What can I do with a Major in General Management?

Skills Developed

- Analyze & Interpret Data
- Analyze Customer Needs & Wants
- Appreciation & Awareness of Cultural Diversity
- Computer Literacy
- Critical, Creative & Analytical Thinking
- Decision Making
- Develop & Maintain Customer Relationships
- Influence, Persuade & Negotiate
- Leadership
- Motivate & Direct Others
- Numerical Analysis
- Oral & Written Communication
- Organizational Expertise
- Planning & Budgeting Expertise
- Present Ideas & Data Clearly & Effectively
- Problem Solving
- Research
- Statistical Analysis
- Teamwork
- Time Management
- Understand Marketing Issues, Technologies & Methodologies
- Work Independently

Work Environments

Opportunities for General Management graduates are everywhere. Graduates will choose from a wide range of careers, in a variety of industries and sectors, such as in public relations, commerce, management, administration, economics or marketing. Graduates may find employment with insurance
agencies, research and academic institutions, communication companies, banks and financial institutions or professional services.

**Key Areas of Specialization:**

**Entry Level Job Titles**

These jobs are normally intended for new graduates and require 0 to 2 years of experience. It is important to note that many entry level positions require some related experience or demonstrated ability to perform job-related tasks. Even those positions that do not require experience will still prefer an experienced candidate, if one is available.

- Advertising/Marketing Coordinator
- Assistant Development Executive
- Business & Industry Liaison
- Business Analyst Intern
- Business Development Representative
- Communications Advisor/Coordinator
- Employee Relations Consultant
- Financial Advisor
- Human Resources Assistant
- Information & Public Relations Officer
- International Business Development Officer
- Junior Marketing & Media Coordinator
- Labour Relations Officer/Consultant
- Labour Relations Research Coordinator
- Manager Trainee
- Marketing Assistant/Consultant
- Media & Community Relations Coordinator
- Recruitment Officer
- Retail Manager

**Note:** The U of L offers various resources and programs to facilitate students in gaining work and volunteer experience. Find an entry level position on the CES job board or join the Management or Arts & Science Cooperative Education Programs. Summer jobs, part-time work, internship positions and volunteer experience help students to enhance their skillset and accumulate work experience for their future career.

**Related Job Titles**

These jobs generally require extensive, relevant work experience and/or further education.

- Account Manager
- Advertising & Promotions Specialist
- Advertising Coordinator
- Advertising Representative
- Benefits Coordinator/Manager
- Business Analyst
- Buyer/Merchandiser
- Certified Human Resources Specialist
- Claims Adjudicator
- Community Relations Manager
- Compensation & Benefits Analyst
- Corporate Recruiter
- Customer Service Representative
- Direct Marketer
- Employment Development Specialist
- Forecast Analyst/Demand Planner
- Foreign Services Officer
- General Manager
- Government Administrator
- Grants Administrator
- Grievance Officer
- Human Resource Manager/ Director
- Human Resources Systems Analyst
- International Trade Officer
- Labour Negotiator
- Labour Policy Analyst
- Labour Relations Consultant
- Management Consultant
- Market Research Analyst
- Materials Manager/Logistics Coordinator
- Mediator
- Negotiator/Advisor

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Thinking Outside the Box: Other Possible Job Titles

On average, people change their careers three to five times in their lifetime. So, no matter what major you choose, you may still be interested in opportunities totally unrelated to your program of study. We encourage you to be open to all possibilities! Your undergraduate degree can be a springboard for other educational pursuits, and your transferable skills and experience can prepare you to work in a multitude of settings.

- Account Executive
- Art Director
- Author
- Broadcaster
- Career Development Counselor
- Director of Corporate Events
- Editor/Publisher
- Entrepreneur
- Event Coordinator
- Executive Assistant
- Exhibit Planner
- Facilities Coordinator
- Field Interviewer
- Field Service Director
- Journalist
- Lawyer
- Learning & Development Coordinator
- Lobbyist
- Logistics Specialist
- Media Correspondent
- Media Planner
- Multimedia Designer
- Paralegal
- Politician
- Portfolio Manager
- Promotions Manager
- Public Speaking Coach
- Speech Writer
- Stockbroker
- Tourism Consultant
- Trade Show Coordinator
- Transportation Director

Useful Resources

Recommended websites to assist in exploring the field of General Management and its career opportunities.

Canadian Management Centre
http://cmcoutperform.com

Project Management Association of Canada
http://pmac-agpc.ca

Canadian Federation of Independent Business
http://www.cfib-fcei.ca/

Certified Management Consultant – Canada
http://www.cmc-canada.ca/

Canadian Marketing Association
https://www.the-cma.org

The Canadian Institute of Marketing
http://www.professionalmarketer.ca

Economic Developers Association of Canada
http://edac.ca

International Association for Business & Society
http://www.iabs.net

The Federation of International Trade Associations
http://www.fita.org

International Management Association
http://www.imaa-mus.com
Human Resources Institute of Alberta  
[http://www.hria.ca](http://www.hria.ca)

Human Resources Research Institute  
[http://hrri.ywd.ca](http://hrri.ywd.ca)

Canadian Council of Human Resources Association  
[http://www.chrp.ca](http://www.chrp.ca)

Canadian Labour & Business  
[http://www.clbc.ca](http://www.clbc.ca)

Canadian Industrial Relations Association  
[http://www.cira-acri.ca](http://www.cira-acri.ca)

The Labour & Employment Relations Association  
[http://www.leraweb.org](http://www.leraweb.org)

### Campus Resources

**Career & Employment Services (CES)**  

**Career Counselling (Counselling Services)**  

**Academic Advising**  
[http://www.uleth.ca/ross/academic-advising](http://www.uleth.ca/ross/academic-advising)

**Native Student Advising**  

**Student Success Centre – Study Skills, Learning Strategies & Tutoring**  

**Accommodated Learning Centre**  

**International Centre for Students**  
[http://www.uleth.ca/international/](http://www.uleth.ca/international/)

**Registrar Office & Student Services**  

**Scholarship & Students Finance**  

**U of L Students’ Union & Student Clubs**  
[http://www.ulsu.ca/](http://www.ulsu.ca/)

### Campus Job Resources

**Career & Employment Services Job Board**  
[CES Job board](http://www.uleth.ca/ross/)

**Arts & Science Applied Studies**  
[http://www.uleth.ca/artsci/applied-studies/students](http://www.uleth.ca/artsci/applied-studies/students)

**Arts & Science Co-op Education & Internship**  
[http://www.uleth.ca/artsci/coop](http://www.uleth.ca/artsci/coop)

**Management Co-op Education**  

**Study Abroad & Exchanges**  
[http://www.uleth.ca/international/content/study-abroad-exchanges](http://www.uleth.ca/international/content/study-abroad-exchanges)

**Management Study Abroad & Exchanges**  
[http://www.uleth.ca/management/study-abroad](http://www.uleth.ca/management/study-abroad)

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**Career & Employment Services (CES)**  
CES assists U of L students and graduates with their career exploration and work search needs.

AH154 Anderson Hall, Phone: 403-329-2000  
Mon- Fri: 9:00 a.m. to 12:00 p.m.  
1:00 p.m. to 4:00 p.m.  

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