

November – December 2006



Accounting • Business Economics • Economics • Finance • General Business •
International Business • Management • Marketing

Seidman College of Business

Undergraduate Student Services Newsletter • DeVos Center, 1st floor
616-331-7500 • go2gybiz@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 •

Seidman Internship Workshops: *The path to internship success!*

By Alexandra Schmid, Seidman Special Programs Coordinator

When it comes to applying for internships at the Career Fair or responding to online postings, most students are aware of the basics of the application process. However, there is a substantial difference between applying and applying effectively. In today's competitive job market, it is vital to know what employers are looking for when they are reviewing applications to select potential candidates for internship positions.

The Seidman Internship Workshop aims to demystify the whole internship search and application process by featuring a panel of employers available to respond to student questions about the internship recruiting process.

The October Seidman Internship Workshop panel included Kevin Douglas, Internship Program Manager and Deborah Laverty, Group Leader Technical Regulatory Affairs from Alticor, Inc.; Daniel Stich, Store Manager, Dave Olson (*Seidman Alum*), Store Manager, and Elizabeth Muylaert (*Seidman Alum*), from Wells Fargo, and Jason Heredia, Experienced Director of Advanced Marketing at Steelcase Inc.

For students, the event turned out to be the ideal preparation for the West Michigan Career Fest. The panel members appreciated the students' lively interaction and interest, and shared information such as how to approach recruiters at the career fair booths, what questions they can expect to be asked, resumes do's and don'ts, plus much more.



(Pictured from left to right) Kevin Douglas Alticor, and Deborah Laverty from Alticor, Inc., and Daniel Stich and Dave Olson from Wells Fargo

Kevin Douglas from Alticor was particularly impressed by the thoughtfulness of the students' questions. Other event highlights included resume and cover letter instructions, as well as an overview of the internship for-credit process.

As part of their professional preparation, students are strongly encouraged to attend job and career related events, such as the Seidman Professional Development Series and the Seidman Internship Workshops. For more information about internships or Seidman Internship Workshops, please contact: Alexandra Schmid (101B DeVos, schmiale@gvsu.edu).

Working Abroad: Ireland Experience

By Kyle Denning



Kyle Denning in his office at KIT Industrial Trading, Dublin, Ireland

This past May I flew to Dublin, Ireland, for what would turn out to be one of my best summer experiences. I had met an investor from Dublin, sort of a “friend of a friend,” who had offered me the opportunity of coming to Dublin for the summer and finding a job. I had decided to take him up on it, but little did I know what all the summer would bring.

The first few weeks I spent there were the hardest. Being 19, it was not the furthest I had ever been from home, but by far for the longest period. It was difficult at first to meet new people and make new friends, because everything was so different from my peers in the States,

but eventually I got used to it and everything became normal.

My third day into the trip I started a job working in a warehouse for a company called KIT Industrial Trading. There I picked stock, ran inventory checks, dealt with customers, and learned the computer programs that the company used to track everything and create the proper order/sales forms.



KIT Industrial Trading Warehouse

In the meantime, aside from the everyday routine of work (which consisted of waking up at 6:00 a.m. everyday and walking a few miles to and from the bus stops), every moment seemed to offer something new. I lived with a family in an old farmhouse for the first few weeks and then was offered an apartment. It was



A view from in front of the KIT warehouse looking toward the Irish countryside

nice being on my own, but a lot different, as being so unfamiliar with the area brought on the new challenge of boredom at times. I faced this by going out with the friends I had met through work and the area I had lived in, which in turn led to meeting more people.

The company I was working for has a sister-company in Barcelona, Spain, and around the beginning of July they flew me to there to work for a couple weeks. Again, having to adjust to the difference of the area was the hardest part. I had

gotten used to Dublin, and after two weeks of working in Spain and enjoying the local life there, I was ready to return to what had seemed like a second home. I stayed in Dublin for another week or so and then flew back home.

I had worked in Europe and lived on my own for a couple of months, and as great an experience as it was, home never felt the same way. It seemed that so much had changed, but I know that I was the one who had really changed. The experience taught me valuable lessons that I would otherwise never had been able to learn.

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 Seidman Undergraduate Student Services, 101B DeVos Center. Telephone: 616-331-7500. Fax: 616-331-7391.

Logistics Students Place at Pittsburgh Quiz Bowl

By John Taylor, Marketing Department

Four Seidman College of Business Marketing majors with a Distribution and Logistics Emphasis recently participated in the 18th Annual Council of Supply Chain Management Professional's "College Challenge" Quiz Bowl in Pittsburgh, Pennsylvania. Ten universities competed against each other in the Quiz Bowl, including Michigan State University, University of Maryland, University of North Texas, and Duquesne University. The Seidman students won their preliminary round, before losing to eventual winner Robert Morris College in the finals.

Seidman's team consisted of Dave Friedlein, Ryan Curtis, Matt Anderson, and Jessica Nowakowski. These students and faculty advisor, Dr. John C. Taylor of the Seidman Department of Marketing, flew to Pittsburgh for the all expenses paid trip with support from the Council of Supply Chain Management Professionals, Grand Rapids based Supply Chain Solutions, Inc., and the Pew Teaching and Learning Center. This was Seidman's third year participating in the quiz bowl, and students will be flying to Pittsburgh again for the 2007 competition.

The Quiz Bowl consists of a series of multiple choice questions about supply chain management topics that students have just a few seconds to agree on and then post their joint team answer. Topics covered questions relating to transportation management and legal issues, purchasing, inventory control, warehousing, manufacturing operations, international logistics, and international trade documentation.



(Pictured from left to right) Dave Friedlein, Jessica Nowakowski, Ryan Curtis, and Matt Anderson

Following the competition, students had an opportunity to network with other students and logistics professionals from around the country, before hearing a keynote talk by an executive with FedEx Logistics. The following day included an excursion on the Ohio River aboard a large dinner boat, a tour of the Ohio River locks aboard the vessel, and a presentation by the Coast Guard on the Ohio River inland waterways transportation system.

The Distribution and Logistics Emphasis is a three year old program that is part of the Marketing major within the Seidman Department of Marketing. There are nearly 40 students currently pursuing this program. This summer students held paid internships in their field at companies such as Chrysler, Meijer, Haworth, Steelcase, Brunswick, Lean Logistics, and many other Michigan firms. For information on the program, contact Dr. John C. Taylor at taylorjoh@gvsu.edu.

Reception Planned for Graduating Business Students

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 December 9, 2006. 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.

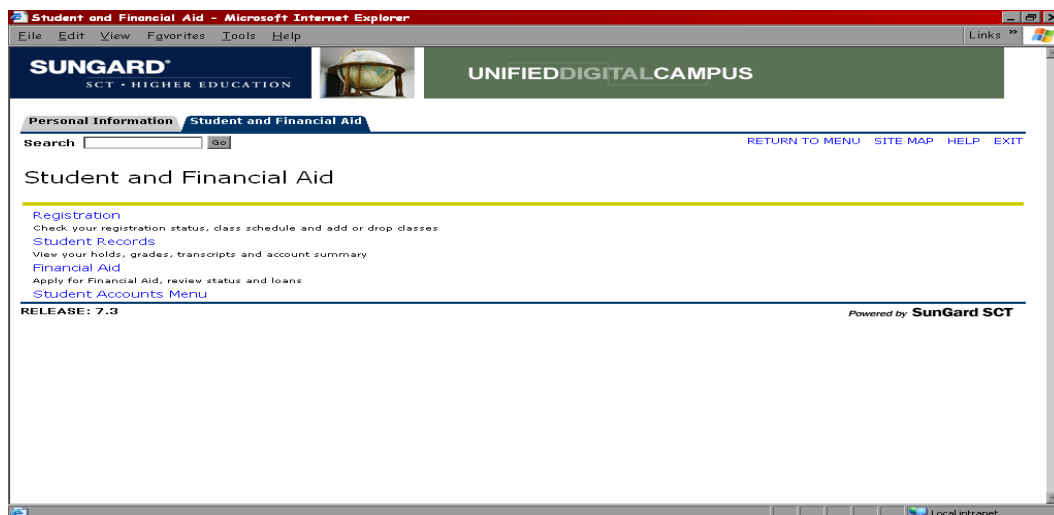
Get Ready for A Banner New Year!! *(Subtitled: G...a New Student ID Number)*

By Leigh Brownley, Seidman Undergraduate Student Services

I'm delighted to report that as a representative of GVSU's Advising Council, I have been attending trainings on GVSU's new computer system. The system, called Banner and developed by a company named SunGard/SCT, is actually an upgrade of our current student information, finance, and human resources system. The old system has been in place for 16-years, and some of the software and IBM hardware will not be supported past 2007.

Banner is a web based and easy to use system that is being rolled out in phases. The finance and human resources system have been implemented over the past two years. This year, the focus has shifted to the student information and financial aid systems. In fact, Admissions has gone live on Banner and is admitting the 2007 freshmen class on the new system. So how does this effect you??

First, you will be assigned a new student ID number. We call this a 'G' (for Grand Valley) number. In fact, all faculty and staff also have G-numbers. The timing is perfect: Beginning in 2007, social security numbers can no longer be used for identification. You'll receive more information about this from the IT Department as we get closer to implementation.



Here's a sneak peek of a screen shot I took of the new student information system menu.

Second, some of your registration for 2007-2008 may actually take place on the new Banner system! As of right now, the plan is that spring/summer 2007 will be registered on the old system, and fall 2007 and winter 2008 will take place on the Banner system. Training for faculty and staff on the new system will take place in the early part of 2007 in preparation for March registration.

GVSU is recognized for having great technology for our students, faculty, and staff. I'm looking forward to this next step in our technological evolution!

Faculty Focus

Nomination for the U.S. Professor of the Year Award

Congratulations to Dr. David Good of the Marketing Department, on the certificate he received from the Carnegie Foundation, in honor of his nomination for the U.S. Professor of the Year Award. The nomination is a tremendous accomplishment and speaks volumes about Dr. Good's colleagues' respect and admiration for his commitment to, and expertise in the area of, teaching.

Silver Best Case Award

A West Michigan Whitecaps case co-authored by Dr. John Rumery, Marketing Department, Dr. Jaideep Motwani, Management Department, and Dr. Ram Subramanian, formerly of the Management Department, won the Silver Best Case Award (case ranked #2 out of 150) at the North American Case Research Association's Annual Meeting in San Diego in October. Congratulations gentlemen!