



*A newsletter for undergraduate
students of business*

Seidman College of Business

Undergraduate Student Services Newsletter • 101B DeVos Center
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• H. James Williams, Dean •

• John Reifel, Associate Dean • Leigh Brownley, Director Undergraduate Business Programs •

Beta Gamma Sigma – A Student’s Perspective on the Student Leadership Forum 2009

By Kevin Rapes, BGS Former President and Dr. Asli Akbulut-Bailey, BGS Advisor

“I would just like to express my gratitude for the opportunity and experience of attending the Beta Gamma Sigma Leadership Forum. I feel that not only did this enhance my leadership capabilities, but it helped me grow as a person. Instead of teaching merely theories about leadership, BGS brought in real-world presenters to work the group through different scenarios that could affect us in our lives. These included post-graduate/graduate school possibilities, learning to grow into leadership roles, and understanding ourselves to make us better in the years to come.

From the moment we arrived, we were told to think about three keys: (1) know yourself, (2) understand yourself in relation to others, and (3) learn to ask questions. At the time, I didn’t know exactly what to think about these. But as the hours passed, I began to understand what they meant by this. As Beta Gamma Sigma members, we are the “best of the best” as they put it. BGS members are the top 10% of their class at only AACSB accredited universities.

Businesses and corporations around the world are counting on us as leaders to pave the way into the future. But this doesn’t merely mean following the norms of the past either. As leaders of tomorrow, we have a duty to think about different aspects in all our decisions; learning to ask questions about how each decision will affect our lives and the lives of others. To illustrate this, we worked through a process known as ‘Learning to Read the Signs: What kind of Leader can I be?’ with Dr. Alyssa Groom. Not only did we learn to ask questions about ourselves in the present, but we learned how effective it is to find answers from both the future and the past. While I arrived at this forum unsure of where I wanted to go with my career, I can honestly say now that those uncertainties no longer are hindering my outlook.

One very influential speaker that we had the opportunity to interact with was Tim Clipson. Tim asked us to walk around the room and greet others as if they were our long lost friends. At first this seemed a little uncomfortable, but people began opening up to one another. Next thing we knew, our group united as one. Tim brought us together once more the next day in his presentation of ‘The Power of Your Influence: Leadership Skills that Make a Powerful Difference.’



Kevin Rapes (left) and Peter Sauer (right) represented Seidman College of Business at the Winter 2009 Leadership Conference in San Antonio, Texas.

Along with the knowledge and experiences I took from this conference, equally worthy were the lifelong contacts and friends. I met so many unique individuals from all over the country that have now had such an impact on my life. While we were only together for four days, I couldn't imagine having gone through life without the opportunity to meet them.

Once again, thank you so very much for this opportunity. After leaving the BGS Student Leadership Forum, I have never felt so motivated in my life to make a difference. I assure that this investment is one of the most worthwhile the Seidman College of Business can give to a student. I know, for one, that this was an experience I will not soon forget."

Beta Gamma Sigma is the honor society for top business students at the graduate and undergraduate levels. Membership in BGS is the highest recognition a business student anywhere in the world can receive in a business program. Seidman students who are eligible for membership in BGS are sent an invitation letter in February. The induction ceremony is held at the end of March. Eligible members are strongly encouraged to consider membership in this prestigious organization.

Remember: Only the best Seidman students are invited to join BGS. If you have worked hard enough to earn an invitation, don't let the opportunity slip past. Take this opportunity to stand out among your peers.

For more information on BGS Honor Society, please e-mail Dr. Asli Akbulut-Bailey (akbuluta@gvsu.edu) or explore their website at <http://www.betagammagamma.org>

Seidman College of Business Ethics Center Presents:

FOURTH ANNUAL BARRY CASTRO BUSINESS ETHICS LECTURE

Featuring Mary C. Gentile, Ph.D.

"Giving Voice to Values: Moral Competency and Courage"

Tuesday, March 30, 2010 at 6:00 p.m.

Loosemore Auditorium, DeVos Center, Pew Campus

Free Admission



Dr. Mary Gentile

Dr. Gentile is Director of the business curriculum, Giving Voice to Values; Senior Research Scholar at Babson College; and an independent consultant based in Arlington, Massachusetts. She has served as a faculty member, researcher, and administrator at the Harvard Business School and as an independent consultant (1995-present). Dr. Gentile works with corporate, non-profit and academic institutions on curriculum development, executive coaching, issue definition and strategy related to leadership development, social impact management, ethics, business education and diversity. Clients have included Harvard Business School, Pfizer Corporation, Dana Corporation, U.N. Global Compact Learning Forum, University of Texas-Austin Business School, Ford Foundation, Aspen Institute, UCLA Anderson School of Business Executive Education, Duke University Fuqua School of Management, Notre Dame Business School, International Women's Forum, Merrill Lynch and Morgan Stanley, among others.

She is the Director of an innovative new curriculum, Giving Voice to Values, supported and housed at Babson College. The Aspen Institute Business & Society Program was the incubator and, along with Yale School of Management, founding partner for the program. This pioneering approach to values-driven leadership has been featured in the *New York Times*, *Financial Times*, *Harvard Business Review* and *BizEd*, and is being piloted in over 100 business schools and organizations around the world. A book is forthcoming from Yale University Press in 2010.

Gentile holds a bachelor's degree from The College of William and Mary (Williamsburg, VA) and an M.A. and Ph.D. from the State University of New York at Buffalo.

Library Research

By Linda Masselink, Senior Librarian, Steelcase Library and Liaison to Seidman

New

Save Time Using

Online Information Sources:

Plunkett Research Online

New database options are available for your use. Especially suited for finding company and industry information is Plunkett's Research Online. A key focus of this database is to identify vital trends that influence change within industry sectors. Industry analysis can be found on 33 different industry sectors. Manufacturing is the most recent addition to the list of industries in this database. Other industries include airline, hotel and travel, automobile, biotechnology, consulting, InfoTech/software, insurance, sports and retail.

As well as industry trends, the database content covers an industry statistic database, company information and rankings, a glossary for business and industry, and association listings. Nearly 8,000 companies are in the database: 18% are privately held and 20% are foreign firms. More companies are being added from Canada, India, China, Singapore, Japan and Korea. Approximately 1,000 companies are added each year. One section of the database is devoted to **Resources and Tools for Job Seekers**. Job market trends, statistics, and "how to apply for a job online" are some of the helpful resources in this database for job hunting.



Linda Masselink

BUSINESS AND COMPANY RESOURCE CENTER

Business & Company Resource Center has recently added significantly to their content offerings. Hundreds of SWOT analyses are now available for companies including top global companies. The database has an attractive new interface for selecting search options by company, by industry, by articles or by publication.

LOCAL MARKET AUDIENCE ANALYST™

A very popular marketing resource, **Lifestyle Market Analyst**, has moved to online and taken on a new name: **SRDS Local Market Audience Analyst**. SRDS Media Solutions is the database that provides all of our access to Standard Rate & Data Service resources; advertising sources for business media, consumer media, newspaper, radio, TV and direct marketing. *Local Market Audience Analyst* provides the researcher a clear idea of target audiences, their behaviors and lifestyles. It covers all 210 Designated Market Areas. Market Profile Reports provide demographic makeup for a DMA. Demographics Reports identify locations for specific populations. Lifestyle Analysis Reports are used to find lifestyle behavior and market potential. SRDS Media Solutions (and *Local Market Audience Analyst*) work best with Internet Explorer.

Need help with your research? Just ask: Linda Masselink, Senior Librarian, Liaison to Seidman College of Business 331-7337 - masselil@gvsu.edu

Economics Club Competition, Chicago, IL

By Brian Bakker, Vice President for the Grand Valley Economics Club

Late last fall, five Seidman undergraduates put their knowledge of economic theory on display during The College Fed Challenge in Chicago, IL. Participants included Jonathan Erickson, Phil Elya, Will Hibler, Kevin Miller and Brian Bakker. The competition, which this year included 18 teams from the best universities in Midwest, encourages students to apply current macroeconomic indicators in order to decide monetary policy. The showing marked the third year in a row Grand Valley State University has competed in Chicago. Non-graduating members of this year's team plan to compete again next year to attempt to dethrone the now six-year reigning champs: Northwestern University. The competition and immense preparation beforehand is designed to help participants develop critical public speaking and analytical skills.

Each year the Grand Valley Economics Club sources and supports the Fed Challenge team. The Economics Club meets on Monday evenings and serves as a liaison between the student body and professionals in the field of Economics. All majors and class standings are welcome. Visit <http://www.gvsueconclub.com/> for more info.

SEIDMAN PROFESSIONAL DEVELOPMENT SERIES

“Early Bird Gets the Worm” Presenter: Lynann Byars

Tuesday, March 16, 2010
6:00-8:00 p.m., Room 202E
DeVos Center, Pew Campus
Refreshments will be served.

Are you looking at the job market and wondering how you are going to find the job of your dreams much less a job to help pay the rent? Come to this event and have Lynann Byars assist you in organizing your job search and career planning.

Ms. Byars is a GVSU alumna having received her BS in Communications in 1992 and MS in Communications in 1996. She has been an educational and corporate communications instructor and a seminar facilitator-consultant since 1995. She focuses her efforts on creative career planning and job search strategies. As a communications consultant for WOOD TV-8, she is the epitome of an academic mind working within corporate cultures to inspire thoughtful and creative change.

SEIDMAN GRADUATION RECEPTION

Reception Planned for Graduating Business Students

Saturday, May 1, 2010
Immediately following the
Commencement Ceremony
The B.O.B., Third Floor – Elevator Available
Food and refreshments will be served.

Commencement is a highlight in the lives of many students who have dedicated years of hard work and sacrifice to earning their college degree. The Seidman College of Business is pleased to invite all graduating business students to a special reception immediately following the commencement ceremony on May 1, 2010. The reception is an opportunity for Seidman College of Business graduates to celebrate their accomplishments with fellow Seidman graduates, faculty and staff.

In what has become a Seidman tradition, the reception will be held at the top of The B.O.B. located directly across from the Van Andel Arena where commencement is held. Graduates are welcome to bring their commencement guests to the reception.

Seidman Faculty Member Receives Highest Ranked Course in Netherlands (Press Release Written by Sam Cox for MCTS)

GVSU professor Denise de la Rosa overcame amazing challenges but delivered the highest ranked course for students from around the world at the Middelburg Center for Transatlantic Studies (MCTS). Her very demanding and highly challenging course, taught using her unique and creative approach to teaching, received the highest marks for time spent learning course material out of all the courses at MCTS. The students in de la Rosa's class were enlightened by her brilliant exposé of Corporate Governance in a Transatlantic Setting: Different Models in the U.S. and Europe. Students praised the quality of the experience and the professor throughout the course! Professor de la Rosa's students were amazed by her insightfulness and the brilliance of the questions she challenged them to answer. The students gave Professor de la Rosa the highest compliment with their acknowledgement of the time they devoted to learning the course material. She also bridged MCTS with the Middelburg community by engaging students with a local accountant as well as with Belgium by making a trip to visit an ambassador in Brussels.

Dr. de la Rosa taught her course at the Middelburg Center for Transatlantic Studies (MCTS), Middelburg, The Netherlands as a representative of GVSU, which has been a long-time member of the MCTS consortium. Faculty from all over the world come to Middelburg to teach students from around the world. MCTS is now associated with the very prestigious Roosevelt Academy, the International Honors College of Utrecht University.

Dr. de la Rosa, in addition to numerous bike trips all around Zeeland, demonstrated to the world some of the currently wonderful things coming out of GVSU. MCTS is most grateful for the outstanding contributions made by GVSU and faculty. For more information, visit: <http://www.transatlanticstudies.org> and note some of the unique features.

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 College of Business Special Projects Assistant, 250 Lake Huron Hall, 1 Campus Drive, Allendale, MI 49401.
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