

Management

Managers lead people to get things done in organizations. They plan, staff, budget, monitor, and generally direct the part of the organization they lead. This requires knowledge of people as individuals and teams. Successful managers are also astute observers and understand what is culturally and politically acceptable within the organization. They know how to communicate with both diplomacy and candor.

Managers must understand that business functions in a holistic and applied manner:

- Managers need to know how to support and motivate employees in an effective and cost-conscious manner that is within regulatory bounds. Bay Area organizations have highly diverse personnel that require sensitive leadership. The ability to lead teams effectively is crucial.
- Managers need to know sufficient accounting and finance to read financial statements and learn how to use the managerial accounting system to measure the unit's performance. They need to interact with finance/accounting in the capital budgeting process and understand the needs of the business in terms of cash flow, rates of return, and so forth.
- Managers must understand the principles and practice of project management, continuous improvement and supply chain management so they can implement the goals of the organization.
- Managers must understand their customers and scan the environment for prospective needs, so that they can partner effectively with marketing.
- Companies and organizations invest heavily in information technology – managers need to know how to use it productively.
- Managers need to be entrepreneurial and proactive, with the ability to propose and implement innovations and creative solutions.
- Perhaps most important, managers need the fortitude, diligence, discipline, and resilience to implement and execute organizational strategies.

Many students develop managerial experience while in college. Others get practical training through paid internships during the summer or part time during school. Employers of San José State graduates include Cisco Systems, Inc., Lockheed Martin, eBay Inc., IBM, Yahoo Inc., Adobe Systems, Inc., CalTrans, Target Corporation, Symantec Corporation, and Applied Materials, Inc.

Potential career paths:

- Business analyst
- Business manager
- Supply chain manager
- Business operations analyst
- Strategic planner
- Business consultant

This is a terrific time to begin pursuing a career in management. The opportunities are there. You are only limited by your imagination and your desire.

