

Omicron Delta Kappa

The National Leadership Honor Society

Cadets who attain a 3.0 CQPA are eligible to be inducted into Omicron Delta Kappa Society (ODK), The National Leadership Honor Society. Each year ODK participates in a number of developmental trips and leadership events including the S&P 500 and elite business schools. ODK also provides cadet leadership for USMA's annual involvement in Toys for Tots and the Special Olympics.



BENCHMARKED FOR EXCELLENCE

Compare to the #1 US undergraduate business program

Management Subjects	USMA Management	Univ Penn Undergraduate
Intro to Mgmt	MG381	Core
Human Resources	MG382	Elective
Marketing	MG380	Core
Accounting	MG395	Core
Finance	MG410	Core
Strategic Mgmt	MG421	Elective
International Mgmt	MG472	Elective

To learn more about the Management major, contact us!

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Why Management?

Our Army operates in a complex, ambiguous, and volatile global environment. More than ever, we need leaders capable of accomplishing our challenging missions and taking great care of our Soldiers and their families in an era of constrained resources.

While you should be focused on developing your leadership skills in order to prepare for your future roles as platoon leaders in combat, you will also need a great deal of managerial skill to succeed, both in the Army and out.

How does the training that prepares your unit for operational deployment and combat get planned, resourced, and assessed? How will you maintain and account for the equipment that your unit relies on to perform its mission?

Without the ability to recognize and effectively manage critical issues like these, the time you have available to properly lead and take care of your Soldiers will disappear.

The Management Major prepares you to lead efficient and effective organizations by developing critical managerial skills. You will study concepts and frameworks that will apply throughout your career in the Army and beyond.

We bring theory to life using real-world examples, analyzing situations faced by managers in organizations from Google to Under Armour to USMA. Our hope is to inspire in you a curiosity about how things run, and arm you with tools necessary to lead an efficient and effective organization.

Do you have the skills necessary to make a difference in the Army... and beyond?

The Management faculty is committed to your education and development. As a Management major, you can expect a level of mentorship and individualized guidance that cannot be found in any other management program in the nation. You are our number one priority.

<http://www.usma.edu/bsl/SitePages/Management.aspx>

MANAGEMENT

Animus Opibus Parati

BEHAVIORAL SCIENCES & LEADERSHIP
USMA at WEST POINT



ORGANIZATIONAL MANAGEMENT AND DECISION MAKING



**- NATIONALLY RANKED -
#4 BEST BUSINESS
PROGRAM IN US
USA-TODAY 2014**

[HTTP://COLLEGE.USATODAY.COM/2014/07/02/TOP-10-BUSINESS-SCHOOLS-IN-THE-UNITED-STATES/](http://college.usatoday.com/2014/07/02/top-10-business-schools-in-the-united-states/)



Department of Behavioral Sciences and Leadership

"Building Stronger Leaders"

Course Requirements

Yearling 1	Introduction to Mgmt (MG381) Building Teams, Operating Organizations, Management Fundamentals	Cow 1	Fundamentals of Accounting (MG395) Business Activities, Transaction Analysis, Financial Statement Analysis
Yearling 2	Human Resource Mgmt (MG382) Acquiring, Developing, Compensating, and Managing Human Resources	Firstie 1	Managerial Finance (MG410) Time Value of Money, Risk and Return, Valuation, Financial Analysis
Cow 2	Marketing (MG380) Marketing Principles, Brand Development, Strategic Communication	Firstie 1	International Management (MG472) Managing Complex Organizations Across Multiple Cultures and Countries
	Strategic Management (MG421) Capstone: Application of all disciplines to achieve organizational success.	Firstie 2	

TAILOR YOUR EDUCATION TO YOUR INTERESTS BY CHOOSING FROM 1 OF 3 MANAGEMENT TRACKS

Business Management

- Operations Management
AND two of four:
- Entrepreneurial Leadership
- Leading Teams
- Leading Orgs Through Change
- Negotiations for Leaders

Social Enterprise

- Choose three of four:
- Entrepreneurial Leadership
 - Leading Teams
 - Leading Orgs Through Change
 - Negotiations for Leaders

Public Administration

- Choose three of five:
- Entrepreneurial Leadership
 - Leading Teams
 - Leading Orgs Through Change
 - Negotiations for Leaders
 - Operations Management

Plus three Complementary Support courses from more than 20 offerings.

The Management Major Is...



Mark Kong, USMA '15

Challenging

"The Management instructors are very intelligent and are able to push the students to learn in and out of the classroom."



Blaine Brown, USMA '15

Interdisciplinary

"From community service to broadening trip sections to real life management challenges, the Management major provides it all."



Chris Corbett, USMA '15

Relevant

"The courses in the management major are some of the most applicable skills I learned while at the Academy - to both my personal life and my career as an Army officer alike."

Entrepreneurial Leadership Program

Build real world business plans either of your own choosing or in conjunction with cadet researchers in other departments. Under careful faculty guidance, you will develop comprehensive business plans and compete in the Mid-Hudson Valley Regional Business Plan Competition.

ENRICHING AIADS

The Management major coordinates over 30 AIADs each year, including opportunities both in the US and abroad.

Past AIADs include:

Beijing International MBA Program	Beijing, China
Banyan Tree Holdings	Danang, Vietnam
Chipotle Mexican Grill	Denver, CO
Wal-Mart National Headquarters	Bentonville, AR
IESE Business School	Madrid, Spain
Team RWB	Tampa, FL
Starbucks	Seattle, WA
Inst. for Creative Technology	Los Angeles, CA
ESPN	Bristol, CT
Pretoria University MBA Program	South Africa
General Electric	Fairfield, CT
Google	San Francisco, CA
EMCOR	Norristown, PA

