

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 Possibilities

Some options may require further/prior education

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, as well as developing and executing a 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.



Degree Specific Skills











- Strategic Thinking
- Problem Solving
- Time Management
- Leadership
- Decision Making
- Communication
- Quantitative Competency

Job Types

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

Brock Competencies

The knowledge, skills and attributes that students develop through their curricular and co-curricular experiences and reflection.

-  Act Innovatively
-  Collaborate Effectively
-  Practice Intercultural Fluency
-  Apply Knowledge
-  Communicate Effectively
-  Surgite!
-  Be Curious
-  Engage with Your Community
-  Think Critically
-  Know Yourself

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

Professional Associations

Canadian Association of Management Consultants
cmc-canada.ca

Institute of Management Consulting
imcusa.org

Canadian Institute of Management:
cim.ca

Goodman School of Business MBA Program
brocku.ca/business



Student Clubs



Graduate Business Council
goodmangbc.com



Business Students' Association
goodmanbsa.com

Using Social Media

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

Book an appointment on CareerZone to create or improve your profile!

How We Can Help

The Goodman Career Education team provides various services and hosts events to help prepare students for the job search process.

- **Book an appointment** with our office
- **Goodman Portal:** portal.bus.brocku.ca
- **Networking Events**

You are also encouraged to attend the following events, hosted by the Goodman Career Education team:

- 1. Exploring Careers in Consulting** – meet alumni and industry professionals
- 2. Exploring Careers in Small & Medium Sized Enterprises** - meet alumni and industry professionals

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