

SLED Students Mentor with Van Andel Institute

By Roberta Osipoff, Special Projects Assistant and SLED Advisor

The Seidman Student Leadership Development Program (SLED) is open to freshman students entering the Seidman College of Business with a 3.5 or better grade point average and an ACT score of 26+. Seidman SLED students begin by participating in a specially developed professional development program known as the Passport Program. Once students complete the Passport Program requirements that include four required and three elective Seidman events, and a mock interview with Career Services, they continue on to the Mentorship Program.

For fall 2012, the organization selected to serve as the first mentor was the Van Andel Institute. On Friday, November 2, 2012, seven SLED students and two advisors went to the Van Andel Institute where they were met by Seidman College of Business alumna, Kathleen Vogelsang. Ms. Vogelsang enthusiastically accepted the mentorship challenge and arranged the afternoon at VAI. Students were given a tour of the Institute by Gerilyn May then led to a conference room.

Directors representing different departments discussed their career choices that led them to VAI. Students met with Heather Zak (Seidman College of Business alumna), director-controller; Rick Disbrow, materials management director; Pam Murray, senior human resources consultant; Bryon Campbell, director CIO; Nancy Kooienga, director of Communications and Marketing; and, Kathleen Vogelsang, director and Chief Investment Officer. Students were given business cards and invited to call the directors with any questions they may have or to seek professional advice. "I really liked how everyone we met had such a varied experience to get where they are today," reflected Emilee Ritz. "It was honestly an awesome experience," said Leah Dancz.



L-R: Kathleen Vogelsang, VAI; Rachel Krzyske; Christine LaBelle; Roberta Osipoff; SLED Advisor; Leah Dancz; Emilee Ritz; Elizabeth Fredericks; Jennifer Hurdelbrink; and, Catherine Jones-Rikeers, SLED Director

Adventures Abroad – You can do it too!

By Nicole Gougeon, International Business/Marketing Major, Seidman International Business Program Student Employee

As you read this, I am sitting at an outdoor café in Angers, France, sipping on a café-au-lait, and eating a buttery croissant. I am studying abroad here for the winter semester. I will enjoy fine French cuisine, art that is worthy of being in the Louvre, and travel opportunities akin to a Euro Trip. I have conquered trans-Atlantic flights, and the local transportation system. I have used my foreign language skills to find my apartment, connect with locals, and buy my café et croissant.

I have felt the pangs of wander-lust since I was four years old, and now I live to travel. When this opportunity fell into my lap, I was amazed by how well it fit my academic needs. The 15 credits I was having trouble scheduling at GVSU were available through the ESSCA program in Angers. It also gives me that "something extra" to stand out in a competitive job market: a global perspective and international business skills. I was most stunned by how it fit my budget. It was a no-brainer to choose France over Allendale, because my tuition would be the same, housing would be cheaper, and there was a long list of scholarships available.

I'm most excited by the idea that I'm living in a foreign country for five months. I'm not just another tourist or a traveler. I'm setting up a new home for myself and assimilating to the French way of life. I'm making new friends, finding my new favorite coffee shop, and taking advantage of the accessibility of other European countries. I'm closer to six different countries than you are to Chicago. My plan is to explore London, Rome, Lisbon, and Prague during my weekends. With a farewell and a finished croissant I bid you adieu, sayonara, adios, and hope for a bon voyage as I study abroad in France. I hope that the beginning of my adventure has opened your eyes to the possibilities that GVSU study abroad can offer, and that you endeavor to take your own adventure somewhere internationally.

Upcoming Study Abroad Events:

Study Abroad Fair – Tuesday, Jan. 15th from 10 – 3 p.m., Henry Hall, Allendale

India Business Program Info Session – Thursday, Jan. 17th from 5:30 – 6:30 p.m., room 303C, DeVos

England Business Program Info Session – Tuesday, Jan. 24th from 11:00 – 12:30 p.m., room 302E DeVos

For study abroad advising, contact Alexandra Schmid, Seidman International Business Programs, 447C DeVos, schmiale@gvsu.edu, (616) 331-7452.

Laker Leadership Development Program (LLDP)

By Tim Selgo, Director of Athletics and Dr. Damon Arnold, Director of Laker Academic Center and LLDP



Laker Leadership Development Program Students

During the 2011-2012 year, the GVSU Athletic Department began the Laker Leadership Development Program (LLDP) in collaboration with the Seidman College of Business to help develop more and better leaders from our student body. The Athletic Department had been looking for opportunities to provide more leadership development programming for its student-athletes. Thanks to the generosity of a GVSU alum and a friend of the university, the funding was secured to begin the LLDP. Incorporating some students from Seidman into the program with the student-athletes was a natural fit. Director of Athletics, Tim Selgo, along with Dr. Damon Arnold, director of the Laker Academic Center and director of the LLDP, met with Dean H. James Williams and a partnership was formed.

The purpose of the LLDP is not only to develop more and better leaders for their on campus activities, but more importantly, develop more and better leaders for society. There are approximately 14-15 student-athletes and 4-5 Seidman students that attended both the May session and the August session. The student-athletes participating in the sessions include the fall and winter sports student-athletes in May, and the spring sports student-athletes in August. Each session begins very early Friday morning with a 90 minute bus ride to the Trip Lakes Lodge in Bitely, Michigan. The students then have intense leadership training from 9:00 a.m. Friday morning until about 8:00 p.m. Saturday night. They returned to campus first thing Sunday morning



Team Building Exercises with Laker Leadership Development Program Students

We are fortunate to have numerous GVSU staff and alumni, as well as business leaders from West Michigan, give their time and thoughts on leadership at these sessions. The students learn about themselves, their personalities, and leadership styles. They also do some team building exercises.

The first two sessions of the Laker Leadership Development Program were very well received by the students and clearly became something we need to continue in the years ahead. It's just another way units on campus are cooperating to help fulfill the mission of GVSU to "educate students to shape their lives, their profession, and their societies!"

Zumberge Library New Service

By Linda Masselink, Senior Librarian and Library Liaison to Seidman College of Business



Zumberge Library (Allendale) is now offering appointments with Peer Consultants who are specially trained student peers to work on assignments and research. One-to-one conversations with a peer can provide assistance with refining a topic, planning research, and locating resources. Questions about where to start an assignment are talked through to an action plan in a half hour meeting with a peer consultant. Get unstuck and move forward with what needs to be accomplished. Have a conversation about what is possible and what is available to complete an assignment. Hours for this service are 4:00 p.m. to 10:00 p.m. on Sunday through Thursday evenings. Peer consultants meet with students on the first floor of the Zumberge Library. Make an appointment or drop in for a consultation. To schedule an appointment go to Schedule it! at <http://gvsu.edu/library/research/login.htm>. For more information, email Linda at masselil@gvsu.edu or call her at 331-7337.



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Beta Gamma Sigma (BGS) Honor Society

Letters inviting students to join the International Honor Society Beta Gamma Sigma will be sent in February. If you are one of the fortunate few to have met the criteria to be included in this prestigious honor society, you should take the opportunity and join. Only AACSB accredited business programs are allowed to invite students to join.

The mission of the International Honor Society Beta Gamma Sigma is to encourage and honor academic achievement in the study of business, to foster personal and professional excellence, to advance the values of the Society, and to serve its lifelong members.

Given the size, geographic scope and levels of responsibility achieved by Beta Gamma Sigma's members, the Board of Governors of BGS has determined that the Society should serve as an international resource for good ideas on incorporating ethical business practices into the very fabric of business enterprises. BGS wants to join and inform the discussion about ethical business by focusing on those leadership strategies and actions that can make ethical business behavior fundamental to good business.

It's Beta Gamma Sigma's stance that leadership at all levels must become more effective in developing and running organizations where ethical behavior is part of the very fabric of the corporation. BGS will build upon the honor, wisdom and earnestness of its members, because it is the Society's intention that Beta Gamma Sigma and its membership lead the way for the best in business, including ethical leadership in a global setting.

Benefits of Membership:

- **Lifelong Recognition** – For a one-time fee of \$50.00, membership in BGS provides recognition for a lifetime. As the highest recognition a business student anywhere in the world can earn, it is always appropriate to include BGS membership on your résumé. Employers look for and want students with this recognition.
- **CareerCentral**: The BGS Career Resource Center – Members gain access to the Society's premium online career tool. Developed to serve members at every stage of their careers, CareerCentral includes job postings from employers wishing to hire the "Best in Business," expert advice and tips on careers, résumés, interviewing, networking, applying to graduate and doctoral programs and much more.
- **Exclusive promotions and discounts** on publications, test prep, technology discount offers (on computers, cellular phones and even tech support services), professional attire (Ann Taylor, Brooks Brothers, Jos. A Bank, and Men's Wearhouse), travel, transportation, insurance, finance services and more.

Upcoming Events

January 15-Study Abroad Fair, 10-3, Henry Hall, Allendale
January 15-Résumé Workshop, 3:30 p.m., Rm 206, Student Services Bldg., Allendale
January 17-India Business Program Info Session, 5-30-6:30, \$m 303C, DeVos Center
January 22-Study Abroad and International Internship Opportunities, 6:00-7:30 p.m., University Club, DeVos-**Passport Program**
January 23-Portfolio Development Training, 6:00-7:30 p.m., Pere Marquette Rm, Kirkhof-**Passport Program**
January 24-Résumé Workshop, 10:30 a.m., Rm 202A DeVos Center
January 24-England Business Program Info Session, 11:00-12:30 p.m, Rm 302E DeVos Ctr
January 25-Student to Professional Conference, 8:30 a.m.-3:30 p.m., Grand River Rm, Kirkhof Center, Allendale
January 30-Résumé Workshop, 11:00 a.m., Rm 206 Student Services Bldg., Allendale
January 31-Finance Internship Expo, 4:00-7:00 p.m., Eberhard Center, Second Floor
February 5-Intercultural Awareness Training, 6:00-7:30 p.m., Pere Marquette Rm, Kirkhof-**Passport Program**
February 7-Résumé Workshop, 1:00 p.m., Rm 206 Student Services Bldg., Allendale
February 11-Résumé Workshop, 10 a.m., Rm 206 Student Services Bldg., Allendale
February 13-Career Fair Prep Session, 4:00-5:00 p.m., Rm 303C DeVos Center
February 14-Career Fair Prep Session, 4:00-5:00 p.m., Rm 2263 Kirkhof Center
February 19-Résumé Workshop, 3:30 p.m., Rm 202A, DeVos Center
February 20-Etiquette Dinner, 6:00 p.m., Alumni House, Career Services Event-**Passport Program**
February 21-Career Fair, 1:00-5:00 p.m., DeVos Place and Convention Center, Career Services Event
March 13-Résumé Workshop, 12:30 p.m., Rm 206, Student Services Bldg., Allendale
March 20-Résumé Workshop, Noon, Rm 202A, DeVos Center
March 22-Seidman Honors and Recognitions Ceremony, 5:30 p.m., Loosemore Auditorium, DeVos Center
March 26-Summer Internship Scramble, 4:00-5:30 p.m., Rm 2263 Kirkhof, Allendale
March 27-Careers in Management, 4:30-7:30 p.m., Loosemore Auditorium-**Passport Program**
March 28-Résumé Workshop, 10:30 a.m., Rm 206, Student Services Bldg., Allendale
April 4-Dress for Success Fashion Show, 4:00-6:00 p.m., Rm 2250, Kirkhof Center-**Passport Program**
April 4-Résumé Workshop, 4:00 p.m., 202A DeVos Center
April 8-Résumé Workshop, 3:00 p.m., Rm 206 Student Services Bldg, Allendale
April 18-Résumé Workshop, 12:30 p.m, Rm 206, Student Services Bldg., Allendale

The Terms of Building a Community of Trust

By Lee Constantine, Ethics Committee Chair, Dean's Undergraduate Student Advisory Board



Sixth Annual Barry Castro Business Ethics Lecture featuring Kim Horn, "Morality, Money and Medicine: Thoughts on Universal Health Care"

Many recent authors, who claim ethics as their most important topic in their non-literary works of art, often do not reject the notion that schools should discourage and even penalize academic dishonesty. However, a new proposal often arises around the idea that with better education systems, schools would not have to punish students at all, and instead, should reward those students who use their resources creatively and innovatively.

The fact is that the students know the difference between what is right and what is wrong. They know it is wrong to collaborate on the assignment, but may choose to do so anyway. Regardless of the effectiveness of the education system currently in place, the terms of academic dishonesty are made clear to all students here at the Seidman College of Business. Students that cheat do it because they want to and think that they can get away with it. They do not have the same discipline, moral compass as do students who do not cheat.

To build upon that message, Seidman College of Business fashioned an event that would not only educate, but also inspire students to start thinking about ethics, and to take the subject seriously. Ethics Week 2012: Find Your Moral Compass was designed to do just that. By its close, Seidman had learned some valuable insights into the minds of students on how they perceive ethics and academic dishonesty. It is clear that it will be an uphill battle, but the business school is confident that it is one step closer to building a community of trust and establishing ethics at the core of student and faculty activities.

If there is anything I have learned throughout this process, it is that students are motivated by incentives and that when faced with an ethical dilemma, the students will weigh their options. The goal of Ethics Week was to discourage them from choosing the fastest and easiest answer to their problems (i.e. cheating to get a better grade). You can't justify cheating by upgrading its name to collaboration and referring to it as innovation, or by calling it a social movement. You can't change what is right and what is wrong.

Finance Internship Expo

Thursday, January 31, 2013, 4:00-7:00 p.m., Eberhard Center 2nd Floor

The Finance Department will host the Fifth Annual Finance Internship Expo giving students the opportunity to meet with prospective employers from the West Michigan area. If you plan on attending and/or would like your résumé included in the résumé CD for participating employers, please RSVP to scbfinance@gvsu.edu with your résumé attached, no later than **January 21, 2013**.

Getting Prepared: Career Services is hosting a résumé workshop on the Allendale campus on January 15. Go to [www.gvsu.edu/careers-Career Events](http://www.gvsu.edu/careers-Career%20Events) for more information. Students participating in the Expo should attend one of the workshops before sending their résumé in for the CD.

This newsletter is compiled and published bimonthly during the academic year and once each summer by Roberta Osipoff, Special Projects Assistant, Seidman College of Business, GVSU, 1 Campus Drive, 250 Lake Huron Hall, Allendale, MI 49401-9403; Telephone 616-331-3774 or Fax 616-331-3286