the community.

Special Interest Student Organizations

WBA, DSP & REDA



WBA
Women in Business Association



10 Reasons Why You Should Join a Student Organization

- Meet business professionals
- Build leadership and business skills
- Make friends with common career goals
- Go on company tours
- Attend social networking events
- Make a difference in your community
- Compete in national conferences/competitions
- Travel!!!
- Internship opportunities
- Secure your dream job

Department Contact Information

Department of Marketing and Management

Business Room 230

Phone: (915) 747-5185

Fax: (915) 747-5348

mktgmgmt@utep.edu

Dr. John Hadjimarcou, Chairman

Eva Ortega, Administrative Assistant