The Fall 2010 semester marked a historic occasion for the Seidman College of Business. Over 90% of graduate and undergraduate students who voted on the adoption of a Code of Honor for the Seidman College of Business said YES.

Over the past ten years, business leaders and business schools have come under intense ethical scrutiny in light of high-profile scandals and an apparent lack of ethical business practices. The Code of Honor is a way for the Seidman College of Business to formalize the principles we believe in and aspire to achieve. This Code speaks to what we expect of ourselves and our fellow students, as well as what employers can expect from Seidman graduates. The Code of Honor reflects that the Seidman College of Business strives to create value and excellence in our community and to sustain a reputation for excellence in all we do. It serves as a template for distinction and direction. The Code has the following tenets:

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www.gvsu.edu/business

Connecting Fellow Grads

Studying as a graduate student in a business program involves a lot more than just going to class. The competition for jobs and internships is more competitive than ever. In order to add to their existing skills, many students choose to get involved in one of the student organizations here at GVSU. Joining a student organization gives students the opportunity to develop leadership and networking skills that will help them for the rest of their careers, which is why many employers look for students who not only excel in the classroom but also are actively involved in an organization.

Continued on page 3
Happy New Year!

Welcome to a new semester. We in the Graduate Business Office hope you are off to a great start for 2011 and that you have already taken advantage of some enrichment activities, including our breakfasts and the writing workshop. There’s more to come. We are committed to providing you opportunities for personal and professional growth beyond the classroom; so, please, take advantage whenever possible.

The Barry Castro Ethics Center is featuring a panel debate on “The Future of Capitalism: Constructive Competition or Chaos?” Panelists include Mr. Craig Meurlin of Warner Norcross (ranked as "one of America’s Best Lawyers"); Prof. Nathan Goetting of Adrian College (editor of the National Lawyers Guild Review); Prof. Bruce Bettinghaus (PhD in Accounting with expertise in the history of banking); and Mr. Tony Nelson (a teacher and human rights activist for the Mexico Solidarity Network). This panel will be held January 24. See the calendar in this newsletter for details.

Our Distinguished Executive Lecture for winter semester will have a change of format. Rather than a single lecturer, we are featuring a panel of local business leaders. Fred Keller of Cascade Engineering, Shelley Padnos of Padnos Iron and Metal, and Jeff Koeze of Koeze Nuts will discuss “Why Ethics Matter: Local CEOs on Money, Managing and Morality.” These are very dynamic community leaders, and the panel discussion and questions will be very provocative. The date is March 29. See the calendar in this newsletter for details.

The ever-popular “Pizza with the Dean” is coming up. Allow us to serve you pizza and soft drinks before your evening classes the week of February 14. As always, we’ll be in the University Club Room off the atrium. Dean Williams and our faculty members are looking forward to a social hour with graduate students.

Check out the calendar in this newsletter for important dates. In particular, please note the May session of the Washington Campus Program this year. Applications are due Feb. 15. For more information about this opportunity, go to www.washcampus.edu or call me.

Have a productive and enjoyable semester. Please, always remember that the Graduate Office is here to serve you.

Best Wishes,

Claudia Bajema

Director, Graduate Business Programs
If you are looking for a student organization or are interested in attending speaking events featuring business professionals, there is an organization that you may have overlooked. It is called the Grand Valley Student Chapter of the Institute of Internal Auditors. This club has connections with the West Michigan Institute of Internal Auditors, which is a professional organization. The club meets twice a month and occasionally tours businesses in the area. The meetings take place at the GVSU Pew Campus and feature lectures by internal audit professionals from many Grand Rapids businesses. Students are also encouraged to attend the professional meetings, which are monthly and free. Your participation shows the internal audit staff and managers of area companies that you have an interest in this career path.

Joining this organization is a great way for students interested in working in internal audit to network with industry professionals and learn more about a career in internal audit. Upcoming events include a student night hosted by the West Michigan IIA on February 15th at the University Club in the Pew Campus and a visit to Amway’s IA department on January 24th (prior registration is required). Also, it is important to note that there have been some changes to Michigan’s CPA requirements. Qualified individuals can now fulfill the experience portion of licensing requirements by working outside of a public setting.

If you are interested in joining this organization, or maybe just checking out a few meetings, you can get more information from the website at http://www2.gvsu.edu/~auditorg/. The new president is Charles DeCoster IV, and he can be contacted directly at decostec@mail.gvsu.edu.

MEDICAL MILE

Exciting things are happening on the “medical mile” in Grand Rapids. Not only will you notice new buildings, but the latest healthcare advances are also making their way into West Michigan.

The first heart transplant performed at the Spectrum Health Meijer Heart Center was on November 27, 2010; nearly two years after the request for approval had been made. Rahn Bently, the recipient, is out of the hospital and feeling “fantastic.” Three more successful heart transplants have been completed since. Only two other hospitals in Michigan are able to perform these life-saving surgeries, University of Michigan Medical Center and the Henry Ford Health System in Detroit. Local access for West Michigan was a major reason the state granted approval for Spectrum Health, and it significantly reduces the travel required by patients on this side of the state. Spectrum Health also is pursuing approval for additional organ transplants.

The landscape of Grand Rapids has a new addition, the Helen DeVos Children’s Hospital, a member of Spectrum Health. With over 190 beds, this is the largest children’s hospital in all of West Michigan and is both a state-of-the-art medical facility and a teaching environment. Walking through the halls, the usual dull colors of a hospital have been replaced by vibrant colors, paintings, sculptures, and other artwork. The goal of the design was to provide a place where children would feel comfortable, happy and hopeful. The recent opening of the children’s hospital on January 11th continues Spectrum Health’s vision to be a national leader in healthcare.
“Diversity in the world is a basic characteristic of human society, and also the key condition for a lively and dynamic world as we see today.” – Hu Jintao

Diversity has been recognized and accepted in the business world as a key aspect of high-performing teams, cross-functionality and innovation. It is vital for the Seidman College graduate community to take advantage of available resources not only to enrich their college experience, but also to develop themselves both personally and professionally.

Graduate students, many of whom have families, can access the Children’s Enrichment Center at the Allendale Campus and the David D. Hunting YMCA across the street from Pew Campus, where they can register for child care and other services at discounted prices. For those that have served in the military, the Veterans Network offers a variety of resources ranging from scholarship and employment assistance to participation in the Veterans History Project.

One of the biggest concerns for students seeking spiritual nourishment is the lack of designated worship centers for different faiths on campus. While this concern is valid, the resource and space constraints that the university faces must also be appreciated. The gap is ably filled by faith-based student organizations such as the Muslim Students Association, Hillel (for students who practice Judaism), and Campus Crusade for Christ, to mention a few. A non-denominational Christian service and a Catholic mass are held every Sunday at the Cook-Dewitt Center on the Allendale Campus. Worship centers for other faiths are available within the Allendale and Grand Rapids areas. A complete listing can be obtained from the Padnos International Center.

The needs of the lesbian, gay, bisexual and transgender (LGBT) community are met by the LGBT Resource Center located at the Kirkhof Center in Allendale. Services include training programs, conferences, scholarship opportunities, a well stocked library, and other resources. The Office of Multicultural Affairs seeks to foster an appreciation of different ethnic groups and to empower ethnic minority students to be active participants in Grand Valley’s community. It hosts programs that promote academic, social, and cultural development, oversees GVSU’s Bias Incident Protocol Policy and reports on the resolution of reported bias incidents.

The Seidman College graduate community is encouraged to fully exploit these resources. Detailed information can be obtained by a search of the university homepage or calling the 2020 Information Desk at 616.331.2020.

As it continues to improve its diversity and inclusion programs, the Seidman College can perhaps consider the addition of an Office of Diversity at the Pew Campus and a webpage that consolidates information on these and other available resources. This will facilitate easier access to information and participation in programs of interest, and it will foster better community engagement and dynamism in the manner observed by Hu Jintao.
The Graduate Student Advisory Board for the Seidman College of Business works hard to:

- Support the mission and vision of the Seidman College of Business.
- Promote a closer relationship and enhance communication between students and the faculty, staff and administration of the Seidman College of Business in ways that will foster and encourage student participation and constructive feedback among all parties.
- Strengthen existing graduate programs by identifying the needs of business students and the College’s role in preparing those students for professional careers.
- Provide input, advice, and counsel, where feasible, to the Dean and the Director of Graduate Business Programs of the Seidman College of Business.
- Serve as ambassadors for the Seidman graduate programs with both internal and external constituencies.

The Board is composed of graduate students in the MBA, MSA and MST programs with the following current members: Joseph Amisi (Chair), Melissa Vegter (Vice Chair), Alaina Furr (Secretary), Ryan Curtis (Parliamentarian), Michelle Edinger, Jeremy Hess, Claire Filiatreau, Walid Jamal, Dan Robertson, Keagan Rushmore, Emie Webb.

As a member of the Seidman College of Business, I shall:

- conduct myself with the highest level of integrity;
- maintain accountability for my actions and encourage the same of others; and
- be open, fair, trustworthy and honest.

Additionally, I will strive for:

- continuous self improvement,
- intellectual engagement,
- global perspective, and
- advancement of sustainable business practices.

I shall not:

- lie, cheat, steal or plagiarize.

Over the Winter 2011 semester, a small group of graduate and undergraduate students will be working with the faculty and administration to implement the Code of Honor and the associated processes. By the Fall of 2011, the Code will be ready to be signed by incoming and continuing students. Please stay tuned for further updates. If you have any questions, or would like to comment, please contact Melissa Vegter at vegterm@mail.gvsu.edu.
### Winter 2011 Calendar of Events

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>Jan 22</td>
<td>ACG Mergers &amp; Acquisitions Case Competition, Round 1, Seidman Teams, 9:00 a.m. – 11:00 a.m., Room 201D</td>
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<tr>
<td>Jan 24</td>
<td>Panel/Debate* on “The Future of Capitalism: Constructive Competition or Chaos?” 7:00 – 8:30 p.m., Loosemore Auditorium, no RSVP necessary</td>
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<tr>
<td>Jan 26</td>
<td>PACES Careers and Job Seeking Workshop*, 4:30 – 6:00 p.m., 303C DeVos</td>
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<tr>
<td>Feb 4</td>
<td>75% Tuition Refund for 14-week classes</td>
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<tr>
<td>Feb 5 &amp; 12</td>
<td>GMAT workshop*, 8:00 - noon (verbal review, Feb 5; quantitative review, Feb 12). Room 136E</td>
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<tr>
<td>Feb 15</td>
<td>Applications due for May session of the Washington Campus Program</td>
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<tr>
<td>Feb 14–17</td>
<td>“Pizza with the Dean*,” 5:00 – 6:00 p.m., University Club Room. (Pizza and soft drinks provided by Dean Williams)</td>
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<tr>
<td>Feb 26</td>
<td>ACG Mergers &amp; Acquisitions Case Intercollegiate Competition*, CHS Hager Auditorium, 10:00 a.m. to 1:00 p.m.</td>
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<td>Mar 11</td>
<td>Drop deadline for grade of W</td>
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<td>Mar 21</td>
<td>Registration begins for summer and fall 2011 and winter 2012</td>
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<tr>
<td>Mar 25</td>
<td>Awards Program, Hager Exhibition and Loosemore Auditorium, Tentative time 6:00 p.m. (by invitation)</td>
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<tr>
<td>Mar 25</td>
<td>Beta Gamma Sigma induction (by invitation), Loosemore Auditorium, reception 6:45 p.m., program 7:30 (tentative)</td>
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<td>Mar 29</td>
<td>Distinguished Executives Panel* “Why Ethics Matter: Local CEOs on Money, Managing and Morality.” Reception 5:15 p.m., Panel and Q&amp;A 6:00 – 7:15 p.m.</td>
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<tr>
<td>Apr 14</td>
<td>Breakfast Program* featuring Doug DeVos, 7:30 a.m. Loosemore Auditorium. Please RSVP to <a href="mailto:busalumn@gvsu.edu">busalumn@gvsu.edu</a>)</td>
</tr>
<tr>
<td>Apr 25–30</td>
<td>Exam week</td>
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<tr>
<td>Apr 30</td>
<td>Commencement, VanAndel Arena</td>
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If you are interested in **studying abroad**, there will be opportunities summer semester. Decisions need to be made well before the semester begins, and it is not too early to begin inquiring. Contact Alexandra Schmid at schmiale@gvsu.edu for information.

Check regularly the [Graduate Business Info Center](#) on your Blackboard for current information.

If you are graduating this winter, contact the Graduate Business Office to have a diploma card completed and submitted.