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# Seidman College of Business

Undergraduate Student Services Newsletter • DeVos Center, First Floor  
616-331-7500 • go2gvbiz@gvsu.edu

*A newsletter for undergraduate  
students of business.*

• H. James Williams, Dean •  
• John Reifel, Associate Dean • Leigh Brownley, Director Undergraduate Business Programs •  
• Alexandra Schmid, Special Programs Coordinator •

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## **Dori Danko, Midwest Beta Alpha Psi Regional Director-At-Large**

By Melissa de la Rosa, President, Kappa Beta Chapter, Beta Alpha Psi



*Dori Danko*

On behalf of the Kappa Beta Chapter, we would like to congratulate our long-time faculty advisor, Dori Danko, on having been appointed to serve as the Midwest Beta Alpha Psi Regional Director-at-Large. For her involvement over the years with Kappa Beta Chapter, Danko was approached at the 2008 Beta Alpha Psi Annual Meeting in Anaheim, California to consider the position. Danko accepted the role with excitement for what opportunity such involvement will bring to GVSU. During Danko's appointed three-year term, Rita Grant will serve as the Chapter's interim advisor. The Chapter is both excited and proud of the additional involvement and exposure Danko's position will bring to the Seidman College of Business School of Accounting and GVSU. We are fortunate to have Grant take over such an important role on campus to help make this opportunity possible. The Chapter wishes them both the best of luck in their new roles and thanks them for their continued support and involvement with Beta Alpha Psi.

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## **4<sup>th</sup> Annual Idea Pitch Competition**

By Rob DeVerna, CEO E-Board Member

The 4<sup>th</sup> Annual Idea Pitch Competition hosted by the Collegiate Entrepreneurs' Organization (CEO) and the Seidman College of Business Center for Entrepreneurship at GVSU was held on October 16, 2008 on the Allendale campus. The event consisted of the best pitches that have been seen at the event over the past four years.

An Idea Pitch is a 90-second speech about a product or service that is directed towards a possible investor where only a little bit of time may be available. The students who participated in the event went through a preliminary round first, where the pitches took place in front of a panel of judges. The judges scored the pitches in areas such as feasibility, presentation and how well the idea was explained. The scores were tallied and the top five contestants moved to a Q&A round where the judges were able to ask each contestant to clarify issues which arose. After the Q&A session, the judges then deliberated the winners and picked the top three from 21 contestants. The First Place winner, Catherine Racy, received the grand prize of \$1,500. Her idea was an insulin pump strap that would move the pump from the waist to a more concealed area. Second Place went to Ben Demuro whose idea was for a new style of bicycle and took home \$900. Lastly, Third Place and \$400 went to Chris Young and John Levandowski for their idea of an affordable valet parking business for downtown Grand Rapids.

CEO would like to thank everyone who participated in the event as well as those who volunteered to make it possible. A special thanks to the Center for Entrepreneurship for their support and advice.

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## Seidman Professional Development Series

We look forward to seeing you at these events, which are open to all business students. These two events will definitely help you develop the professional polish that will help you succeed in the business environment.

February 19, 2009

- **Etiquette Dinner: How to Eat in Front of Your Boss or Client**  
**(RSVP required, 331-7500) 6:00 p.m. to 8:00 p.m., 2<sup>nd</sup> Floor, Eberhard Center**  
Learn the table manners needed to get you through a formal business dinner, whether it is with co-workers, bosses, clients, or prospective clients! Reservations are limited to 100, and you are treated to a four course meal for only \$10, so **call right away!**

April 9, 2009

- **The Power of Coaching**  
**Guest Presenter: Mitzi Taylor, Not So Basic Training**  
**6:00 p.m. to 7:30 p.m., 2<sup>nd</sup> Floor, Eberhard Center**  
Here's one for your resume! Employers will be happy to know that you attended this session, described by Not So Basic Training as follows, "Successful managers today understand the importance of coaching in the workplace to improve productivity, loyalty, and results. Instead of telling team members what to do, or just expecting them to perform, it is important to guide, discuss and encourage – in other words, coach. Coaching is a collaborative process that can accelerate learning, self-discovery and development in individuals. This session helps the participants understand what this relationship looks like and how important a coaching system can be in the success of an organization."

For more information, please feel free to contact Seidman Undergraduate Student Services at 616-331-7500 or stop by to visit us in 101B DEV.

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## \$\$ Money Options \$\$

This is the time of year when you need to search for ways to defray costs for the 2009-10 academic year. One approach is to apply for scholarships. Most scholarship deadlines **are in February and March** so **NOW** is the time to apply.

The list of scholarships that are available specifically for business students can be found at [www.gvsu.edu/business](http://www.gvsu.edu/business), then Undergraduate Programs, then Scholarships. Also, contact the Financial Aid Office (616-331-3234) to determine if there are other university scholarships that are right for you, or check out their helpful scholarship information online. Go to [www.gvsu.edu/financialaid](http://www.gvsu.edu/financialaid), then from the menu on the left select 'Current Student' and then 'Scholarships.' Need-based scholarships do require that you have a current "Free Application for Federal Student Aid" on file. The Financial Aid Office suggests you also check these scholarship search websites: [www.fastweb.com](http://www.fastweb.com), [www.fastaid.com](http://www.fastaid.com), [www.finaid.org](http://www.finaid.org), [www.collegeboard.org](http://www.collegeboard.org), [www.blackexcel.org/link4.htm](http://www.blackexcel.org/link4.htm), [www.college-scholarships.com](http://www.college-scholarships.com), [www.finaid.org/scholarships/other.phtml](http://www.finaid.org/scholarships/other.phtml), [www.going2college.org](http://www.going2college.org), [www.collegegold.com](http://www.collegegold.com).

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## Seidman ERP Program Offers Students a World of Opportunities

By Robert Garst, Seidman SAP System Administrator

Let's face it; jobs are not going to be plentiful anytime soon. But, there will always be job opportunities for people with the skills organization's need. Pursuing a business degree is a great step toward building a professional career, but with so many graduates in the job market and few jobs on the horizon, it's important to stand out among your peers and be able to provide immediate value to potential employers. For companies that use computers to manage their operations (and what company doesn't these days?), young employees with the skills necessary to help them get the most value from their complex and expensive information systems are still highly sought after. That's where participation in Seidman's ERP program can really pay off.

ERP stands for Enterprise Resource Planning, a term that developed out of Manufacturing Resource Planning (MRP). In the 1980s, manufacturers started using MRP computer systems to plan the production of goods and determine which parts they needed to order from their suppliers. In the 1990s, companies took the next step and started bringing separate computer systems for production and other business functions, such as accounting, purchasing, and even human resources, into single integrated systems. Thus the term ERP was born. Today, ERP systems play vital roles at companies such as Dell, Coca-Cola, Boeing, Steelcase, and Whirlpool. ERP systems enable the sharing of information between departments and facilities that are sometimes half a world apart as they execute the business processes for buying goods, designing and producing products, selling those products, and creating their financial statements.

So how can the Seidman ERP program help you get a good job in a tough economy? The program exists to provide Seidman students with an understanding of integrated, cross-functional business processes, as well as experience using enterprise software to execute those processes. Its most widely-known offering is MGT 268, in which all business students, regardless of their major, receive an introduction to these concepts. Further courses, MGT 351, 471, and 475, provide in-depth knowledge and prepare students for the complexities of using and configuring different parts of SAP's ERP system, the industry-leading ERP software package.

These may be MIS courses, but they aren't just for MIS majors. ERP systems touch every business function in a company, and the workers who can use and configure them are the most valuable in making sure things run smoothly. Graduates with these skills have a major leg up against those who don't. Who would a big accounting firm prefer to hire, the new accounting graduate who already knows how to audit transactions in their customers' SAP ERP software, or the one who will take weeks and cost tens of thousands of dollars to train after they're hired? The same can be said of graduates in operations, supply chain, human resources, and even marketing. And knowing SAP many not just help you get your foot in the door, it can even help you negotiate a better salary. That's one of the findings of a recent salary comparison performed by Central Michigan University's Dr. Frank Andera. Over the past eight years, the average starting salary of CMU grads who had taken at least one course that included SAP software was \$4056 greater than the average salary of those who hadn't learned SAP. And the more SAP courses students took, the higher their average starting salary (Andera, 2008, p.37). This is real proof that employers value the SAP skills students can learn at Seidman.

A new ERP-related opportunity available to Seidman students is the SAP Certification Academy, which was first offered in August 2008. The Academy is a two-week intensive introduction to key business processes and the SAP ERP modules that support them. Sessions are taught at the DeVos Center by an instructor provided by SAP, and culminate with an SAP certification exam. Students earn an SAP consultant certification, a valuable credential recognized world-wide, by scoring 70% or better on the exam. Two Academy sessions are expected to be offered in 2009, one in early May and the second in mid August, with 20 to 25 seats available per session. The cost to attend a session is \$500, but that's a bargain compared to the \$5750 SAP charges non-students to attend the exact same training and a very low price for such a valuable life-long, income-increasing credential. Furthermore, GVSU is one of less than a dozen universities nationwide that offer this opportunity. And to make attendance even more attractive, Seidman works to arrange special recruiting visits from companies during the Academy. Four companies, Vera Bradley, Dow Corning, Owens Corning, and Steelcase, sent representatives to connect with students at the 2008 Academy session, and work is underway to arrange for even more employer visits in 2009. Students who are interested in registering for one of the summer 2009 Academy can send an e-mail to [erpprog@gvsu.edu](mailto:erpprog@gvsu.edu).

Looking for an alternative to student loans to pay for your education? Each year SAP offers nine \$10,000 scholarships to undergraduate students in the United States, and in 2008 two of the nine scholarships went to Seidman students! David Herrema, an MIS major, and Ric Koch, a double major in MIS and accounting, both applied for the SAP scholarship in May and received notification of their awards in August. Dr. Simha Magal, Director of the Seidman ERP Initiative, hopes that at least nine Seidman students will apply for the 2009 scholarship and win all of the awards. In addition to this scholarship opportunity, the Initiative also offers year-long paid internship opportunities for two to three students to assist with the management and configuration of Seidman's SAP systems.

For more details about the Seidman ERP program, ERP courses such as MGT 351, the SAP Certification Academy, SAP scholarship, and the Seidman ERP internship, check out the ERP Initiative's web page at [www.gvsu.edu/business/erp](http://www.gvsu.edu/business/erp), or our group on Facebook.

References: Andera, Frank J. (2008). Third Longitudinal Salary Comparison Study of SAP vs. Non-SAP Graduates, *Enterprise Resource Planning: Teaching and Research, Innovation Monograph III*, March 2008, p.37.

## Prepare Now for Registration in March!

It's that time of year again! Registration for the next academic year, spring/summer 2009, fall 2009, and winter 2010, begins in March after spring break. Preparing early for registration is the key to securing a schedule that best meets your needs and interests. Here's the best process:

1. Take time during January to review your degree evaluation to prepare for registration. Degree evaluation reports are accessible through My Banner and instructions are posted on the Seidman Undergraduate Programs Blackboard Announcements.
2. Check for the schedule to be finalized on-line toward the end of February. It will be official March 1, 2009. When it is, pick out the sections that you want (be sure to have a few alternate sections chosen just in case your first option is closed by your day to register).
3. **GET YOUR OVERRIDES EARLY!**
  - a. Any student with a 2.75 or higher overall GPA and who will have at least 55-credit hours by the semester in which they want to take the course, will be able to register for 300/400 level Seidman courses regardless of class standing.
  - b. **Senior students will need overrides to be able to register for MGT 495 or ECO 495.** Everyone needs an override to have the system allow you to register for these courses. **GET YOUR OVERRIDE EARLY!** Getting an override early for a 495 does not guarantee that you have a seat in the course, but means that on your assigned registration day, you will be able to register yourself for that course. **STARTING NOW**, you are welcome to let us know that you plan to register for one of these classes in March. You may stop by to visit us in 101B DEV, give us a quick call at 616-331-7500 or email your name, G-number, which 495 course, and in which semester to [go2gvbiz@gvsu.edu](mailto:go2gvbiz@gvsu.edu). Remember, only business economic majors need ECO 495.
  - c. **Juniors and seniors who have an officially declared Seidman major with between a 2.5 and a 2.749 GPA will need overrides to register for 300/400 level Seidman courses.** Once you have chosen your courses, either stop by or visit the Seidman Undergraduate Student Services office in 101B DEV, give us a quick call at 616-331-7500 or email your name, G-number and schedule to [go2gvbiz@gvsu.edu](mailto:go2gvbiz@gvsu.edu). The Seidman academic advisors will help you secure overrides as long as you meet the prerequisite requirements. **DO THIS EARLY!!**
  - d. If you are a junior or senior with a 2.499 or lower GPA or a sophomore with a 2.749 or lower GPA, please seek an appointment with our office immediately! (616-331-7500).

*To declare an official Seidman College of Business major, and be eligible for 300/400 level Seidman courses, you need to have 55 or more earned hours and a 2.75 or higher overall grade point average.*

*If you meet these requirements, please send us an email with your name, G-number, and intended major to:  
[go2gvbiz@gvsu.edu](mailto:go2gvbiz@gvsu.edu)*

If you would like to review your remaining requirements with a Seidman academic advisor, we encourage you to call Seidman Undergraduate Student Services to set up an appointment for January or early February. Appointments are available on both the Grand Rapids and Allendale campuses and may be scheduled by calling 616-331-7500.

The Seidman College of Business newsletter is published by the business school bi-monthly during the academic year and once each summer. It is compiled by the Seidman Dean's Office, 250 Lake Huron Hall, 1 Campus Drive, Allendale, MI 49401, 616-331-3774 or fax 616-331-3286.