



GENERAL MANAGEMENT — SUSTAINABLE BUSINESS TRACK

Program Objectives

We prepare and inspire current and future leaders and stimulate economic growth by providing quality learning opportunities, valuable research, and professional service, all in partnership with the business community.

The USM School of Business is located in Portland, Maine. An acclaimed faculty and serious, career-minded students work hand-in-hand with New England's business leaders to create academic and real world, practice-based partnerships inside the classroom and inside the workplace.

General Management Major – Sustainable Business Track

This track prepares future managers to identify “green market” opportunities and to manage—*both traditional firms and social enterprises*—for the triple bottom line of environmental, social, and financial performance. Nine of the 15 credits in the major focus on sustainable business, leaving 6 credits for business electives. Required courses in this track may not be available at night. Students must earn a grade point average of 2.33 or higher in the 15 credits applied toward the major.

Degrees & Concentrations Offered

Graduation Planner: usm.maine.edu/advising/degreeplanning

Degree Offered: Bachelor of Science

Major Offered: General Management, Sustainable Business Track

Other tracks in the major include Entrepreneurship and Small Business Track, Generalist Track, International Business Track, & Risk Management and Insurance Track.

School of Business

Portland Campus, 113 Luther Bonney
(207) 780-4020

Web Address: usm.maine.edu/sb/degrees

Facebook: [usmschoolofbiz](https://www.facebook.com/usmschoolofbiz)

Career Possibilities*

Account Executive
Administrative Services Manager
Bank Manager or Loan Officer
Energy Manager
Entrepreneur/ Small Business Owner
Government Services Admin.
Hotel or Restaurant Manager
Human Resource Manager
Insurance Agent or Stock Broker
Project Manager
Public Relations Manager
Purchasing Agent
Recreation Manager
Retail Sales Manager
Transportation Director

* Additional education, training or experience may be required.

Acquired Transferable Skills

Active Learning & Listening
Complex Problem Solving
Critical Thinking
Foresight & Innovation
Judgment and Decision Making
Monitoring & Coordination
Reading Comprehension
Social Perceptiveness
Speaking
Thinking “Outside the Box”
Time Management

For more information on transferable skills go to:
usm.maine.edu/community-engagement-career-development/career-tools

What can I do with this major?*

AREA	EMPLOYERS	INFORMATION/STRATEGIES
Management	Business and industry Local, state, and federal government & nonprofit	<ul style="list-style-type: none"> • Be prepared to start in entry-level management trainee positions. • Demonstrate initiative and leadership to get promoted. • Gain experience through internships or summer and part-time jobs.
Human Resource Management	Large corporate entities Service industry Hospitals and healthcare organizations	<ul style="list-style-type: none"> • Take courses in the social sciences such as psychology and sociology. • Gain relevant experience through internships. • Develop strong verbal and written communication skills.
Operations Management	Manufacturers Industrial organizations Service organizations	<ul style="list-style-type: none"> • Develop strong analytical skills and a logical approach to problem solving. • Take additional courses in statistics and computer systems.
Sales	For-profit and nonprofit organizations	<ul style="list-style-type: none"> • Work for the campus newspaper, directory, or radio station selling advertisements.
Insurance	Insurance firms Banks	<ul style="list-style-type: none"> • Complete an internship with an insurance agency. • Talk to professionals in the industry to learn more about claims, underwriting, and risk management.
Real Estate	Real estate brokers Banks	<ul style="list-style-type: none"> • Obtain sales experience through part-time, summer, internship positions. • Research the process of becoming a real estate broker through the National Association of Realtors.
Banking	Banks Credit unions	<ul style="list-style-type: none"> • Develop a solid background in marketing and accounting. • Get experience through part-time, summer, or internship positions.

*To learn about these areas and much more visit: whatcanidowiththismajor.com/major • © 2011 What Can I Do With This Major

Enrichment Opportunities

<u>Internships</u>	USM's School of Business Internship Program allows students the opportunity to apply classroom learning in area businesses for academic credit. http://usm.maine.edu/community-engagement-career-development/internships
<u>Study Abroad</u>	For more information contact the USM Office of International Programs. usm.maine.edu/international/study-abroad
<u>Clubs & Organizations</u>	Enactus, Students in Free Enterprise. For a complete list of student organizations: webapp.usm.maine.edu/pathways/list
<u>USM Corporate Partners</u>	The USM Corporate Partners are over 350 business people, from nearly 100 companies. usm.maine.edu/corporatepartners

Helpful Career Links

USMCareerConnections:

USM's career network for job and internship searches. usm.maine.edu/community-engagement-career-development/usmcareerconnections

O*NET OnLine:

Learn more about a career opportunity by researching it with O*NET. onetonline.org

Occupational Outlook Handbook:

Learn more about a career opportunity by researching it with OOH. bls.gov/oooh

PROFESSIONAL ASSOCIATIONS To name a few...

[American Management Association](#)
[National Management Association](#)
[National Small Business Association](#)
[Academy of International Business](#)



Office of Community Engagement and Career Development • usm.maine.edu/cecd

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