

PROFESSIONAL SALES

Sales is the most common career entry point for college marketing graduates, and a popular first job for business students majoring in any number of fields, including economics, international business, management, finance, operations management and human resources.

And yet, employers continue to report frustration with their inability to fill sales job openings. These open positions often go unfilled because there is a shortage of qualified candidates who possess the skills needed to step into a sales role — and succeed — in a variety of industries or as a business development officer in the nonprofit sector.

Our Professional Sales major develops critical knowledge and perspective in the fields of revenue generation, business development and sales management, while nurturing an understanding of the role sales plays within an organization. This strategic mastery is coupled with pragmatic expertise, ultimately translating into success in the employment marketplace — professional sales skills are highly transferrable across industries and can be applied in private and public companies, nonprofit organizations and social missions.

HANDS-ON LEARNING

You can choose to further your classroom knowledge through our hands-on learning programs: corporate partnerships, internships, service-learning and study abroad.

By participating in these opportunities, you will gain valuable real-world experience, learn about diverse people and perspectives, and gain new skills for living and working in a global community.

CAREERS

The skills and knowledge you will gain as a Professional Sales major are particularly well suited to a number of revenue generation and business development roles across a variety of industries and markets. Specific roles for Professional Sales majors include the following:

- Account manager
- Business development representative
- Consultant
- Customer service manager
- Inside sales representative
- Nonprofit development associate
- Online sales manager
- Outside sales representative
- Sales operations analyst
- Sales support specialist
- Technical sales representative

REQUIRED AND ELECTIVE COURSES

MAJOR REQUIREMENTS

Effective Selling
Sales Management
Sales Strategy and Technology
Internship in Professional Sales
Negotiating
Interpersonal Relations in Management

ELECTIVES (TWO REQUIRED)

Managing Strategic Alliances
Effective Speaking
Talk at Work
Theories of Persuasion
Time Series Analysis
Managerial Communications

FOR MORE INFORMATION

CONTACT Jim Pouliopoulos

EMAIL jpouli@bentley.edu

PHONE 781.891.2006

MAIL Bentley University, 175 Forest Street, Waltham, MA 02452 USA



BENTLEY
UNIVERSITY

Most Bentley students pursuing a Bachelor of Science degree take the following courses:

GENERAL EDUCATION REQUIREMENTS

Information Technology
Expository Writing I
Expository Writing II
Mathematical Sciences I
Mathematical Sciences II
Government
Problems of Philosophy
Principles of Microeconomics
Principles of Macroeconomics
First-Year Seminar (one credit)

For each of the following requirements, you can choose an applicable course from a wide variety of offerings:

Literature/Cinema
Natural Sciences
Math or Natural Sciences elective
History
Behavioral Sciences
Humanities/Social Science elective

BUSINESS CORE REQUIREMENTS

Legal and Ethical Environment of Business
Tools and Concepts
in Accounting and Finance
Practice and Applications
in Accounting and Finance
Business Statistics
Marketing-Operations Fundamentals
Human Behavior and Organizations
Business Processes and Systems
Integrated Business Project
Global Strategy

BUSINESS-RELATED ELECTIVES

Choose one course

ARTS AND SCIENCES ELECTIVES

Choose five courses

UNRESTRICTED ELECTIVES

Choose two courses

TAKE IT TO THE NEXT LEVEL.

After you've selected a major, what else can you do to make your education work harder? Customize your degree with an optional second major, choose a minor or get a head start on graduate study.

LIBERAL STUDIES MAJOR You can choose to pair your business degree with the Liberal Studies major (LSM), an optional second major with eight different concentrations. The LSM is designed to help you learn how to connect your business studies with key topics in the arts and sciences, providing you with skills in critical thinking, problem solving, creative analysis and communication — all of which will help you stand out to future employers. The LSM does not require any extra courses beyond the normal curriculum requirements.

The LSM concentrations are:

- American Studies
- Diversity and Society
- Earth, Environment and Global Sustainability
- Ethics and Social Responsibility
- Global Perspectives
- Health and Industry
- Media Arts and Society
- Quantitative Perspectives

MINORS You can further specialize your studies through one of our minors.

- Accountancy
- Actuarial Sciences
- Business Economics
- Computer Information Systems
- Data Technologies
- Earth, Environment and Global Sustainability
- English and Media Studies
- Entrepreneurial Studies
- Finance
- Gender Studies
- Global Management
- Health and Industry
- History
- Human Resources Management
- Information and Process Management
- Information Design and Corporate Communication
- International Affairs
- International Economics
- Law
- Leadership
- Mathematical Sciences
- Modern Languages
- Natural and Applied Sciences
- Nonprofit Organizations
- Philosophy
- Politics
- Psychology
- Public Policy
- Sociology
- Sports Business Management
- Supply Chain/Operations Management

FALCON FAST-TRACK PROGRAM The Falcon Fast-Track program is designed for motivated undergraduate students with high academic standing in ANY undergraduate major. Depending on the program of study, master's degree requirements may be completed with one year of additional full-time academic work. Students enrolled in the Falcon Fast-Track Program have the opportunity to pursue one of nine master's programs.

For more information, visit bentley.edu/fast-track.