



Seidman College of Business

Undergraduate Student Services Newsletter • DeVos Center, 1st floor
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*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 •

India Etiquette Dinner

By Laura Simpson, Society for the Advancement of Management and International Business



**India Etiquette Dinner Speakers and
some members of SAM-i**

The Society for Advancement of Management and International Business (SAM-i) hosted “India Awareness Week” in November. Since the group hosts an international etiquette dinner each fall, one event of India Awareness Week was an Indian Etiquette Dinner. Along with the authentic food, catered by Taj India restaurant in Holland, the dinner featured an array of speakers.

Nancy Levenburg, Seidman management professor, spoke about her three month stay in India this past summer, living in a girls’ university dormitory and experiencing the true Indian lifestyle. She presented the differences in educational styles between India and the United States (U.S.). Indian students are more formal with their professors: for example, in India, when a

professor enters the classroom, all of the students stand up; they also show respect by not exiting the classroom until the professor has left.

Professor Vandana Pednekar-Magal, School of Communications, presented recent findings from her extensive research about the media in India. Her documentary encompassing this research will be available to watch on campus in 2007.

GVSU senior, Matthew Albers, helped attendees learn from a student perspective by speaking about his experience studying in India this past summer. He explained his initial feelings of culture shock, but with time learned to appreciate everything that India had to offer.

Concluding the event, senior Nirun Raju spoke about his time studying at GVSU. Nirun is from India and moved to the United States for his college career. He gave a humorous outlook on the many differences encountered while adjusting to the American culture.

The support from the Seidman College of Business, International Business Program Director, Family Owned Business Institute, Management Department, Student Life Fund, speakers, and all those involved helped make this a great success!

For more information on SAM-I, contact President Sarah Elliott at: elliotsa@student.gvsu.edu

Meet & Greet with Your Seidman Undergraduate Advisory Board!

Your fellow students of the Seidman Undergraduate Advisory Board are holding an open house for all business students! Come meet the Board and give us your input about the Seidman College of Business. Business-related speakers will also give short presentations every 30 minutes. Speakers include the following:

- 11:15 a.m. Troy Farley from Career Services
- 11:45 a.m. Chris Sheridan, student entrepreneur
- 12:15 p.m. Norman Christopher on sustainability in business
- 12:45 p.m. Gerrit Arens on his internship experience at Huntington Bank
- 1:15 p.m. Marie McKendall on Seidman assessment exams

Stop by to learn and give us your ideas! Pizza, salad, and cookies will be served! The event is Thursday, January 18, 2007, from 11am-2pm in the University Club of Building C, DeVos Center. For more information, please email: scbugradadv@gvsu.edu

Research Beyond Google

By Linda Masselink, Associate Librarian



Linda Masselink,
Associate Librarian

Do you ever get frustrated at the number of hits on Google and none of them seem relevant to your research needs? I have a solution for you. My name is Linda Masselink. I work with business students in identifying sources for answering information needs.

The library subscribes to over 180 databases at a cost of over \$1.5 million per year and providing access to 33,000 electronic journals. The databases are specifically selected to support the curriculum at GVSU. Several of these databases support business research. Some of them are geared toward international business. Others are useful for company research, trade and industry information, news sources, accounting, marketing, management and general business topics.

A great variety of resources are available 24/7 right at your fingertips. Go to the Library Home Page, www.gvsu.edu/library for a listing of what is available to you as a GVSU student. On the website for the Library you will find a listing for "Subject Resources". Business subject pages include *Business*, *Accounting*, *Finance and Taxation*, *Advertising/Marketing*, *Company& Industry Research*, and *International/Country Research*. In addition to a listing of the most useful databases in each of these subject areas, a number of websites are provided for further research. You can access the *Wall Street Journal* online. It is updated daily. Online government sites offer a wealth of information for business facts. The Library Home Page can provide access to online Course Reserve, provide help with citing sources, give you tips on evaluating information sources, allow you to request a book or article from another library and more.

The Steelcase Library has a magnificent reading room for quiet study. It is wired for your laptop use. Don't have a laptop? Check one out! Laptops are available at the check out desk located at the entrance of the Library. Don't forget the books! The Library has over 600,000 to choose from!

If it has been awhile since you have done serious research, ask a librarian for assistance. Did you know you could reach a librarian by email, in person, or through chat? Ask a question or make an appointment for help. I can be reached at 616-331-7337 or email me at masselil@gvsu.edu

The Seidman College of Business newsletter is published by the business college bi-monthly during the academic year and once each summer. It is compiled by Seidman Undergraduate Student Services, 101B DeVos Center. Telephone: 616-331-7500. Fax: 616-331-7391.

A Banner New Year for Registration

It's that time of year again! Registration for the next academic year, spring/summer 2007, fall 2007, and winter 2008, begins in March, after spring break. This year, spring/summer 2007 registration will be on the old system and fall 2007 and winter 2008 registration will be on the new Banner system! You will be receiving your new Banner student G-number early this year. Updates on Banner can be found at the following site: <http://www.gvsu.edu/it/banner/>

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 analysis to prepare for registration. Degree analysis reports are accessible through the GVSU web site (www.gvsu.edu). Select Current Student, My Academic Records, Academic Records, and then Degree Progress.
2. Check for the schedule to appear on-line in mid-February. When it does, 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. If you are a sophomore and need permits for 300/400 level Seidman courses, or if you are a senior and need MGT 495 or ECO 495, then bring your planned schedule to Seidman Undergraduate Student Services (101B DEV). The Seidman academic advisors will write your permits, as long as you meet the prerequisite requirements. If you don't need permits, then you can proceed to step 4.
4. Drop your registration forms, and any associated permits, off at Records (150 STU or the Transaction Windows at DEV). They will hold the forms until your day to register in March. On that day, they will go through the forms that they received, in the order in which they were received, and register you for classes, *as long as the classes are still open.*

Only officially declared Seidman majors are eligible to register themselves for 300/400 level Seidman courses.

To declare an official Seidman College of Business major, 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 give us a call at 616-331-7500, or send us an email with your name, the last 4 digits of your student ID, and intended major to:
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.

\$\$ Money Options \$\$

This is the time of year when you need to search for ways to defray costs for the 2007-2008 school 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, 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 on-line. Go to

www.gvsu.edu/financialaid, then, from the menu on the left, select 'Scholarships'. Need-based scholarships do require that you have a current "Free Application for Federal Student Aid" on file. The Financial Aid Department suggests that you also check these scholarship search web sites:

www.fastweb.com

www.fastaid.com

www.finaid.org

www.srnexpress.com

www.collegeboard.org

www.blackexcel.org/link4.htm

www.college-scholarships.com

www.finaid.org/scholarships/other.phtml

Logistics Students Attend San Antonio Supply Chain Conference

By John Taylor, Marketing Department

Two of Grand Valley's Seidman College of Business Marketing majors with Distribution and Logistics Emphases recently participated in the Council of Supply Chain Management Professionals 44th Annual Conference in San Antonio, Texas. The Conference was attended by some 3,500 supply chain management executives from around the world, 300 supply chain professors, and some 70 students. Conference participants had an opportunity to attend over 250 educational sessions in 30 tracks covering logistics or purchasing topics.

Attending from Seidman were seniors Dave Friedlein and Ryan Curtis. These students, and advisor Dr. John C. Taylor of the Department of Marketing, attended the conference October 13-18, 2006. Friedlein won a scholarship from the Council's West Michigan Chapter to cover all expenses of the trip, valued at some \$3,000 including normal registration fees. Curtis won a scholarship from the Council's East Michigan Chapter that covered all expenses plus \$1,000 cash.

Dave Friedlein, who currently has a supply chain management (SCM) internship at Supply Chain Solutions, Inc. in Grand Rapids, said "this was an amazing experience, with so many opportunities to network with supply chain executives from around the world, and to learn more about real world SCM." Curtis, who has an internship at wholesaler

Gordon Food Service, echoed those thoughts. He also added that "the educational sessions helped deepen my knowledge of a number of supply chain topics." Both added that they had a great time interacting with the other students attending the event from around the country, and really enjoyed the opportunity to explore San Antonio's "riverwalk" community of restaurants with other students. Touring "The Alamo" was another great experience from the trip.

The Supply Chain Distribution and Logistics Emphasis is a three year old program that is part of the Marketing Major within the Seidman Department of Marketing and includes some 40 students currently. The Supply Chain Management field involves company operations and transactions related to purchasing, production, and retailing; and the logistics flows between companies in the supply chain. Students study logistics strategy and network design, order management and customer service, transportation, inventory control and distribution center operations. This summer students held paid internships in their field at companies such as Chrysler, Meijer, Haworth, Steelcase, Shelter Partners, Brunswick, Lean Logistics, Supply Chain Solutions, Concentrek, and many other Michigan firms. For information on the program, contact Dr. John C. Taylor at taylojoh@gvsu.edu.

Distribution and Logistics Scholarships

The Seidman College of Business congratulates the following students, who won Distribution and Logistics related scholarships:

**Council of Supply Chain Management
Professionals - West Michigan**

\$1,000 - Matt Anderson

San Antonio National Conference All Expenses -
Dave Friedlein

**Council of Supply Chain Management
Professionals - East Michigan**

\$1,000 and San Antonio - National Conference All
Expenses - Ryan Curtis

Delta Nu Alpha Holland

\$1,000 - Dave Friedlein

\$1,000 - Ryan Curtis

\$1,000 - Matt Anderson

Transportation Club of Detroit

\$2,000 Dave Friedlein
