



COLLEGE OF
BUSINESS
ADMINISTRATION

Mission Statement

Our mission is to prepare students in a learning-centered environment, through effective teaching, scholarship, and service, with the professional and leadership skills necessary for positions in the global marketplace, while fostering life-long learning and service to the external community.

For more information, contact:

Dr. Keith Robbins, Chair
Department of
Management and Marketing
College of Business
Administration
Winthrop University
429 Thurmond Building
Rock Hill, South Carolina
29733
803/323-2699
Fax: 803/323-3960
robbinsk@winthrop.edu

WINTHROP
UNIVERSITY

ROCK HILL, SOUTH CAROLINA

Management/Health Care Management/ Human Resource Management

Did you know? The baccalaureate degree program in business administration is accredited by AACSB International

Program

Management, health care management, and human resource management are three of the concentrations available to students in business administration. The first two years of the program concentrate on liberal arts courses as well as computer science, economics, accounting and statistics. The final two years focus on a strong business core of subjects including marketing, operations management, finance and communications. Students also complete specialized courses in a selected concentration.

Management

The management concentration at Winthrop University provides instruction in the many personal and interpersonal skills required to become an effective manager. The program is designed to prepare students to become effective leaders, problem solvers, and decision makers in the increasingly diverse world of business, industry and government. The management concentration is designed to provide the student with a focus on leading and managing people.

Human Resource Management

Human resource management involves the activities needed to attract, develop, and maintain an effective workforce in an organization. The human resource management concentration develops skills in the wide range of activities involved in staffing an organization - planning, forecasting, selection, training, performance appraisal, salary and benefits administration, and disciplinary procedures. Students also focus on current trends such as workforce diversity, labor scarcity, employment-at-will, unionization, and flexible benefits and scheduling options.

Health Care Management

The health care management concentration is intended for students who plan to seek management careers in a variety of health service organizations including long-term facilities, hospitals, or acute care, outpatient management, physician practice management, and health insurance. The concentration is a strong interdisciplinary program which prepares students to manage the complex system of today's health care industry. The combination of theory, research and practical experience enables students to enter a diverse range of health care opportunities as well as pursue graduate-level study in health care management or business administration.

Careers/Graduate School

Management graduates are employed in management, administrative and executive positions in business, industry, government and nonprofit organizations. More than 85 percent of health care management graduates are employed in health care or enter master's programs within six months of graduation. They find opportunities in areas such as long-term care, acute care, outpatient management, physician practice management, and clinical services. Graduates in human resource management hold positions as recruiters, training coordinators and compensation analysts. In addition, courses in the concentration provide the foundation for preparation for the Professional in Human Resources exam (PHR). Successful completion of the exam plus two years of exempt-level HR work experience enables the individual to be PHR certified.

Accreditation

The baccalaureate degree program in business administration is accredited by AACSB International – The Association to Advance Collegiate Schools of Business.

Internships

A career-related work experience is important for all business students. Internship opportunities are available in the management concentration and often serve as a stepping stone to employment and entry into professional careers. Students may count their internship for academic credit in the management degree. Students in the health care management concentration are required to complete a 10-week (400 hour) internship during the summer between their junior and senior years. These internships often lead to full-time employment after graduation. Opportunities for employment are available at a variety of regions especially Rock Hill.

Faculty

The business administration faculty at Winthrop is highly dedicated to teaching. A high level of knowledge of their specialty areas, combined with "real world" experience serves to benefit their students. Members of the faculty have won Winthrop's Distinguished Professor, Outstanding Junior Professor, and Excellence in Teaching Awards. They are also involved in active research, participate in a variety of professional activities, and volunteer in the Rock Hill community. Business administration majors are provided multiple networking opportunities with their professors and the business community. This enables students to establish the contacts that they will need for advanced study and employment.

Facilities

Business students have access within Thurmond Building to a variety of computer labs, state-of-the-art multimedia classrooms, a distance-learning classroom, a satellite career services center, a student resource room with tutoring services, a student services center, and a presentation seminar room.

Student Professional Organizations

Beta Gamma Sigma, the national scholastic honorary society for students of business administration, is available to high achieving business students. The Healthcare Management Student Association (HCMA) and the Society for Human Resources Management (SHRM), both national organizations, have student chapters on the Winthrop campus. The groups hold monthly meetings and social activities. Top academic students may be invited to join Upsilon Phi Delta, the national scholastic honorary society for students in health care management.



For more information, contact:

Dr. Keith Robbins, Chair
Department of
Management and Marketing
College of Business Administration
Winthrop University
429 Thurmond Building
Rock Hill, South Carolina 29733
803/323-2699
Fax: 803/323-3960
robbinsk@winthrop.edu