Goodman School of Business

Business Career Development Office

Brock University

Nature of work & types of jobs:

Management Analyst
Operations Analyst
Management Trainee
Project Manager
Strategy Consultant
Human Resources Consultant

Positions of Recent Grads:

Assistant General Manager
Corporate Trainer
Business Development Representative
Project Coordinator
Management Trainee
Senior Talent Management Consultant
Manager of Business Development
Company Program Manager

Using Social Media:

LinkedIn can be an effective way to access industry professionals and build your professional network. See how here

General Management

A concentration in general management will provide you with a balance of knowledge and skills in a variety of different areas such as accounting, marketing, finance, human resources, and operations. Management is responsible for achieving organizational goals by planning, leading, and controlling activities and staffing.

Career Options

The field of general management offers a wide range of potential career options across many different business areas and industry sectors. The following are examples of common career paths in general management:

General Manager
General Managers are responsible for all aspects of a company's operation. They ensure that operations run smoothly by planning, directing, and coordinating various business activities.

Business Development & Training
Business Development and Training is responsible for marketing, designing, developing, and coordinating specialized training or educational programs. They conduct strategic plans and needs assessments to ensure that client needs are being met.

Franchise Owner
Franchise Owners can own a business with an established trademark or brand and benefit from a proven business model. They coach and manage staff on customer service, and develop and execute an annual business plan.

Management Consultant
Management Consultants help companies improve operations and efficiency by examining their existing processes. They identify any problems and help implement solutions and best practices as well as help the organization manage change.

Courses at Brock

A concentration in general management allows you study a broad spectrum of courses across the various business disciplines. Upper-year courses offered include:

- MGMT 4P90-Business Strategy
- MGMT 4P94-Transnational Business Management
- MGMT 4P96-Business & Society
- MKTG 3P96-Marketing Research
- OBHR 3P97-Human Resources Management
- OBHR 4P68-Leadership

Some may consider pursuing an MBA in management to reach the highest levels of business management.
The Student Development Centre offers the Foundations in Leadership Practicum Series designed to give students self-awareness and many of the basic skills used by effective leaders.

Competencies

Strategic Thinking	Innovative & Creative
Ability to Work in a Team Environment	Leadership
Detail-Oriented	Decision Making
Problem Solving	Communication Skills (verbal & written)
Understand Organizational Development, Policy & Structure	Quantitative Competency
Time Management	Apply Business Techniques to Operations

Clubs & Associations

Both work and volunteer experience can help you gain the necessary skills to get a job in a management position.

Recommended Clubs on Campus:

- Business Students' Association- www.brockbsa.com
- Human Resources Management Association (HRMA)- www.brockhrma.com

Associations, Volunteer Organizations, and Other Resources:

- Canadian Association of Management Consultants- www.cmc-canada.ca
- Canadian Institute of Management- www.cim.ca
- Institute of Management Consulting- www.imcusa.org
- Canadian Association of Executives- www.csae.com
- Goodman School of Business MBA Program www.brocku.ca/business

How We Can Help

The BCDO provides various services and hosts different events to help prepare students for the job search process. Check out our workshops or book an appointment with our office.

You are also encouraged to attend the following events, hosted by the BCDO:

1. "How To Get A Job In…" Series – meet alumni and industry professionals
2. Networking Breakfast – meet employers from different companies and find out about job opportunities