SB NEWSLETTER  SPRING 2012

NEW SCHOOL OF BUSINESS BLOG
We recently started a new blogging adventure in the School of Business! Our faculty, staff, students and alum are blogging about current business-related events, school goings-on, educational news, and much more.
Check it out, at usmschoolofbusiness.wordpress.com

Interested in contributing?
We would love to have more business students participate! Email Jeana Petersen in the School of Business for more information- jpetersen@usm.maine.edu

NEW MBA CONCENTRATIONS
We are excited to offer two new concentrations in our MBA Program: Accounting and Health Management & Policy.
Both concentrations will be available to our MBA students entering this fall, in addition to our third concentration, Finance.

Are you thinking about continuing your studies?
We are always happy to speak with students who are interested in continuing their education with an MBA. Call (780-4020) or stop by to make an appointment with our MBA Director to learn more about our program.

SUMMER GMAT REVIEW COURSE
Spring is the perfect time to begin your preparation for grad school. We will be offering a GMAT Review Course, Monday evenings, beginning April 23.
This is a four week course that covers all aspects of taking the GMAT exam. Pre-registration is required.
FMI visit the SB website, or email Jeana Petersen at jpetersen@usm.maine.edu

READY TO GRADUATE?
Don’t forget to apply to graduate!
You can apply through your Student Center on Mainestreet or fill out a paper copy at the Registrar’s office (also available online here).
For complete graduation application information, visit the registrar’s website.

TIME TO GET MUDDY
It’s that muddy time of year again!
Our second annual Into the Mud Challenge will be held Saturday, May 5. Sign up during the early registration period to take advantage of the early bird discount.

What is the Into the Mud Challenge?
The ITMC is 2.5 miles of pits and obstacles, made of, you guessed it- MUD. Form a team, or register individually, to jump in the fun mud.
Visit www.intothemudchallenge.com for details.

SUMMER REGISTRATION
Summer registration is now open! Sign up for your summer courses through Mainestreet, or call the School of Business for assistance.
A list of available courses can be found on the Summer Session website, or on Mainestreet.

Need to meet with your advisor?
Check Mainestreet to learn who your advisor is.
> Faculty advisors can be reached via email.
> Professional advisors (Cash and O’Brien) can be reached by calling the School of Business at 780-4020.

DON’T FORGET TO FILE YOUR 2012-2013 FAFSA
Visit the Financial Aid website for helpful information
SIFE at USM

Get Involved
We connect students with business leaders and the community to create a better world using business concepts learned in the classroom. We do team community outreach projects that empower people in need by applying business and economic concepts and an entrepreneurial approach to improve their standard of living and quality of life.

Work on a Local Issue
• Motivation Graduation: High School Drop-Out Prevention at Portland High School
• Teaching young people how to succeed after they are released from Long Creek Youth Development Center
• Working on the Campbell’s Let’s Can Hunger project, to bring short term and long-term hunger relief and greater hunger awareness to southern Maine
• Working with Sam’s Club on the Sam’s Club Business and Environmental Sustainability Challenge, consulting with a local business on best practices and on installing energy-saving products
• Working with the Portland Regional Chamber of Commerce to promote the principles of free enterprise
• Working with Lemonade Day Maine, teaching children at the Boys and Girls Clubs about the tools of entrepreneurship
• Any other ideas you have!

Connect with Business Leaders
SIFE allows for a great deal of networking. As a SIFE member, you have more connections with numerous national corporations and their career and internship opportunities.

Measure Your Impact
SIFE sets up a series of Regional Competitions so that every SIFE team can share its success. Each team creates a presentation and shares its story. Executives from SIFE donor companies, such as Wal-Mart, Walgreens and Waste Management, judge these competitions. Teams that judges think have the greatest impact in their community go to the national competition and the very best make it to the World Cup. Later this spring the USM SIFE team will travel to the Regional Competition in New York City.

If you are interested in joining USM SIFE, we’d love to have you! We can use your help on all projects. To join:
• Drop by one of our meetings, which are on Thursday evenings at 6:30 p.m. in Luther Bonney 503.
• Contact SIFE president Joanne Hemond at joanne.hemond@maine.edu or SIFE Vice-President Nevin Duffey at nevin.duffey@maine.edu
• Contact faculty advisor Professor John Voyer at 780-4665 or voyer@usm.maine.edu.

Check out the new SIFE website, www.usmsife.org

SIFE—A Head for Business. A Heart for the World.”

MARKETING CURRICULUM CHANGES
The 15 credit Marketing curriculum has been redesigned. Changes are marked in bold text below. Changes only affect students in the fall 2012 catalog, and following years.

Marketing Major Requirements (9cr):
BUS 360 Marketing Strategy
BUS 365 Consumer Behavior
BUS 369 Marketing Research

Select an Experiential Marketing Course (3cr):
BUS 321 Independent Project in Marketing
BUS 362 Market Opportunity Analysis
BUS 364 Professional Selling
BUS 392 Internship in Marketing
BUS 398 Marketing Practicum

Select a 300-level Marketing Elective (3cr)
Please contact your advisor if you have any questions regarding curriculum, catalog years, and changes.

2012 COMMENCEMENT SPEAKER
Each year a graduating student is chosen by a committee composed of faculty, staff, and students to be the USM student commencement speaker.

The application is the student’s speech, which must be 3-5 minutes in length. Selection is based on quality, content, and oral presentation.

Application information sheets are available on the commencement website, and on all 3 USM campuses. Submissions are due by Monday, March 26 at 4pm. Submissions should be sent to Student Success Center, 119 Bailey Hall, Gorham (attn: June Heggeman).

We encourage all interested students to apply for this honor! Any questions? Contact Helen Gorgas Goulding, Chairperson, Selection Committee at 780-4629 or gorgas@usm.maine.edu

FALL REGISTRATION SCHEDULE
Fall course registration is right around the corner!
All business school students with less than 54 credits and students whose GPA is less than 2.33 must obtain a PIN from their advisor to register for fall courses.

Find your registration date and time on the advanced registration schedule, located on the Registrar’s website.

SUSTAINABLE BUSINESS TRACK CHANGE
Sustainable Business Track students who have not yet taken BUS 357 Triple Bottom Line Marketing (required course), will now take BUS 347 Triple Bottom Line Business.

BUS 347 now fulfills the Ethical Inquiry, Social Responsibility & Citizenship requirement in the new Core (fall 2011 forward).