TRANSITIONS SEMINAR HANDBOOK
A Resource Guide for Students of the
Isenberg School of Management
Foreword from Dean Fuller

Frequently Asked Questions

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• Accounting
• Finance
• Hospitality & Tourism Management
• Management
• Marketing
• Operations & Information Management
• Sport Management

A Guide to Isenberg Student Clubs

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Creating a Great LinkedIn Profile
• Resumes, Optimal Resume, and Isenberg Works
• Your Network = Your Net Worth
• Internships from the Student Perspective

Internships from the Student Perspective

How to Write an Elevator Pitch

Opportunities for Isenberg Students

ICF Service Trip to South Africa
Congratulations on beginning your academic journey at the Isenberg School of Management! Your next four years here are sure to be ones of exploration, growth, and achievement, and we want you to make the most out of that time. We created the Transitions course and this accompanying guide to help you launch the best possible career at Isenberg. They are meant to give you the big picture about Isenberg’s resources and help you drill down to the specifics. In this course and guide, you’ll gain pragmatic information and advice about our seven majors, our Chase Career Center, the Berthiaume Center for Entrepreneurship, and many other assets. You’ll also learn about opportunities associated with our thirty industry- and service-related clubs, and our Citizens First outreach program. Without question, you excelled to become part of the Isenberg School of Management. By helping you to make the most of Isenberg and its resources, Transitions will arm you for continued progress during the next four years.
**FREQUENTLY ASKED QUESTIONS**

**Q:** Where do I go to make an academic advising appointment?  
**A:** Isenberg Room 206 or online

**Q:** Can I pursue a double major?  
**A:** Yes, Isenberg students may double major with another area of interest at the University. However, students should check with the outside department to determine what requirements are needed and the application criteria. Each of the Isenberg programs—Bachelor of Business Administration (BBA), Sport Management, and Hospitality & Tourism Management (HTM)—has its own application process. If you are already enrolled in one of the Isenberg programs and want to double major with another Isenberg program, you will still need to apply through the on-campus transfer application process. BBA students may not double major with another BBA major.

**Q.** What is the difference between a double major and dual degree?  
**A.** Students pursuing a dual degree must complete 150 total credits (75 in residence) and complete all of the major and college requirements of both departments. Upon completion, a student would then receive two separate bachelor's degrees. Students pursuing a double major will complete a minimum of 120 credits (45 in residence). They will complete the major and college requirements of their primary major and the major requirements of the second major. Students pursuing a double major will receive only one bachelor's degree within the primary major and a secondary major with the second department. Student should confirm with the individual departments to make sure that all necessary college and major requirements are fulfilled for graduation.

**Q.** How do I change my major to a major outside of Isenberg?  
**A.** Students should check with the outside department to review any requirements or application criteria for that program. If you drop your Isenberg major and wish to return to the school at a later date, you will need to reapply through the on-campus transfer application process.

**Q.** Can I take a class pass/fail?  
**A.** Yes, students may take one course for an elective pass/fail per semester. However, courses for major, minor, and general education requirements must be taken for a letter grade.

**Q.** How do I find my enrollment appointment?  
**A.** In SPIRE, go to Enrollment and then Enrollment Appointment.

Department Office Numbers  
Accounting..................................................Room 226  
Finance......................................................Room 352  
Marketing...................................................Room 338  
Management.................................................Room 225  
Operations & Information Management.........Room 328  
Hospitality & Tourism Management..............Flint 204  
Sport Management.......................................Room 236
ISENBERG MAJORS

There are seven majors within the Isenberg School of Management. Each prepares you to arrive in the job market with the skills and experience necessary to excel in your chosen field. Here, briefly, is what each major offers.
Learn to understand the language of business

Accountants help individuals and businesses make the most critical business decisions with the utmost confidence. These highly sought-after advisors monitor the health of a business, guarding it against pitfalls and opening doors to new growth opportunities. Given the importance of this work, Isenberg carefully prepares accounting students with the skills needed to record and interpret data. You’ll learn to perform a broad range of accounting, auditing, tax, and consulting tasks, and develop the expertise to help steer employers and clients in a sound financial direction.

About the field: Accounting is truly the language of business. The information gathered and analyzed by accountants informs all key business decisions, from financial reporting and strategic planning to tax reporting and regulatory compliance. Not surprisingly, accounting graduates have among the highest employment rates and some of the highest starting salaries of any major. And for those students considering graduate study in law, business, or public policy, an undergraduate degree in accounting provides a solid foundation.

Special Isenberg opportunities:

- Complete your BA and Master of Science in Accounting in just four years plus a summer, thus fulfilling the education requirements to be a certified public accountant.
- Learn from faculty ranked #1 worldwide in auditor decision-making and #3 overall in auditing.

Get valuable real-world work experience through our Semester in the Profession Program—and get paid for your efforts!

Career opportunities in the accounting field:
- Public accounting
- Private industry
- Government
- Compliance
- Not-for-profit organizations

Selected companies that hire on campus:
- Deloitte, LLP
- Ernst & Young, LLP
- PricewaterhouseCoopers, LLP
- KPMG, LLP
- Grant Thornton, LLP
- RSM, LLP
- BDO Seiman, LLP
- Blum Shapiro
- Wolf & Co.
- StoneTurn Group, LLP
- Meyers Brothers Kalicka, P.C.
Finance

Finance Success Story
Michael Iannetta ‘14
Client Service Analyst, Morgan Stanley

“I chose finance because I felt that this major would best prepare me for the industry I wanted to build a career in. Growing up in a household of finance professionals, I didn’t see any other profession that I would enjoy more than the one my parents raised my family on. I am happy I made this choice, because the knowledge I gained while studying finance at UMass helped me greatly in my career.”

Protect your clients’ assets and help them grow in a competitive climate

As a finance major at Isenberg, you’ll learn how to raise debt and equity capital, evaluate the profitability and riskiness of projects, value small businesses and large corporations, and make traditional and alternative investments in global financial markets. You’ll be immersed in current issues and practices through the case teaching method, learning hands-on problem solving and teamwork as you try real-time data analysis using Bloomberg terminals, participate in a student-managed fund, or take an internship with a premier financial firm. The expansive and rigorous curriculum (which includes an honors capstone sequence) provides many choices and opportunities for students to specialize in one or more of four tracks: Corporate Finance, Financial Analyst, Risk Management, and Alternative Investments.

About the field: Finance students do not just study money; they study how money interacts with risk and time. Understanding this relationship is key. It allows you to help individuals, companies, and governments make wise decisions about managing capital, investing or borrowing funds, optimizing returns, and staying financially sound. A well-trained and confident finance graduate is extremely valuable to businesses.

Special Isenberg opportunities:
• Get internships at firms such as JP Morgan, State Street, Merrill Lynch, and Fidelity Investments (as three-quarters of our finance students do); many get two internships.

Learn to use the tools of the trade: the school’s dozen Bloomberg terminals let students access real-time and historical data on stocks, bonds, currencies, and derivatives, and on financial institutions such as banks, hedge funds, mutual funds, and pension funds.

Tap the growing network of 45,000 alumni in 75 countries. They open doors to internships and employment opportunities after graduation.

Finance concentrations offered:
• Corporate Finance
• Financial Analyst
• Risk Management
• Alternative Investments

Selected companies that hire Isenberg finance students:
• JP Morgan
• Liberty Mutual
• PricewaterhouseCoopers
• Goldman Sachs
• FTI Consulting
• Federal Reserve
• Citi
• Wellington Management
• Fidelity
Hospitality & Tourism Management Success Story
Alissa Mendelson ’15
Asset Management Analyst, Tishman Hotel Corporation

“I love the energy of the hospitality industry. Unlike banks, retail stores, or nine-to-five companies, a hotel is always open and is a constant hub for people to gather at. Studying Hospitality & Tourism Management gave me an in-depth look into the intricacies and inner workings of the business. Many of my classes were based around accounting, finance, and revenue management, so I now have an advantage over other students who studied general business in college. I can understand how hotels can drive more revenue while keeping their costs as low as possible. The skills I learned in those classes I still draw upon today.”

Translate your love of food, travel, and people into a management career

Do you like to make people feel welcome? Do you care about the little things that can make a good experience extraordinary? Do you love to plan and manage events for other people?

Isenberg Hospitality & Tourism Management (HTM) students translate their passion for food, travel, and people into careers as experts and entrepreneurs in the restaurant, hotel, and entertainment industries. The course work includes hospitality- and tourism-specific topics such as food and beverage management, lodging operations, casino management, revenue management, event management, and hospitality law, as well as core business courses in human resource management, accounting, finance, marketing and economics.

About the field: The HTM industry is thriving, and so are Isenberg graduates. Whether they are exploring opportunities overseas or building careers in fine hotels, restaurants, and casinos, our graduates are making the most of their careers. Every year, elite students choose our program because it’s regarded as one of the best in the world. And every year, recruiters return to us because they’re impressed with our graduates. A degree in HTM is your passport to an exciting career.

Special Isenberg opportunities:
- Expand your options by taking courses in commercial real estate, made possible because our HTM program is one of the few in the country at a business school.
- Network with employers at the annual HTM Career Day, when more than 70 companies meet with students at a career fair and reception.

Career opportunities in HTM:
- Hotel and Resort Management
- Restaurant Management
- Commercial Food Service Management
- Convention and Meeting Management
- Special Events and Entertainment Management
- Property Management
- Cultural Tourism
- Recreational Tourism
- Tourism Destination and Attractions

Selected companies that hire Isenberg Hospitality & Tourism Management students:
- Starwood Hotels & Resorts Worldwide
- American Cruise Lines
- Breakers Palm Beach
- Chatham Bars Inn
- Cronin Group LLC
- Hyatt Hotels and Resorts
- Kimpton Hotels and Restaurants
- Kohl’s Department Stores
- The Langham, Boston
- Marriott International
- Seaport Hotel & World Trade Center
- TJX

- Study at the world-famous Cesar Ritz Colleges Switzerland, in Lucerne, through the school’s Swiss Learn6/Work6 Program.
Management Success Story
Lauren Casaceli ’15
Marketing Executive, Forge Worldwide advertising agency

“Many people may look at my major and ask, ‘Why did you get a job in advertising?’ It’s a great question. Having a degree in management has prepared me to have a better understanding of how an organization works. When I am working on a client’s brand, I often think about the bigger picture and how the work we are doing will help my client achieve their larger business goals. This is something that differentiates me from my co-workers.”

Gain the skills to deftly maneuver through any business scenario

Are you a people person? Do you gravitate toward leadership roles? Management students are entrepreneurs, strategic planners, holistic thinkers, and cross-departmental connectors. They want to learn how to confidently make assessments, turn challenges into opportunities, and initiate and manage change in the modern business environment. Students who graduate from the program are versed in the principles of organization, analysis, and dynamic leadership for strategically building and running effective, evolving businesses. Many start their own businesses, or go on to graduate studies in business, law, or professional management programs offered by major corporations.

About the field: Solving today’s complex problems, in both business and society at large, often requires the coordination of individuals, organizations, and even governments. In short, solutions require management, which is the coordination of people to achieve a goal. However, great management isn’t about control; it’s about adaptability and change. It’s about understanding the problem being faced, and how the organization should change to address it. An effective leader inspires strong, collaborative teams to action, and plans strategically for both short- and long-term success.

Special Isenberg opportunities:
- Take advantage of faculty seminars, alumni presentations, field trips to businesses, and networking opportunities organized by the student-run Isenberg Management Association.
- Broaden your options by pairing your management major with a complementary field of study, such as computer science, foreign languages, music and performing arts, or environmental science.

Management concentrations offered:
- Entrepreneurship and Innovation Management
- Human Resource Management
- Sustainable Business Practices

Selected companies that hire Isenberg Management students:
- Discovery Communications
- Fidelity Investments
- Google
- Liberty Mutual
- MGMT Resorts International
- State Street
- The Hartford
- TJX
Marketing Success Story
Derek Monson ’14
Senior Account Executive, Grey Group

“Marketing was a major that fit who I was. It gave me a wide breadth of experience with various industries. A majority of the marketing classes are hands-on and case study driven, which made my education practical to the real world. My internships, layered on top of the fundamentals of marketing, furthered this real world applicability.”

MARKETING

Learn to sell everything from products to points-of-view

Are you interested in learning what makes people tick and uncovering new ways to persuade and delight? Are you on top of market trends, and want to be charged with launching ideas into action? Isenberg marketing students learn how to match wit, insight, and creativity with brand-building strategies and well-executed tactics. They understand how to sell a product or point-of-view by tapping into compelling narratives. They’re also practical analyzers who rely on data to tell them what's trending. This major delves into both traditional and cutting-edge marketing and communications techniques, and spans a variety of industries, from small local businesses to global corporations.

About the field: Companies turn to marketing professionals to help solve their biggest challenge: how to retain customers. Marketing is everything and everywhere. Key central elements of the field—products, consumers, and exchange—form the foundation of business, as well as everyday life. Marketers use their expertise to better understand what products customers need and want, how best to communicate with an audience, where to sell products, how to price products, and why and when consumers buy.

Special Isenberg opportunities:
- Tackle real-world challenges, as students did in a recent Fundamentals of Marketing class that helped performing artist Clair Reilly-Roe expand her fan base.
- Take your interest in social media to the next level with courses that explore the latest social marketing ideas and digital technology tools.

Put your ideas to the test in the marketplace with the Isenberg Marketing Club, which recently developed and sold Isenberg-school sweatshirts.

Career opportunities in marketing:
- Consumer Insights
- Marketing Analytics
- Advertising
- Product Management
- Brand Management
- Marketing Strategy
- International Marketing
- Professional Sales
- Cause Marketing
- Digital Marketing
- Social Media Marketing

Selected companies that hire Isenberg marketing students:
- TJX
- Target
- Macy’s
- Hill Holliday
- Grey Advertising
- OgilvyOne Worldwide
- Havas Worldwide
- Millward Brown
- Dunkin’ Donuts
- EMC
- IBM
- Twitter
- Google
- Wayfair
- Vistaprint
- Forrester Research
- McKinsey
- Jaguar Land Rover
- Ford
OIM Success Story
Laura Irwin ’14
Information Systems Department, Bose Corporation

“The OIM major could not have prepared me better for my industry, and for my role at Bose today. I chose to focus most of my classes around information systems and supply chain management. I was lucky enough to be exposed to the SAP application in one of my IM classes, which allowed me to understand the business process flow within SAP and how to navigate the SAP interface. Now, I use SAP every day at my job.”

OPERATIONS & INFORMATION MANAGEMENT

Become a tech-savvy problem solver for the 21st century

Operations & Information Management (OIM) students receive a state-of-the-art education and experiential training that positions them for highly successful careers in two areas of corporate specialization: supply chain management and information systems, as well as powerful combinations of these two fields. The OIM curriculum equips you with skills that meet the emerging needs of the business world. The subject matter encompasses what is now being referred to in the marketplace as business intelligence, business analytics, and business process optimization.

About the field: Operations & Information Management covers the broad spectrum of careers that make use of technology-driven, process-oriented thinking to manage and improve business operations and thereby make gains in efficiency and productivity. Operations and information managers are skilled in using data analytics to solve business problems, and are thus central to any team. As a result, OIM graduates secure high-paying jobs that offer both creativity and stability.

Special Isenberg opportunities:
• Get hands-on experience with best-in-class enterprise systems and business intelligence applications such as SAP ERP and Business Object (BO) Analysis.
• Get an insider look at companies such as BJ’s Wholesale Club, Berkshire Brewing Company, and Hasbro on field trips organized by the Operations & Information Club.

• Customize your program with courses that count toward an Information Technology minor, prepare you for an APICS or PMI certification exam, or lead to an SAP Recognition Award.

Career opportunities in OIM:
• Supply Chain Analyst
• Project Manager
• Systems Analyst
• Procurement Specialist
• Business Consultant
• Business Analyst
• Risk Assurance Analyst
• Computer Training and Support Specialist
• Enterprise Risk Services Consultant

Selected companies that hire Isenberg OIM students:
• Consulting & Technology: Grant Thornton, IBM, SAP
• Manufacturing & Supply Chains: BOEING, Pratt & Whitney, UPS, Fedex, United Technologies Corporation, Bose, Avery Dennison, SABIC Innovative Plastics
• Retail distribution: Macy’s, Frito Lay, C&S, Target, Staples, Kohl’s Department Stores, Lowe’s, Pepsi Bottling Group, Toys R Us
• Financial services: Hanover, Liberty Mutual, The Hartford, Mass Mutual
Sport Management Success Story
Tanya Downing ’14
Corporate Partnerships, Major League Soccer

“I have always been interested in the business of sport, and the cultural influences and reflections the major leagues have on our society. I came from a Mexican border town, so I was very interested in Hispanic marketing in sports. I felt that area had a lot of opportunity for people with multicultural backgrounds. The major helped me find my passion, while providing real-life experience to help put me in the best position to succeed. Because of the program, I was able to create connections with alumni, do research in the areas I was interested in, secure extremely useful internships, and gain a unique perspective about the industry.”

SPORT MANAGEMENT

Become a leader in the spectator sport industry

The McCormack Department of Sport Management is among only a handful of sport management programs based in a professional business school. We call ourselves “The Business School for Sport Business.” Our faculty members are internationally recognized for their cutting-edge research and industry experience and represent every sector and stratum of the sport management industry. They offer their fellow graduates and current McCormack students unparalleled career networking, industry intelligence, and internship/job placements.

About the field: Sport management is for students interested in becoming collaborative leaders and well-rounded achievers in a broad spectrum of industries, including professional sports, amateur sports, marketing agencies, and event-management companies. It’s a field where students can take their passion for sports to the next level, if they’re willing to practice hard to succeed. Having a business background will help you deliver, and so our curriculum offers a foundation in marketing, law, and management as applied to the unique aspect of the sport industry.

Special Isenberg opportunities:

- Become a part of a sport management program ranked the best in the world by program leaders in a 2015 Sport Business International survey.
- Get hands-on event-management experience with Soccerfest, a 6-on-6 grassroots soccer festival organized and promoted by Sports Event Management students.
- Join an extended professional family of more than 6,000 McCormack alumni.

Career opportunities in sport management:

- Sales
- Communication
- Event Marketing and Management
- Account Management
- Community Relations
- Game Operations
- Promotions
- Internet Marketing

Selected companies and organizations that hire Isenberg Sport Management students:

- Major League Baseball
- New York Mets
- Boston Red Sox
- Madison Square Garden
- Philadelphia Flyers
- Philadelphia 76ers
- Kraft Sports Groups
- Reebok
- IMG Academy
- NASCAR
A GUIDE TO ISENBERG STUDENT CLUBS

One of the notable advantages of being an Isenberg student is the opportunity to acquire real-world business skills and experience through involvement in student-run clubs. In addition to providing connections and social opportunities, these groups allow members to develop leadership and communication skills and provide a forum for experiencing teamwork, networking, and interviewing—all of which can make a student stand out to employers.
On the following pages, selected club leaders describe how club participation has enriched their time at Isenberg. All agree that getting involved in clubs as a freshman can have decided professional and educational benefits. And as the following list of groups suggests, there is a club for every interest. For complete club descriptions and contact information, visit: isenberg.umass.edu/people/student-clubs.

Isenberg Student Clubs
* Club profiled below
Accounting Association
American Hotel & Lodging Association
American Marketing Association
Association of Diversity in Sport
Association of Latin Professionals for America*
Beta Alpha Psi
Club Managers Association of America*
Delta Sigma Pi
Eta Sigma Delta
Finance Society
Graduate Business Association
INFORMS
Investment Club
Isenberg Business & Law
Isenberg Honors Council
Isenberg Management Association
Isenberg Marketing Club*
Isenberg Real Estate Association
Isenberg Undergraduate Consulting Group
Isenberg Women in Business*
Jewish Leaders in Business
Mark H. McCormack Department of Sport Management Leaders Club*
The Meeting and Event Managers Association *
Minutemen Equity Fund*
Minutemen Fixed Income Fund
National Association of Black Accountants
National Association of Women MBAs
Operations and Information Club*
Protect Our Breasts
Social Entrepreneurship
The National Society of Minorities in Hospitality
UMass Entrepreneurship Club
Women in Sport Management
SELECTED CLUB DESCRIPTIONS

ASSOCIATION OF LATIN PROFESSIONALS FOR AMERICA (ALPFA)

ALPFA is a student-run organization that works toward empowering and developing our members as leaders of character in every sector of the global market. Our mission is to provide students with internship opportunities as early as freshmen year, to seek advice from professional alumni who have become successful in their field, and to establish a network of peers that students can rely on for support. Membership is open to anyone who shares our values, mission, and principles.

Club President on...

...what attracted them to the club: I loved that ALPFA had a good mix of professional development workshops along with community service. Since I was looking for an internship, ALPFA helped me develop my professional skills, all while giving great opportunities for community service. Finding a club that offered a good mix of volunteering, academic help, and professional development was important to me.

...why getting involved as a freshman was important: Your freshman year, you create a foundation that will dictate a lot of what you do in your remaining three or so years. By getting involved as soon as you get here, you immediately begin to develop great connections with the members of your community. Also, you give yourself an advantage over others when applying for internships. Recruiters love to see that you are active within your community.

...the opportunities the club provided: I have met and established great connections with a handful of recruiters in various companies. Also, ALPFA introduced me to PwC my freshman year. If it weren’t for ALPFA, I would have never switched my major to accounting, applied to PwC, and gotten an internship with them.

CLUB MANAGERS ASSOCIATION OF AMERICA (CMAA)

CMAA encourages knowledge, networking, professionalism, and education within the private club industry. Members of CMAA have opportunities for internships and scholarships, and attending national and world conferences.

Club President on...

...what her club is about: I know what you’re thinking, and it’s what I thought at the time too. But it’s not nightclubs. It’s country clubs, city, yacht, beach, athletic, and military clubs.

...the benefits of being part of a club: The experience that you gain from being in a club is unlike what you learn in class, since you can get hands-on experience and advice from other people in the industry. You will be able to network and meet managers who have been in the industry for years, and other students from schools across the country who are interested in that field too. Also, you will meet some of your best friends in these organizations and get the chance to travel to places you never
thought you could.

…the opportunities the club has provided her: I have been able to intern at two of the top five platinum clubs in the country, the Los Angeles Country Club and the Cherokee Town and Country Club in Atlanta. In addition, I have been able to attend four World Conferences in locations such as San Diego, Orlando, and San Antonio, as well as the National Student Education Conference. Based on some of the internships I have obtained and the experience of being in a club, I was able to participate in the Disney College Program.

ISENBERG MARKETING CLUB

The Isenberg Marketing Club provides members with hands-on marketing experience through interactive meetings, guest speakers, field trips, and sub-committee meetings. The club consists of three main branches: Community Service, Fundraising, and Public Relations. Every February, the club hosts Marketing Career Networking Night, a cocktails-and-networking event for students, faculty, and employers.

*Club President on…*

…noteworthy events hosted by the Isenberg Marketing Club: We have had several field trips to advertising agencies as well as hosted professional development workshops. Our biggest event is our annual Marketing Career Networking Night, where we bring in recruiters who are searching specifically for marketing majors. I have gotten internship opportunities and then been able to recommend others to recruiters who are alumni that I have met over the years.

…how club experience leads to bigger things: A lot of times, in order to get more experience, you have to have past experiences, and when you’re a freshman you don’t necessarily have past internship experiences. Having experiences that were built off of club involvement can really help someone get an internship.

…how involvement pays off: I would have never had the opportunities without being involved with the Isenberg Marketing Club!

ISENBERG WOMEN IN BUSINESS

Isenberg WiB seeks to connect students and offer support, professionally and personally, as we navigate the challenges of the classroom and prepare for a successful career post-graduation. WiB offers members a supportive environment in which we can establish ties and foster confidence within each other as students and young professionals.

*Club President on…*

…the social benefits of clubs: Although everyone hears this time and time again, joining a club truly is the best way to get involved and make friends. Being part of Isenberg, in and of itself, has made UMass feel a lot smaller to me—and I am so grateful for that. Joining a club is an even better way to find your niche at school. So, if you feel like a little fish in a big ocean, giving a club a chance can really help!
...the opportunities to make connections: When you first arrive at school, people will tell you that your classmates will become your network. Though I didn’t see it at the time, I realize now how true that is. WiB has allowed me to meet girls with all sorts of talents and learn from them! We also have had countless opportunities to meet and network with alums through the Women of Isenberg Conference, the Harvard Undergraduate Women in Business Conference, and many guest speakers.

...what she has learned: This has been the most rewarding experience of my college career. Being a leader is not easy—and I learned this very quickly! I learned how important it is to stay organized and delegate tasks because the job simply cannot be done alone. I also improved my public speaking skills since I was presenting in front of a large crowd once a week. Because of my leadership position, I am leaving school feeling more confident.

MCCORMACK DEPARTMENT OF SPORT MANAGEMENT LEADERS CLUB

We are a sport management-based club that organizes student-run sporting events and allows students to better themselves professionally through experiential learning.

Club President on...

...the two reasons they got involved: The first was that I knew having experience from this club in college would increase my chances at finding a job I want after college. The sport management industry is highly competitive and having prior experience before graduation is highly valuable. The second reason I got involved was social. I didn’t come here with a lot of friends, so getting involved was a great way to meet new students with similar interests.

...the surprising benefits of participating: Club involvement was something faculty stressed because it can help you get a job out of college. What shocked me is just how much fun and satisfaction I got from putting on a great event.

...what he’s gotten out of his work: The position I was in has certainly given me the chance to network and grow professionally. I recently went to New York City for a three-day trip to meet with industry leaders from NBC Sports, MSG, MLB, and the NY Jets, and these meetings have led to job opportunities for many of us. Additionally, I went on trips to Boston and was part of events that brought in industry professionals. Being able to meet these people has been an absolute advantage in my job search.

MEETING AND EVENT MANAGERS ASSOCIATION (MEMA)

MEMA is dedicated to creating a bridge between students and professionals in the meeting-planning industry by providing networking opportunities, hands-on experiences, and valuable resources as a student chapter of Meeting Professionals International (MPI). Sponsored by the Isenberg School of Management, MEMA has a goal of fostering a sense of pride in the university and promoting an active program of recruitment and commitment among students.

Club President on...

...what appealed to her about MEMA: I wanted to be in the events industry. I immediately saw the value this club had in exposing me to areas of the industry and to the many industry professionals in
the surrounding towns. I knew this would give me lots of hands-on planning experience before I even entered the workforce.

…the networking benefits of her club: MEMA has a lot of unique benefits that are made possible by students’ also becoming members of Meeting Professionals International. These include monthly networking events, national conferences, access to the full list of MPI members and contact information, an exclusive job board, and educational resources. In addition, a group of seniors gets to attend the Future Leaders Forum, part of the largest event-specific tradeshow in the world, IMEX.

…what her involvement has taught her: I have become so much more confident in myself and my capabilities, have developed my public speaking and presentation skills, and have learned how to manage issues and conflicts calmly when people are looking to me as a leader. I have learned so many skills I could not have been taught in any class, skills that I think my future employer will see value in.

MINUTEMEN EQUITY FUND (MEF)

The Minutemen Equity Fund club educates its members by offering a real-life investing experience that allows them to develop their skills in market research, portfolio allocation, valuation, and fundamental analysis of equities, and thus provides insight into work experience in numerous financial services industries. We strive to maximize our portfolio returns with appropriate risk management, developing and abiding by a defined investment strategy, and meeting quantifiable standards for performance. We further seek to support members in career development, distribute knowledge through mentorship and workshops, and create opportunities for networking and recruiting.

Club leader on...

…what the fund is: MEF is an entirely student-run fund with around $200,000 in assets under management.

…how to choose a club: Freshman year is the best year to start getting involved in clubs. Join as many as you can in the beginning, and then slowly start to narrow down the list. Invest your time in the ones that will provide growth, networking, and learning opportunities.

…what club involvement has taught her: Becoming involved with MEF has been one of my best decisions during my time at UMass. It has allowed me to supplement the learning I do in the classroom with hands-on investing. By working with senior analysts, and eventually being one myself, I was able to learn more about investing and the stock-pitch process than I would have been able to do on my own. More importantly, when I joined MEF, I became a part of a group of students who motivated each other to do well, both in and out of the classroom. The internship application process is incredibly tough—you’re preparing for difficult interviews, networking several times a week, and getting rejected from companies you wanted to work for. Having a group of people who both motivated me and supported me helped keep me sane through the ups and downs of the process.
OPERATIONS AND INFORMATION CLUB

The Isenberg Operations and Information Club seeks to be an engaging platform for members to learn about the wide variety of careers in Operations & Information Management, in addition to connecting members to professional contacts that can assist them in navigating their careers. By bringing in professionals, recruiters, and alumni, as well as participating in enriching field trips, case competitions, and certification programs, we prepare our members for the workforce and expose our members to the breadth of career opportunities not always apparent in the academic classroom.

Club President on...

…how she got her start: While sitting in Transitions listening to the presidents of the Isenberg clubs speak on their experiences, I noticed that O&I was the only club that did not have an active community service aspect. I reached out to the current president and proposed a community service committee within the club. After pitching the proposal to the E-Board, the entire club, and the head of the OIM department, I was offered the position of CSR committee chairperson.

…how the club has opened doors for her: I have been able to sit in on meetings with the Dean and the OIM advisory board. Also, I have personal relationships with many professors and the head of the OIM department. Through our club, our members have been able to achieve Lean Yellow Belt certification, which is beneficial to any person looking to become a manager someday, even more so for those interested in OIM.

…the support network a club provides: Your peers, your mentors, and your members are your most valuable assets. Because of this club, I have been able to turn to my fellow O&I friends when school becomes overwhelming and life becomes bumpy. I have seen members grow into working professionals, helped them determine their goals, and help them develop their skills. I have created relationships with professors that will continue as I attain my MBA and beyond, to my professional career. Most importantly, I have learned so much about the world and myself from connecting with people through this club.
RESOURCES FOR ISENBERG STUDENTS

Isenberg has many resources to help you through your journey. On the following pages we present three of particular note, and describe the services they offer.
THE CHASE CAREER CENTER

The Chase Career Center provides high-quality career services for students seeking internships, cooperative work, and/or full-time opportunities. Our primary goal is to help you discover and build a well-thought-out career plan that will allow you to develop the essential skills and insights to launch yourself into your optimal career path.

To make an appointment online, go to the Chase Career Center webpage and click on the “Make an Advising Appointment” icon. You’ll also see this icon in the “For Students” section of the Chase Career Center website. Check with Chase to learn about any walk-in hours being offered during the academic semester. The center is located in Isenberg Room 101.

On the following pages, the Center’s staff offers tips and advice on:

- Creating a great LinkedIn profile
- Preparing an effective resume and using the center’s online tools, IsenbergWorks and Optimal Resume
- Developing your networking skills
- The internship experience, as recounted by students

CREATING A GREAT LINKEDIN PROFILE

What makes a LinkedIn profile effective? The Chase Career Center staff share success strategies and tell how to avoid common mistakes.

A great LinkedIn profile includes the following components:

- A photo/headshot in which you are dressed in business professional attire.
- A headline that uses keywords to describe what you are doing now plus what you hope to do in the future. Example: Analytical UMass Operations & Information Management Major Pursuing Summer 2017 Manufacturing Internship.
- In the case of Isenberg students in particular, an “Education” section indicating that they attend “Isenberg School of Management, UMass Amherst” (rather than simply “University of Massachusetts, Amherst”).
- A strong Summary, written in first-person narrative style, which tells your story using keywords that describe your skills, passions and “superpowers” as an employee.
- Work experience entries, written in first-person narrative style (do not simply copy your resume bullets), that clearly describe your most impressive accomplishments in each role.
- “Organizations” and/or “Volunteer Experiences/Causes” section(s) that outline any leadership roles attained, major accomplishments achieved, and skills developed.
- A “Skills & Expertise” section that includes a minimum of 10 to 12 skills.
- A simple, customized vanity url that you can feature on your resume or business card.
Typical missteps students make in their LinkedIn profiles include the following:

• Simply cutting and pasting their resume content into their profile. Your LinkedIn profile should complement and support your resume content with additional information not typically included in a resume (e.g., Summary section written in first-person style; links to work samples or relevant articles).
• Including grammar and spelling mistakes.
• Not including a photo (profiles with photos are 14 times more likely to be viewed).
• Not taking the time to write a strong “Summary,” which has the potential to entice readers to review your entire profile, and also to distinguish you from other candidates.

There are numerous examples of Isenberg students who have utilized their LinkedIn networks to conduct informational interviews that ultimately led to job/internship opportunities and eventual employment.

RESUMES, OPTIMAL RESUME, AND ISENBERGWORKS

The Chase Career Center’s experts answer common questions about writing resumes and explain the benefits of using the center’s online resume and recruiting tools.

When should students start building their resumes?
Students will want to begin creating their resumes as freshmen. There could be a number of on-campus opportunities, for which a resume is important, as well as off-campus jobs and internships. Students will learn about resumes in Transitions and are encouraged to meet with an advisor in Chase during their first year.

Is it appropriate to put high school activities and achievements on your resume?
Certainly! Freshmen need to leverage high school activities and achievements to showcase important skills such as team work, strong work ethic, good communication, and time management.

Generally speaking, when should freshmen consider phasing out their high school activities and achievements from their resumes?
High school information should be removed from the resume in the sophomore year, as experience and achievements from on-campus activities and work experiences increase.

What is Optimal Resume?
Optimal Resume is an online tool that allows Isenberg students to develop resumes by selecting from numerous templates tailored by major with recommended, career-specific language. Students can increase the chance of having their resumes reviewed by employers by using this tool to format their resumes with the attractive Isenberg look and feel that recruiters prefer.

What is IsenbergWorks?
IsenbergWorks is the online recruiting system used by the Chase Career Center to post jobs and schedule interviews; it is accessible exclusively to Isenberg students. IsenbergWorks allows students to do the following:

• Store versions of their resume and cover letter
• Search for job and internship opportunities posted for Isenberg students
• Set up search agents so desired jobs are emailed directly to students as they are posted
• View upcoming career fairs, company information sessions, and workshops
• Centrally track their application and campus interview activity

YOUR NETWORK = YOUR NET WORTH

Build and broaden your professional network with these strategies from the Chase Career Center.

Networking sounds daunting, especially to younger students. But if you think of networking as simply building relationships, it will remove much of the anxiety about getting started. There are so many ways first-year students can begin to build their networks, without even leaving the comfort of campus! Begin with people closest to you and expand out.

Teaching Assistants from Transitions (or other classes). Teaching Assistants are chosen, in part, for their desire to help their peers. So take advantage of their natural inclination to be of service and get to know them! Reach out and ask them if they would be willing to talk with you for 20 minutes. Buy them coffee at the Newman Center! It's okay if their major isn't what you might choose: You can bet they know other students who are in the major you are thinking about!

Isenberg Peer Mentors. All first-year students are assigned an Isenberg mentor (see page 30). Like TAs, these students want to help you get acclimated to UMass and Isenberg in your first year. Don’t worry—you are not bothering your mentor with your questions. They signed up to help you out! Even if they do not represent the major you might be thinking about, your mentor can help you connect with other upperclassmen who do share your interests.

Student Clubs and Organizations. From the moment you arrive at Isenberg, you will hear often about the value of getting involved and joining clubs. The networking opportunities in organizations are many. First, you can interact with upperclassmen and learn from them. Find out whom they would recommend you connect with, based on your interests. Perhaps they can connect you to someone they met at an internship. Or maybe they know of off-campus opportunities. Second, you can meet the club advisor (generally a faculty or staff member) and begin to network and learn from him or her. And, finally, you can network with club guests, often potential employers or alumni, who are usually interested in interacting with club members.

Connections on LinkedIn. Develop a strong LinkedIn profile (see page 26) and become a member of the Official Isenberg Alumni Group. You can begin to reach out to alumni via LinkedIn.

Faculty Mentors. Get to know faculty mentors. These individuals can advise you on a number of topics, from learning about industries and careers to suggesting what classes might be best for you based on your interests. They can also link you to alumni working in your areas of interest.

INTERNSHIPS FROM THE STUDENT PERSPECTIVE

Here, four Isenberg students tell of their internship experiences and the valuable lessons they learned. Students interested in internships have many opportunities to gain hands-on experience in their fields. Students can work abroad or in various locations across the country, and can even do their internship during the semester. As the following stories suggest, no two internships are alike. For more information about internships, as well as full-time job opportunities, visit the Chase Career Center in Room 101 or go online to IsenbergWorks for postings.
London Calling

Joshua Zeff ‘17 traveled to England for a CAPA internship with the InterContinental Hotel Group

Joshua Zeff interned in the finance department of the InterContinental Hotel Group, performing financial analysis and audits. In addition to gaining valuable professional experience, he says, being both a student and an employee in London gave him a rare perspective on how other cultures approach professional life.

Consider the attitude toward work itself. “Londoners, as a whole, tend to be more relaxed, take longer lunch breaks, and do not feel compelled to complete extra assignments or work longer hours to get ahead of their colleagues,” he notes. “Generally, Americans are more obsessed with work and almost revolve their lives around it. Of course, this also varies by industry, but this is the overall impression that other CAPA interns and myself have observed.”

As for being prepared to take on the challenges of his work, he credits his time at Isenberg with providing a solid foundation. “It taught me to have a strong work ethic and showed me the importance of going the extra mile to succeed,” he says. “Isenberg and its student groups have provided me with insight on what to expect from a professional work environment, and this definitely eased the transition I made from student to intern.”

Taking the Busy Season Challenge

Bill Sennott ‘17 completed the Semester in the Profession Program (SIPP) with PwC in Boston

When Bill Sennott first heard about the Semester in the Profession program as a freshman, it just didn’t appeal to him. “Why would I want to give up a whole semester with my friends in Amherst to work what seemed like endless hours?” he recalls thinking. SIPP places accounting students in corporate internships during “busy season”—roughly January through spring break. They then return to campus and take two accelerated classes for the remainder of the semester.

After talking to fellow students who had just completed their work, however, he discovered that the hours weren’t nearly as bad as he had heard, usually around 55 per week. “And the pay is great,” he says. “Although summer interns may work more manageable hours and have more fun outings around Boston, I wanted the authentic assurance experience.”

He got what he was looking for. “Most SIPP accounting internships don’t have you doing typical intern work—grabbing coffee and food for the team, making copies, and so on.” Instead, he says, the firms give you the same responsibilities and tasks as a first-year associate.

At PwC, Sennott soon found himself learning the finer details of the auditing process. “I hadn’t taken any classes related to auditing prior to my internship, so there was a steep learning curve. Fortunately, no one expects you to know anything prior to your start date. I had a mix of clients that were both public and private, so my team made sure that I was aware of the different audit standards necessary to be in compliance.”

As an added benefit, Sennott, along with seven other interns, had the chance to represent PwC’s northeast market in Switzerland for a week, a trip that allowed him to network with some of the firm’s highest-ranking partners and do the same work as a first-year associate in Boston: reading over contracts and agreements, noting any changes, and evaluating which controls to test. “Whenever I was confused, everyone was more than happy to help me, just like at home. Outside of work, we went
sightseeing around Zürich, ate lots of great Swiss food with our hosts and two American recruiters, hung out with the Swiss interns, and even went skiing in the Alps!”

**From Spain to Sweetgreen**

**Victoria Quill ’16 completed internships in Barcelona, Spain, and with Sweetgreen in Washington, D.C.**

The first was in Barcelona, through a Northampton, Massachusetts, company called CISabroad that offers internship placements in more than 20 countries. “I interned for a man who owned a restaurant and hostel, and who also did online marketing for anyone planning an event,” she explains. “As an intern, I pretty much did whatever he needed to make these things run smoothly.” She helped design and market the menus, taste-tested recipes, photographed dishes for the menus, helped set up the restaurant, and then did social media on event nights. “I also helped him with a Tango Festival he was planning. He designed the whole website and was selling all of the tickets to people worldwide. I was able to communicate with people from far away places such as Norway.” It was an amazing experience, she says, both for the work and for the cultural opportunities. (You can see more at her blog: https://vqbarcelona.wordpress.com).

And so she decided to pursue another internship in the food industry. When a recruiter from the healthy fast-food chain Sweetgreen came to campus, Quill met with the woman after her presentation. “Both the company and the recruiter were fresh, vibrant, and passionate,” she recalls. “I instantly meshed well with their mindset and was intrigued.” Quill told the recruiter that her dream internship would be to work with the Sweetgreen chefs. The recruiter came back with an offer to work with her in HR instead. “I knew nothing about HR, but knew I really enjoyed this recruiter and the company, so I decided to take a leap and go for it.”

She spent her summer in Washington, D.C., working to streamline Sweetgreen’s hourly hiring process and coordinating group interviews for the different markets along the East Coast. “It was a lot of work, but I loved it,” she says. (See more on her blog: https://vqsweetlife.wordpress.com).

She enjoyed the work so much, in fact, that she’s now back with CISabroad, as a member of their University Relations team. “Through Sweetgreen, I found my passion for recruiting, which led me to instantly jump at this opportunity to recruit students to study/intern abroad through CIS,” she says. “I am super happy with the job.”

**Two Times the Experience**

**Stephanie Berenson ’16 took on internships with Vistaprint and Boston magazine**

Stephanie’s two internships gave her opportunities to develop widely differing skills in widely differing fields. At the marketing products company Vistaprint, where she interned for two summers and remotely for a fall semester, she worked on the LiveInVistaprint Twitter and website, and analyzed metrics for various associated websites and social media. “I helped design the intern website as well,” she says. “During my second summer, I worked with the HR Operations Team, which was something I would not have gotten to do otherwise. I had such a fantastic experience.”

To broaden her event management experience, she interned at Boston magazine, where she also had the chance to expand her photography and social media skills. “Boston magazine puts on several large events per year, and the summer is their busiest season with the Best of Boston event,” she explains. “I helped plan these events as well as create social media postings to increase attendance.”
A highlight: she was asked to photograph a sponsored event at the Newbury Street clothing store Alex and Ani, and her photos were published in the magazine’s September 2015 issue and online.

Her internship advice: “I think students should intern after every year,” she says. “You meet new people, get new experiences to put on your resume, and you start to figure out what you might want in a company to work for after graduation.”

That’s precisely what Berenson did. She is now working at Vistaprint.

THE BUSINESS COMMUNICATION PROGRAM

Students looking for feedback on writing or speaking assignments, or for help editing career, scholarship/grant, or graduate program materials, should take advantage of the services offered at The Channing L. Bete Communication Center. Located in Isenberg 208, the center is dedicated to helping students become more effective professional communicators. Students receive guidance in audience analysis, content and argument development, grammar and mechanics, and editing and revising. The center’s full-time staff—faculty members from Isenberg’s Business Communication Program—show students how to revise their writing effectively, as well as provide tools and resources that students can use to edit and proofread their own work. Students may visit the center individually or as part of a small work team, either through an appointment or during walk-in hours.

Sample Strategy Session

How to Write an Elevator Pitch

A Communications Center faculty member shares her tips for quickly and effectively communicating who you are to business people.

By Holly Lawrence, Senior Lecturer

In the business world, you’ll find yourself in a number of situations when people will ask you about your career goals, about who you are and what you want to do. In the Isenberg School, we want to help you prepare for those situations by giving you opportunities to develop a story that you can use whenever you need. Your story can be thought of as an elevator pitch.

An elevator pitch is also called an elevator speech. In the pitch or speech, you tell someone about yourself. As a first-year student in Isenberg, you want to create a story that covers your background, what you’re doing now, and your goals.

Now, that sounds like it could be a long, big story. However, an elevator pitch is a brief story. It’s a story that focuses on the most important elements of your background, your current focus, and your goals. To create a brief elevator pitch, jot down some thoughts that address the following:

- Interests and experiences you’ve had that brought you to Isenberg
- Your planned major and what you want to study in Isenberg
- Career goals, as you see them today

By listing your interests and experiences, ideas about your major and what you want to study, and your goals for a career, you are developing content that you can put in your pitch.
A Moment in Time

One thing to keep in mind is that an elevator pitch should capture a moment in time, where you are now. As you mature and become more sure about your future, your pitch will change less. However, at this stage in life, things are in flux for you. You are changing and making big decisions. So in this pitch, the story you tell as a first-year student, it’s okay to talk about accomplishments from high school or refer to goals you’ve had since you were a little child. The bottom line is that you want to create a story that you can use now and that you can tweak along the way as you become more involved in Isenberg and as your career plans become more certain.

Here’s a sample pitch from a first-year Isenberg student named Isabelle:

Notice how Isabelle talks a bit about high school. She also shares with her audience things that she’s doing today in Isenberg to become more involved, to explore the major she might declare, and to think about her career. Use Isabelle’s pitch as a model for shaping your own.

Additional Tips to Keep in Mind

• An elevator pitch is something that you want to create and memorize. However, you must always be prepared to adapt to the situation. This means that sometimes you will need to add or delete content depending on the audience, where you are, and whom you are talking to.

• Never plan to use an elevator pitch in its full form as part of a regular conversation. If you force people to listen to your pitch, you’ll be dominating the conversation. Instead, allow the pitch to unfold naturally—in bits and pieces, if need be—as part of a conversation.

• Do plan to use a pitch in an interview or at a career fair. The full pitch is a great answer to a recruiter or interviewer who says, “So, tell me a little about yourself.” Sometimes a recruiter will even ask for your pitch.

• Practice and time your pitch. You want to keep it to a minute or less. Forty-five seconds is ideal.

Now, it’s time to write your pitch! Think about who you are and what’s important to you. Share interests, bring in some of your background, discuss your major or what you want to learn at UMass and in Isenberg, and share your current thinking about your career goals. Boil all of that down to main points and then weave those points together to tell a story. Voila! You have an elevator pitch.

A Final Note

An elevator pitch is just one way to prepare for communicating with perspective employers and others in the business world. And it’s a great start. Once you have the pitch in place, you’ll want to spend a little extra time thinking about other forms of communication with business people as well. For example, you’ll want to pay new attention to the emails and phone calls you make. You want to be sure that you use good grammar, and that you don’t treat an email to a person of authority as if it were a text to a friend.

There is a lot of change in your life these days. Developing a professional style when communicating with business people is an important part of that change. If your personal and professional goal is to always improve and to keep learning, you’ll be great!
THE BERTHIAUME CENTER FOR ENTREPRENEURSHIP

The Berthiaume Center for Entrepreneurship promotes entrepreneurship and innovation across the UMass Amherst campus and throughout the region and state. It is a central hub connecting scholars, innovators, and entrepreneurs working to turn ideas into realistic, successful business ventures and startups.

For students, the center offers access to the entrepreneurial inspiration, connections, and resources of the largest public university in the Commonwealth. It provides workshops and assistance with public relations, human relations, and business plans. And it provides a safe and productive environment for students to collaborate with peers representing all different majors and passions, network with startup owners, and get help with build-your-own ventures.

The center was established at the Isenberg School of Management in 2014, supported by a $10 million gift from Douglas and Diana Berthiaume. Douglas Berthiaume ’71 (Accounting) is chairman, president, and CEO of Waters Corp., headquartered in Milford, Massachusetts, and co-chair of UMass Rising, the university’s $300 million campaign. Professor Bill Woodridge is the center’s managing director.

Keep an eye out for these events and opportunities with the center:

- Idea Jams
- ULaunch @ UMass
- Guest Speaker Series
- Minute Pitch
- Seed Pitch
- The Innovation Challenge
- The Hult Prize @ UMass
- Social Entrepreneurship Day
- Entrepreneurship Club
- Berthiaume Student Innovators

For more information on the center, visit isenberg.umass.edu/bce.
OPPORTUNITIES FOR ISENBERG STUDENTS

As an Isenberg student, you have access to unique opportunities for peer mentoring, travel, and community service. Read on for more about each.
THE ISENBERG PEER MENTORING PROGRAM

The Isenberg School of Management Peer Mentoring Program is a peer support system for first-year students. Junior and senior Isenberg students serve as mentors to provide guidance, advocacy, friendship, and advice to freshman. Mentorship provides new students with an immediate connection to an experienced Isenberg student who can provide helpful guidance and support. It allows first-year students to meet other students who might share similar academic and/or extracurricular interests. And it offers students a friendly, supportive forum for sharing new experiences at the Isenberg School of Management and at UMass Amherst in general.

There are many compelling reasons for connecting with your Isenberg Peer Mentor:

- Students who have good mentors are more successful and more likely to remain in school until they graduate.
- Peer mentors can help you settle in to the community by providing advice on housing, shopping, and leisure-time activities, and by directing you to campus resources such as University Health Services or the Learning Resource Center.
- Peer mentors can help you understand program expectations or policies.
- Peer mentors can accompany you to academic and social events hosted by the school or your department.
- Peer mentors can help direct you to faculty whose interests might be aligned with yours.
- Peer mentors can answer questions you might feel are too small or silly to ask a faculty member.
- Peer mentors can continue to mentor you even after you’ve settled in, by providing advice about academic progress, projects and papers, comprehensive exams, and writing research proposals.

Did you have a great Peer Mentor? Consider becoming one yourself for an incoming Isenberg first-year student in your junior and/or senior year.

Here’s why:

- Peer mentors increase their own social and professional networks.
- Peer mentors increase their opportunities to collaborate with new students.
- Peer mentors get the opportunity to develop mentoring skills that are essential in academic professions and a host of other careers.
- Experience as a peer mentor demonstrates your leadership and citizenship qualities to future employers.
- Experience with peer mentoring shows that you can help guide the academic and professional development of others.
INTERNATIONAL TRAVEL PROGRAMS

The University of Massachusetts’s International Programs Office (IPO) offers faculty-led trips to destinations all over the world. These trips are ideal for students who do not want or are not able to study abroad for an entire semester, but would like to have an international experience while earning college credits. Trips are held over the summer, winter, and even spring break, with prices varying with the programs.

More information can be found on the International Programs Office website, or at the office:
455 Hills South, 4th Floor
111 Thatcher Road
Amherst, MA
Hours: Monday to Friday, 10:00 am to 4:00 pm

Isenberg faculty-led study abroad course destinations include:
- Conflict Resolution in Ireland
- Business in Italy
- Hospitality and Tourism in London, Paris, Verona, and Beyond
- Eastern Europe (Budapest and Prague)
- Ubuntu and Business in South Africa
- Business in China
- Culture and Sustainability in Southern India
ISENBERG CITIZENS FIRST

Isenberg Citizens First (ICF), a program of the Isenberg Undergraduate Programs Office, promotes and recognizes the community service efforts of business students. Students who participate in volunteer activities or work with non-profit organizations are eligible to receive the Citizens First Certificate. In addition, ICF leads service internship trips to assist teachers and park rangers in South Africa (see below). The Isenberg Citizens First program is a member of the broader Citizens First Initiative (CFI), which strives to maximize the positive impact that the country’s university students can make in their communities.

ISENBERG CITIZENS FIRST CERTIFICATE PROGRAM

To receive the Citizens First Certificate, a candidate must be a student in the Isenberg School of Management at graduation and complete certain requirements. The Certificate is issued by the Isenberg School of Management (not the University) and is received at the candidate’s graduation ceremony or another ICF event.

Students must complete 100 qualifying service hours during their collegiate tenure, beginning in their second year. Service hours completed before a student becomes a candidate are retroactively applied toward the requirement, as long as the hours can be verified and were completed during the candidate’s collegiate tenure.

More information about ICF and a program registration form can be found at isenberg.umass.edu/citizens-first.

ICF SELECTED PARTNERED ORGANIZATIONS

- American Red Cross
- Pioneer Valley Habitat for Humanity
- Inclusive Concurrent Enrollment Program (ICE) Program
- Northeast Rottweiler Rescue
- Jones Library ESL Center
- Nonotuck Community School
- Amherst Survival Center
- Enlace de Familias
- Horizons for Homeless Children
- Big Brothers Big Sisters
- Homework House
- UMass Permaculture Initiative
- Amherst Senior Center
- Berkshire Families and Children
- Craig’s Doors
- Help Our Kids
ICF SERVICE TRIPS TO SOUTH AFRICA

Isenberg Citizens First now offers students the opportunity to assist teachers and park rangers in South Africa through two programs (a faculty led course and a service learning internship) that bring donated computers and training to under-resourced schools and parks.

Prior to departing for the Service Leadership Internship, students create lesson plans in leadership, computer literacy, and math, and deliver four days of seminars to teachers and park rangers in the Kruger National Park community. To help meet the goal of establishing computer labs in each of the 30 high schools in this community, Isenberg students also collect donated laptops for distribution.

Park rangers have been identified for leadership and management training along with teachers because they promote conservation, sustainability, and environmental awareness in the surrounding communities. They also monitor community health and safety and are the reserve’s first-line of defense against poaching.

Along with the service work, students experience a safari game drive, a visit to an animal rehabilitation center, a boat tour of Blyde River Canyon, and a day in Soweto, where the group visits the homes of Nelson Mandela and Archbishop Desmond Tutu, as well as Freedom Square.

WHAT THE STUDENTS SAY…

“The most fulfilling part was hearing the feedback of the people that we taught, having them tell us that what we taught them—which I didn’t feel like was all that much—would change their life and open up many new doors for them to get a job, advance in that job, and create their own success.” — Brian Zuelch ’18

“When we went to the Timbavati Foundation, the people who came to learn were so eager to get hands-on experience with the computers. Some of the people had never seen computers in their life. One man Googled “How to stop droughts in Africa,” “How to end poverty,” which was truly eye opening. The first encounter that he had with Google, he was searching things to help his country and his family. It was incredible.” — Logan DiCarlo ’18
These are just some of the many programs offered at Isenberg. We hope this guide helps you get your first year off to a great start.

Visit www.isenberg.umass.edu/programs/undergraduate/on-campus for additional information on any of these programs and to learn more about the many resources available at the Isenberg School of Management.