

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



# Seidman College of Business

Undergraduate Student Services Newsletter • DeVos Center, 1<sup>st</sup> floor  
616-331-7500 • [go2gvbiz@gvsu.edu](mailto: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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## Internships Lead to Your Future by Dori Danko, Accounting Department

Welcome back everyone! Fall semester means so many different things to each of us; getting back in touch with friends, the smell of new textbooks, and beginning to prepare ourselves for future careers, just to name a few. Fall semester to accounting students and professors means FALL RECRUITING! CPA firms (and some corporations as well) interview and extend offers every fall for full time jobs and internships. Their fall recruiting season gears them up for the advent of the busy season starting in January.

The accounting department is very proud of our relationship with firms and opportunities for students to gain hands on experience via an internship. Internships allow students to build an understanding of their fields of study, and enhance long term career prospects. Last winter semester 2007, approximately 30 students worked at internships with firms and corporations. Zafar Bazarov was one of those students.

Zafar is an accounting major and international student from Uzbekistan. Not only did he gain valuable insight into the accounting profession but also the American business culture as well. He began the process by interviewing during the fall 2006 recruiting season and chose to accept an offer from Ernst & Young, a Big Four accounting firm with offices all over the world. In addition to valuable experience, Zafar received a full time offer from the firm at the end of his internship.

When asked what surprised him most regarding his internship experience, Zafar noted the close working relationships he witnessed between his coworkers and developed with his coworkers. He had no idea working at an accounting firm could be so much fun. Close working

relationships allowed him and his coworkers to support each other during their long working hours and achieve their common goals.

Zafar was placed in the audit department and was often out of the office at a client location with other coworkers. He stated, "During my internship with Ernst & Young it was so



**Zafar Bazarov**

hectic that I literally did not have time to get bored. I was involved in so many different kinds of projects that up to the last minute of my internship, I felt I was doing something important." He walked away from the internship with a job offer, new business contacts, new friends, a better understanding of the accounting profession, and the American business culture.

Accounting students have the opportunity to intern in various capacities at CPA firms and corporations. Internship opportunities are found in every semester, however, winter semester is the heaviest due to the accounting busy season. A sample of the different types of internships include: individual taxation, audit, general corporate accounting, governmental auditing, corporate taxation, etc. Internships are competitive and a student must be prepared for the interviewing process by completing a mock interview and researching the firms.

Interviews will begin the last week of September for winter and spring/summer semesters. If you are interested, please contact Dori Danko at 331-7397 or [dankod@gvsu.edu](mailto:dankod@gvsu.edu) and Career Connections.

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## Seidman Professional Development Series

We look forward to seeing you at our popular Seidman Professional Development Series events. These events are open to all business students. The first event of the year is announced below, and the remaining schedule will be out soon! As always, all of these events are free of charge to Seidman students, and snacks and beverages will be provided.

**How to Work a Room:**  
**Don't be the One Standing in a Corner at a Reception**  
**Thursday, September 20, 2007**  
**6:00 p.m. to 7:30 p.m.**  
**2<sup>nd</sup> Floor, Eberhard Center**

Back by popular demand! At some point, you will attend a reception or a business dinner to represent your company. Along with learning ways to initiate and carry on conversations, learning how to extract yourself from conversations gracefully, we go so far as to teach you the correct way to wear a nametag. Let us teach you what you need to know to successfully represent your company and yourself!

*For more information, please contact Seidman Undergraduate Student Services, 101B DEV, [go2gvbiz@gvsu.edu](mailto:go2gvbiz@gvsu.edu), 616-331-7500.*

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## Seidman/Career Services Mock Interviews

By Troy Farley, Career Services



**Troy Farley**

For the fourth year in a row, the Seidman College of Business has hosted the Seidman “**Mock**” Interview Program. The program was held January 1<sup>st</sup> through February 8<sup>th</sup>. This year, as consistent with years past, we had 120 slots available, all of which were filled.

As we can all relate, the job interview is one of the most challenging and intimidating activities that students must successfully hurdle as they move from being students to being first time employees. The mock interview provides the practice needed so students can acquire essential interview skills, especially in a tight labor market.

Regional businesses have been extremely supportive of the program, working with students to assist in developing their interview skills. However, don't let the phrase “mock interview” fool you. At the end of each day, I debrief with the businesses to see how our students performed. The feedback is very favorable, in that we consistently hear how mature and prepared our students are compared to other universities. Another positive comment I heard from multiple employers is that our students graduate with working knowledge of SAP.

It has also become very common for students to be asked back for a second interview for either an internship or full time opportunity.

With today's hiring practices, businesses are all competing for the most talented business students. By coming on to campus to meet and “mock” interview students, it provides business with great exposure to students and a way to tap in potential future employees.

When selecting businesses to participate in the mock interviews, we look for growth industries who hire a broad base of business majors. This year's participating business included BDO Seidman, Beene Garter LLP, Crowe Chizek & Co, Enterprise, Fifth Third Bank, Hantz Group, Haworth, Mercantile Bank, Mill Steel, Stryker Medical and Wells Fargo Financial.

Due to the success of the mock interview program we will be expanding to offer mock interviews in fall as well as winter semesters.

*For Career Services assistance,  
please contact Troy Farley, at  
[farleyt@gvsu.edu](mailto:farleyt@gvsu.edu),  
or 616-331-6708,*



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## Federated Searching: NEW in the Library

By Linda Masselink, Associate Librarian

Internet searching can get you thousands of hits that don't help in your research process. Database searching will serve you better for library research.



**Linda Masselink**

A new feature of the University Libraries is federated searching. Federated searching allows you to search multiple databases at one time. You will be searching journal and magazine articles, books, e-journals and other resources – including the online catalog. Both print and electronic document collections are searchable. With federated searching you do not have to know how each database works individually. Without standardization in databases, each one has its own search terms and differing capabilities. The federated search collects resources from several databases, lets you know what databases are returning the most 'hits', and gives you the information from the databases in one place. The listing will appear in one format. Duplicate findings will be listed only once.

To begin exploring a topic, try the Basic Search. When you have narrowed your topic, the Advanced Search will provide more options for limiting your results. You can apply Boolean operators (AND, OR, and NOT) to strengthen your search strategy. You can choose to *Search by Subject* area such as Business. A range of fifteen databases have been selected for this topic area. Another option is to select your own list of databases from the *Search by Databases* list.

Your search results will alert you to how many resources are coming from each of the databases being searched for your request. This can help you identify the best databases for researching your topic. You may email, export or save selected results.

Not every database that the University Libraries subscribes to is included in this powerful search tool. Federated searching is an excellent starting point. It will save you time and effort in your research process. If you have questions, stop in the Library or contact the Library online at [www.gvsu.edu/library](http://www.gvsu.edu/library).

### Careers and Curriculum in Finance

**Thursday, September 27, 2007**

Loosemore Auditorium  
DeVos Center  
Pew Campus

6:00 – 7:00 p.m. – Presentation and Question and Answer Session

7:00 – 8:00 p.m. – Networking Opportunities and Information Tables.

Please RSVP by 9/25/2007, to the Finance Department by calling 616-331-7427, or by sending an email to [scbfinance@gvsu.edu](mailto:scbfinance@gvsu.edu).

### Careers and Curriculum in Economics/Business Economics

**Thursday, September 20, 2007**

University Club, DeVos Center  
Pew Campus

**Wednesday, October 3, 2007**

Grand River Room, KC  
Allendale Campus

4:00 p.m. to 6:00 p.m.  
Short program at 4:15 p.m.

Please RSVP to the Economics Department, 616-331-7290 or [economics@gvsu.edu](mailto:economics@gvsu.edu).

## Logistics Students Place 2nd at Supply Chain Quiz Bowl

by John Taylor, Marketing Department



**Our Quiz Bowl Team (*pictured left to right*):  
Tara Skelton, Ryan Curtis, Dave Friedlein, Adam Hinman**

Grand Valley's Logistics Emphasis students recently participated in the 19<sup>th</sup> Annual Council of Supply Chain Management Professionals' "College Challenge" Quiz Bowl in Pittsburgh, PA. Grand Valley students competed against universities such as the University of Maryland, University of North Texas, Niagara University and Duquesne University. The Grand Valley students finished in second place overall, improving on their performance in 2006. Duquesne University from Pittsburgh won the event.

Grand Valley's team consisted of four students – and included Dave Friedlein, Ryan Curtis, Adam Hinman, and Tara Skelton. These students and advisor, Dr. John C. Taylor of the Seidman

Department of Marketing, flew to Pittsburgh for the all expenses paid trip with support of the Council of Supply Chain Management Professionals, Grand Rapids based Supply Chain Solutions, Inc. and Concentrek Logistics, Inc. This was Grand Valley's fourth year participating in the quiz bowl, and students will be flying to Pittsburgh again for the 2008 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.

Second year participant Dave Friedlein said "the quiz bowl is a great experience, and we have just missed winning the last two years." Tara Skelton, participating for the first time, said she learned a great deal from participating, and "expects Grand Valley to win the event next year." Curtis and Hinman also said they had a great opportunity to network with other students and meet industry representatives.

Following the competition, students had an opportunity to network with other students and logistics professionals from around the country. They then heard a keynote talk by an executive with Fed Ex Logistics. The following day included an excursion on the Ohio River aboard a large dinner boat, tour of the Ohio River locks aboard the vessel, and a presentation by Ingram Transportation on river freight movements on the Mississippi and Ohio Rivers.

This year's participating GVSU students have had several internship opportunities and are moving on to full time careers in the supply chain field. Dave Friedlein, will be joining Norfolk Southern Railroad's exclusive Operations Management Development Program, and Ryan Curtis will be joining Gordon Food Service's Logistics Department. Adam Hinman will be at Steelcase for a supply chain related internship this summer, and Tara Skelton will be interning at Supply Chain Solutions following a school year internship at Haworth.

The Distribution and Logistics Emphasis is a four year old program that is part of the Marketing Major within the Seidman Department of Marketing and includes some 50 students currently. This year students held paid internships or were placed at companies such as Whirlpool, Norfolk Southern Railroad, Cintas, Supply Chain Solutions, Concentrek, Chrysler, Meijer, Haworth, Steelcase, Brunswick, Lean Logistics, and many other firms. For information on the program contact Dr. John C. Taylor at [taylorjoh@gvsu.edu](mailto:taylorjoh@gvsu.edu) or 616-331-7479.

**Congratulations to Emily Chauvin, International Business and Marketing Distribution & Logistics major, for winning one of three Transportation Club of Detroit 2007 Scholarships.**