

# Career Snapshot: General Management

## Career Roles and Responsibilities

It's the job of the general manager to strategize and devise plans that will enable the company or department to attain its' goals. They do this through supervising daily operations, creating and managing budgets, developing and enforcing policies, monitoring performance and quality control standards, and other duties as required to achieve success.

There are a wide variety of career options in the field of general management. Some key opportunity areas are as follows:

**Operations Management** – The operations manager is focused on optimizing general corporate infrastructure by monitoring and changing the work environment, vendor selection, supply chain management, real estate and budgets.

**Materials Management** – The materials manager stores a product through all phases from production to finished goods, including shipping between departments and transporting to distribution centers, warehouses and customers. Materials managers must insure that the company has the right item, at the right time and for the right price.

**Purchasing Management** – The purchasing manager buys the goods and services, raw materials, and supplies required by the company for its operation. They coordinate the quantity, quality, price and timing delivery appropriate for the company's needs.

**Industrial Production Management** – The industrial production manager coordinates the activities of production departments of manufacturing firms. They are responsible for the production scheduling, staffing, quality control, equipment operation and maintenance, inventory control and coordination of the unit's activities with that of the other departments.

**Operations Research Analysis** – The operations research analyst decides on the best allocation of resources within an organization or system. Resources include time, money, people, space and raw materials.

**Quality Assurance Management** – The quality assurance manager works on the prevention of product deficiencies through prevention, detection and correction. They ensure that production goals and quality are met. They might sample, inspect, and test operations and set standards.

**Facilities Coordination** – Facility coordinators design the physical environment of a company – including building design, furniture and associated equipment.

**Logistics Management** – Logistics managers are responsible for supply chain management in a key area of the business. They are focused on efficiency and accuracy in receiving and shipping products and goods.

## Career Outlook

The Bureau of Labor Statistics projects general management employment growth of 4.6 percent between 2010 and 2020. But the actual percentage of growth will be dependent upon the industry. For example, much higher growth can be expected in healthcare, high technology and other industries that are experiencing rapid growth and expansion.

## Career Entry, Advancement and Acceleration

It's common for general managers to have a Bachelor's degree or Masters' degree in business, or another specialized discipline. The required level of education is dependent on the industry and goals of the organization in which the general manager works. Degrees like an MBA can certainly enhance job prospects and career advancement opportunities.

If you're someone looking to start your career, your MBA will give you an edge in the job market over candidates who do not possess this degree. In today's competitive market, new job candidates need every edge possible to stand out with employers.

If you're gainfully employed and looking to accelerate your career to the next level, your MBA may help you reach new heights. The vast majority of company executives believe that a graduate degree in business is important to reach senior management ranks within a company.

## More Information

For more information about careers in general management, here are some resources you may find helpful:

America's Career InfoNet – General Manager

[www.careerinfo.net](http://www.careerinfo.net)

Click on "Occupation Profile" and search for General Managers

Careers-in-Business – General Management

<http://careers-in-business.com/gm.htm>

Occupational Outlook Handbook – Management

[www.bls.gov/ooh/management/home.htm](http://www.bls.gov/ooh/management/home.htm)

O\*NET OnLine – Managers

[www.onetonline.org/find/result?s=managers&g=Go](http://www.onetonline.org/find/result?s=managers&g=Go)

American Management Association

[www.amanet.org](http://www.amanet.org)

What Can I Do With This Major? – Management

<http://whatcanidowiththismajor.com/major/management/>

## **Next Steps**

To help launch, advance or accelerate your career in general management, schedule an appointment with Clarkson University Career Services at [career@clarkson.edu](mailto:career@clarkson.edu).

Sources: Careers-in-Business, Occupational Outlook Handbook, O\*NET OnLine and United States Department of Labor – Bureau of Labor Statistics