Pizza with the Dean

This Seidman tradition was launched a number of years ago and was immediately well received by Seidman graduate students and faculty. One week each semester one hour before class is designated for pizza and soft drinks with Dean Williams, faculty, and fellow students.

Graduate programs that cater to part-time students are challenged to develop connections with their students that go beyond the classroom. Too often, busy working professionals never meet the dean, never talk with a faculty member except in the classroom, and rarely see the students they met the previous semester. This initiative is an opportunity for students, faculty, and staff to get to know one another in a social setting.

This fall, pizza will be served the week of September 11. Doors to the University Club room (the green room on the north side of the plaza) open at 5:00 p.m. each evening. Please join Dean Williams, Claudia Bajema, Jean Kolb, faculty, and members of your Graduate Student Advisory Board on the night(s) you have class that week.

Keeping Up with Paul Mudde

We are fortunate at Grand Valley State University's Seidman College of Business to have such a diverse and knowledgeable faculty. Graduate Student Advisory Board Chair Joanne Brouse (GSAB) met with Dr. Paul Mudde, Assistant Professor of Management, to ask him about his work and teaching experience. Dr. Mudde often teaches the MBA capstone, a strategy course known by students as “saving the best for last”.

GSAB: Where did you earn your undergraduate, graduate, and doctorate degree and in what areas?

Dr. Mudde: My undergraduate degree is a bachelor of science in engineering from Calvin College. My concentration was civil engineering. After working as a structural engineer for a few years, I completed an accelerated MBA at Purdue University in West Lafayette, Indiana. Roughly ten years later, after a career in manufacturing and banking, I returned to Purdue to complete a Ph.D. in Strategic Management with a minor in Finance.

GSAB: Why did you choose your field? What areas of your field interest you the most and why?

Dr. Mudde: My experience prior to pursuing a Ph.D. was largely cross functional. I managed manufacturing operations, bank operational functions, treasury activities and investment functions. I also managed a number of cross functional, strategic project teams. So I was often in a position to bring together the different perspectives of marketing, accounting, finance, human resources, operations, and MIS to improve a particular business process. When I returned to Purdue to get my Ph.D., I was considering Finance and Strategic Management for my field. I chose Strategy for a couple of reasons: 1) I tend to view companies holistically and am most comfortable as a generalist and 2) I enjoy teaching cases with loosely structured business problems that don't have formulaic solutions.

Continued on Page 2
Keeping up with Paul Mudde

continued from Page 1

GSAB: What do you enjoy about teaching at Seidman?

Dr. Mudde: West Michigan is a great place to teach business. Students are exposed to very well managed companies, good management, and excellent examples of entrepreneurship and leadership in business and community service. Seidman students bring valuable experience to the classroom. I enjoy the interactions between an academic perspective and practical perspective on business.

GSAB: How long have you been at Seidman and what convinced you to teach here?

Dr. Mudde: I have been teaching at Seidman for four years. I have always been attracted to growing organizations that are building their reputations, rather than large established organizations. I started my management career with Prince Corporation in 1989 and moved to Old Kent Bank in the early 1990s. Seidman and GVSU are similar to both these companies in their growth and position as a second tier competitor working hard to build on their successes. Seidman appeared to be open to new ideas, less bureaucratic, and more focused on their students and business community than most other business schools. Over my four years at Seidman, I’ve found this to be true. I also was interested in returning to West Michigan. Prior to returning, my wife and I had lived and worked in and around Grand Rapids for 15 years. When I left to complete my Ph.D. at Purdue, we didn’t expect to return to West Michigan. But when the opportunity arose we were very pleased to renew friendships and return to our church and community.

GSAB: What advice would you give students upon graduation?

Dr. Mudde: During the first stage of your career learn as much as you can and be very active in your company and community. When I was making a lateral career move early in my career, I had a mentor, Budge Sherwood, a Vice Chairman at Old Kent who gave me this advice: “in the first half of your career you work to learn, in the second half of your career you work to earn”. The early stage learning sets the stage for the payoff in the second part of your career. Take advantage of opportunities to be involved with new initiatives and projects. It will give you opportunities to learn and interact with senior managers. Many students leave school assuming that experienced business people and especially senior managers have all the answers. They wait for direction and look for a defined role to fill. In reality, senior managers are dealing with uncertainties and changing competitive environments and are looking for information from many different sources. If you are active in your company, alert to changes happening with customers, competitors, and suppliers, and can synthesize information and communicate clearly, you will have more opportunities for learning and earning throughout your career.

GSAB: Please recommend a book for graduate students and share why you recommend it.

Dr. Mudde: A book I would recommend is Fooled by Randomness: The Hidden Role of Chance in the Markets and Life by Nassim Nicholas Taleb. It’s a counter intuitive perspective on how people misunderstand the effect of randomness in life and business success. Nassim Nicholas Taleb also presents some history and world view on the Middle East from the perspective of a successful U.S. immigrant. Although it’s a bit of a challenging read, it’s worth the effort. It’s entertaining and insightful.

GSAB: What do you enjoy in your free time?

Dr. Mudde: I have many interests. I have always enjoyed competition. At this stage of life, it means cheering on my kids as they compete in sports like soccer, basketball, baseball/softball, and others. I still “compete” through running, golf, and softball. Mostly this is competition to keep myself active. I run the Fifth Third River Bank Run most years and an occasional Chicago Marathon. I also enjoy college and professional sports, although I don’t have much time for it. I also enjoy travel, concerts, and movies.

Seidman Mission Statement

The Seidman College of Business provides a rigorous learning environment, with a student focus, a regional commitment, and a global perspective. In its teaching, scholarship and service activities the College innovates, applies knowledge, and integrates concepts.
Message from the Dean

“Ethics: Additional Opportunities to Explore”

Welcome to what is certain to be another banner year at the Seidman College of Business at Grand Valley State University. I trust you returning students enjoyed at least a brief hiatus for recuperation and rejuvenation for another round of robust learning experiences and challenges. I welcome you entering students to a healthy, vibrant team of learners committed to educating themselves and contributing to the education of each other. Indeed, it is through this culture that Seidman College has earned its stellar reputation for quality management education and alums who go on to distinguish themselves in this and other communities throughout the Nation.

As always, the Seidman College continues to improve the quality of our programs. We continue to recruit and support the development of the top faculty, staff, and students in the world. We also continue to challenge our curriculum and course content. This year, the graduate programs will expand the emphasis on ethics, corporate governance, and corporate culture.

Almost three years since Enron filed for bankruptcy, that corporate scandal continues to reverberate through American society as well as corporate board rooms and accounting departments, public accounting, government, and education. Much to the surprise of many, Arthur Andersen, to that point, the largest and oldest public accounting firm in the world, died a very public, and in the minds of many legal professionals, legally unwarranted “death.” Sarbanes-Oxley legislation continues to pound organizations into submission. A jury found Jeff Skilling and Ken Lay guilty of crimes associated with the scandal and, of course, unfortunately, Ken Lay recently suffered a fatal heart attack. While, ultimately, the Enron scandal revolves around crimes, the debates have all been about ethics: personal, professional, corporate, and societal.

The Enron story is a wonderful learning opportunity for graduate business students. It represents an amazing opportunity to examine the circumstances, personalities, and corporate cultures that led to the rise and fall of a Fortune 50 company and a legendary purveyor of public accounting expertise, wisdom, and, at least ostensibly, integrity. No Fortune 50 company could be as disorganized or as foolish as Enron. No entire staff of senior executives could be so naive or so uninformed about the business for which they are accountable. Surely, no board of directors could be so hoodwinked, so callous, or so derelict in the discharge of their responsibilities to the shareholders and the public. No accounting firm partner, much less one of the top five in the world, could be so cavalier, even complicit, in failing to challenge such overt and significantly horrible applications of accounting principles.

The Enron debacle conveys so many important messages about how arrogance, greed, and personal and professional weakness can destroy companies and careers. Most importantly, it is important for graduate business students to understand the roles leadership and organizational culture play in the ultimate success or failure of an enterprise. The collapse of Enron may prove to be the watershed white-collar crime and corporate scandal of the 21st Century. Business professionals (and business students) must look beyond the spectacle of the collapse to glean some very valuable insights and to learn some very powerful lessons. Seidman faculty members continue to provide such opportunities for students, in the context of their various courses and subject matter.

Of course, while Enron is perhaps the most noteworthy it is not the only such case. The Worldcom, Tyco, Adelphia, and countless other business fraud cases also point to the continued need for emphases on discussions of ethics and corporate culture and governance in business schools.

Students entering the MBA program this 2006 Fall semester will be required to complete a new ethics course, BUS 677, Ethical Problems and Perspectives, to supplement the ethics discussions embedded throughout other courses in the program. The hope is that students will have greater opportunities to develop their thoughts and ideas about ethics, corporate culture, and corporate governance in business. Similarly, students entering the MSA program will have new opportunities to explore ethics, culture, and governance in more depth, as the Accounting Department also introduces a new ethics course, ACC 680, Ethics in Accounting.

I encourage each of you to take advantage of these new opportunities to buttress your understanding of ethics and your commitment to fostering ethical behaviors, decision making, and leadership in your organizations and throughout the business community.

Again, welcome! Enjoy a very powerfully productive and enthusiastically ethical academic year!

H. James Williams, Dean Seidman College of Business
Ask any of your classmates who have attended the Washington Campus if the experience was worthwhile and you will get a resounding “Yes!” in response. The Washington Campus was founded by William Seidman, the namesake of Grand Valley’s business school and former FDIC Chairman. The objective of the week-long course is to facilitate a better understanding of the public policy process and how the business sector integrates within this process. Numerous speakers candidly discuss their current or previous role in public policy – the June session included the former assistant secretary for economic policy at the Department of Treasury, the former assistant to President Clinton on legislative affairs, and the former ambassador to Morocco. Students attend from 16 business schools across the country to discuss topics such as the roles of federal agencies, lobbyists, and congressional staff, social security reform, the state of the US economy, and the impact of global trade.

Dave Johnson attended the course in May and remarked, “The Washington Campus was a very fruitful experience for me. The staff was very knowledgeable about public policy process and did an excellent job in preparing and executing the course. All of the speakers were very engaging and had exemplary personal and professional credentials.”

Andrew Johnson took the June session as his last class before graduating with his MBA, “The Washington Campus was a great experience and way to tie together lessons from the balance of the GVSU MBA program. The program provided a wealth of knowledge and highlighted the integral relationship which exists between the business and government communities.”

Grand Valley offers the one-week class in May and June. For more information contact Claudia Bajema or visit www.washcampus.edu.

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Graduate and Professional Student Association

Are you interested in meeting and networking with additional graduate students at GVSU beyond those in your current classes? The Graduate and Professional Student Association (GPSA) offers just that opportunity.

Recognizing that Graduate students lead very different lives than their under graduate counterparts and with limited opportunities for Graduate students to connect to the Grand Valley community, the GPSA was formed. This organization strives to bring together graduate students from all disciplines through the creation of social events open to all graduate students and works to provide additional access to GVSU faculty in a non-classroom setting. While most activities focus on the Downtown Grand Rapids campus, the organization works to include graduate students that are attending classes on both the Grand Rapids and Allendale campuses. Beyond providing a social setting to meet other students, these connections can work to enhance the graduate educational experience by leveraging the knowledge of students in other programs.

In addition to providing social and networking opportunities to graduate students, the GPSA also provides a means of communicating the unique requirements of graduate students. This includes advocating for resources with the University to greater enhance the graduate level experience. Of special note to graduate students is the establishment of a mini–grant program. Working through the GPSA, students are able to apply for grants which cover the registration fees to attend conferences. This offers a great opportunity for students to continue their educational experience beyond the classroom setting.

As a registered student, you are already included on communications concerning the exciting opportunities offered by the GPSA. Watch the Graduate Students link under the “My Organizations” section of Blackboard for upcoming events and opportunities to become more involved in the graduate student community.
The Graduate Student Advisory Board Congratulates These Recent Graduates

**Masters of Business**

**Administration Winter ’06**
- Darina Angelova
- Amelie Azeroual
- Patrick Boruta
- Michale Brecht
- Charles Bron
- Christopher Coutu
- Steven Dohm
- Nicholas Farr
- Brian Honeck
- Kenneth Horner
- Camille Jourden-Mark
- Deborah Marcus
- Benjamin Masterson
- Nichole Nienhuis
- Chris Robinson
- Michael Rosenberg
- Maria Ivantchenkova-Smith
- Neal Vandenber
- Zachary Wahl
- Jane Wyns

**MBA Summer ’06**
- Paul Hudson
- Daniel Kamstra

**Masters of Science in Accounting Winter ’06**
- Julie Kelley
- Keri Kilpatrick
- Stacey Knevitt
- Nathan Koetje
- Rachael Koops
- Anne Leroy
- Jonathan Moroney
- Ryan Nicholas
- Oscar Romero
- Normal Pelak
- Nicole Skuse
- Sheri Wagenvelt
- Nicole Warren
- John Wolbert

**Masters of Science in Taxation Winter ’06**
- Susan Agema
- Stephen Ashworth
- Emily Colenbrander
- Thomas Warnshuis
- Constance Brigman
- Todd Cook
- Leta Flikkema

**MSA Summer ’06**
- Susan Agema
- Stephen Ashworth
- Emily Colenbrander
- Thomas Warnshuis
- Constance Brigman
- Todd Cook
- Leta Flikkema
# Grand Valley Calendar – 2006 Dates to Remember

## Fall Semester 2006

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>Sept 1</td>
<td>Last day to drop for 100% tuition refund</td>
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<tr>
<td>Sept 3-5</td>
<td>Labor Day Recess</td>
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<tr>
<td>Sept 9</td>
<td>First home football game (GV and Ashland); tailgater by Seidman Alumni Association. Contact Claudia for more information</td>
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<tr>
<td>Sept 11-14</td>
<td>Pizza with the Dean 5 – 6 p.m. each day</td>
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<tr>
<td>Sept 14</td>
<td>Seidman Alumni Breakfast Program with Dr. Anne Cavoukian, 7:30 a.m.; Contact Seidman Dean’s Office for reservations. Remember that the alumni breakfasts are free!</td>
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<tr>
<td>Sept 22</td>
<td>Last day to drop for 75% tuition refund</td>
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<tr>
<td>Oct 20</td>
<td>Last day to drop and receive a grade of “W”</td>
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<tr>
<td>Nov 22 - 26</td>
<td>Thanksgiving Recess</td>
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<tr>
<td>Dec 9</td>
<td>Commencement</td>
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<tr>
<td>Dec 11-16</td>
<td>Final exams</td>
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**Things to watch for:** at least two more breakfast programs are in the works, including one with Bill Seidman. Stay tuned.

Winter semester classes begin Jan 8. If you are interested in The Washington Campus program for next summer, watch for the announcement and application mid December. Applications are due back to the Graduate Office by January 15.

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## MBA – MSA – MST Graduate Course Offerings

### SEIDMAN COLLEGE OF BUSINESS

#### Grand Valley State University

### ACCOUNTING

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
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<tbody>
<tr>
<td>ACC 511</td>
<td>Financial/Managerial Accounting Concepts</td>
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<tr>
<td>ACC 611</td>
<td>Contemporary Managerial Accounting</td>
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<tr>
<td>ACC 614</td>
<td>Auditing</td>
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<tr>
<td>ACC 616</td>
<td>Financial Accounting Systems</td>
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<td>ACC 617</td>
<td>International Accounting</td>
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<td>ACC 618</td>
<td>Advanced Accounting</td>
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<td>ACC 625</td>
<td>Corporate Tax 2</td>
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<td>ACC 630</td>
<td>Multi-state Taxation</td>
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<td>ACC 633</td>
<td>International Tax Practice</td>
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<tr>
<td>ACC 680</td>
<td>Forensic Accounting</td>
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### BUSINESS

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<tbody>
<tr>
<td>BUS 531</td>
<td>Legal Environment</td>
</tr>
<tr>
<td>BUS 610</td>
<td>MIS &amp; Organizational Processes</td>
</tr>
<tr>
<td>BUS 631</td>
<td>Leadership &amp; Organizational Dynamics</td>
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<tr>
<td>BUS 671</td>
<td>Global Competitiveness</td>
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<tr>
<td>BUS 677</td>
<td>Ethical Problems &amp; Perspectives</td>
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<tr>
<td>BUS 681</td>
<td>Strategy</td>
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### ECONOMICS

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<tbody>
<tr>
<td>ECO 542</td>
<td>Economic Reasoning</td>
</tr>
<tr>
<td>ECO 613</td>
<td>Business &amp; Economic Forecasting</td>
</tr>
<tr>
<td>ECO 641</td>
<td>Economics &amp; Strategy</td>
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### FINANCE

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<tr>
<td>FIN 521</td>
<td>Data Analysis - Business</td>
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<tr>
<td>FIN 522</td>
<td>Principles for Managers</td>
</tr>
<tr>
<td>FIN 621</td>
<td>Financial Policy for Managers</td>
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<tr>
<td>FIN 624</td>
<td>Investments</td>
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### MANAGEMENT

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<tr>
<td>MGT 510</td>
<td>Mgt. Information Systems</td>
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<tr>
<td>MGT 561</td>
<td>Productions Operations</td>
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<tr>
<td>MGT 637</td>
<td>Problems in Labor-Management Relations</td>
</tr>
<tr>
<td>MGT 661</td>
<td>Operations Management</td>
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### MARKETING

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<tr>
<td>MKT 551</td>
<td>Marketing Management: Principles/Institutions</td>
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<tr>
<td>MKT 651</td>
<td>Marketing Management</td>
</tr>
<tr>
<td>MKT 658</td>
<td>International Marketing</td>
</tr>
<tr>
<td>MKT 680</td>
<td>Consumer Behavior</td>
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Graduate Student Advisory Board

The purpose of the Graduate Student Advisory Board for the Seidman College of Business is:

To support the mission and vision of the Seidman College of Business

To promote a closer relationship and enhance communication between students and the faculty, staff and administration of the Seidman College of Business in ways that will foster and encourage student participation and constructive feedback among all parties

To strengthen existing graduate programs by identifying the needs of business students and the College’s role in preparing those students for professional careers

To provide input, advice, and counsel, where feasible, to the Dean and the Director of Graduate Business Programs of the Seidman College of Business

To serve as ambassadors for the Seidman graduate programs with both internal and external constituencies.

The Board is composed of graduate students in the MBA, MSA and MST programs with the following current members:

Stephen Ashworth       Heidi Beckemeyer       Joe Berlin       Joanne Brouse
Jerome Drain           Mark Harcek            Andrew Johnson    Dave Johnson
Andrew Miedema         Len Poole               Phil Rolfe        Jeffery Sattler
Kris Spaulding         Pam Stephens            Alex Vandertol    Thad Van Haitsma
                       Dean H. James Williams       Claudia Bajema

Seidman College of Business Core Values:

- Teaching Excellence
- Life-Long Learning
- Quality Scholarship
- Diversity
- Community Service
- Collegiality
- Ethics and Integrity