

Student Business Organizations

Undergraduate Programs • Seidman Center, 1031 • 616-331-7500 • go2gvbiz@gvsu.edu

Take advantage of the benefits of the Seidman student business organizations! We encourage you to join and take leadership roles in one or more of these fine organizations. For more information and to join one of the following organizations, visit www.gvsu.edu/studentorg.

AMERICAN MARKETING ASSOCIATION (AMA)

The American Marketing Association of Grand Valley is an award-winning, student-run organization aimed at helping GVSU student's network professionally with their peers, make lifetime connections, and learn to market themselves and their skills to potential employers. We provide fun opportunities for students interested in marketing and business by hosting expert speakers, touring agencies, providing professional development workshops, participating in philanthropic events, and arranging club networking socials.

COLLEGIATE ENTREPRENEURS' ORGANIZATION (CEO)

The Grand Valley student chapter of the Collegiate Entrepreneurs' Organization is an affiliate of the national CEO organization, which is the premier global entrepreneurship network serving more than 500 colleges and universities. The mission of CEO is to inform, support, and inspire college students to be entrepreneurial and seek opportunity through enterprise creation. Students meet regularly to network, train, and inspire students from all fields (business and non-business) to foster and encourage the transfer of innovative ideas to commercialization. Interaction with successful entrepreneurs locally, attendance at the national CEO conference, business plan competitions, and an intercollegiate online chat are a few of the group's activities. All majors are welcome, bringing a rich multi-discipline flavor to the organization and its activities.

DELTA SIGMA PI - LAMBDA XI CHAPTER OF GRAND VALLEY STATE UNIVERSITY

Delta Sigma Pi is a professional fraternity organized to foster the study of business in universities; to encourage scholarship, social activity and the association of students for their mutual advancement by research and practice; to promote closer affiliation between the commercial world and students of commerce, and to further a higher standard of commercial ethics and culture and the civic and commercial welfare of the community. The Lambda Xi Chapter at Grand Valley State University was established on April 19, 1986, focusing on brotherhood, networking, professional development and philanthropy. Chapter activities include bringing business leaders to campus, conducting fundraisers, organizing field trips, and offering social events. Membership is open to pre-business and business students from all Seidman business disciplines who meet Seidman College academic standards.

ECONOMICS CLUB

The Grand Valley Economics Club is a place for students with an interest in economics and business to come together and dive deeper into the subject with other students, faculty members, and professionals in the field.

ENTERPRISE SYSTEMS STUDENT UNION (ESSU)

Open to any major at Grand Valley State University, the purpose of ESSU is to provide a better understanding of Enterprise Systems and their use in business. In addition, the organization provides a link between the university and companies who utilize Enterprise Systems, with a goal of obtaining internships and employment opportunities for its members. The organization hosts the ERP speaker series, provides networking opportunities with companies, conducts resume workshops and practice interviews, and provides tutoring to management information systems students. ESSU is open to all majors.

THE NATIONAL ASSOCIATION OF BLACK ACCOUNTANTS (NABA)

The National Association of Black Accountants (NABA) is a professional organization dedicated to supporting students and professionals of color in accounting, finance, and other business-related fields. Our mission is to empower future leaders by providing opportunities for professional development, networking, mentorship, and community service. On campus, we aim to create a supportive space where students can connect with peers, engage with professionals in the field, and access resources to succeed academically and professionally. We host events such as career development workshops, guest speaker panels, networking opportunities with firms, and community service projects. Whether you're majoring in accounting, finance, business, or simply looking to strengthen your professional skills, NABA is a great way to get involved, grow, and prepare for your future career.

PHI CHI THETA - ZETA EPISILON CHAPTER OF GRAND VALLEY STATE UNIVERSITY

Phi Chi Theta is one of the nation's premiere business and economics fraternities. Phi Chi Theta strives to provide academically inclined programming, professional and personal development, and future career opportunities for its members.

PROFESSIONAL SALES ASSOCIATION (PSA)

The purpose of this organization shall be to provide students the resources to effectively learn and engage in advanced selling techniques. These techniques will encompass the development of professional presentation skills, verbal and non-verbal communication, ethical sales practices, networking skills, and leadership in the field of professional selling.

REAL ESTATE CLUB

We aim to facilitate frequent meetings and events to both explore the interests of and enhance group members' understanding of architecture, appraising, brokerage, civil engineering, counseling, land development and building, management, mortgage financing, education, and other related fields of real estate through education by way of lectures by guest speakers, research and exchange of information, and attendance of regional real estate conferences and events.

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SEIDMAN INVESTMENT PORTFOLIO ORGANIZATION (IPO)

IPOs organizational goal is to foster interaction among students interested in investing and to enhance their career opportunities. The club organizes regular meetings, trips, speakers, volunteering, and social events. Students will get the opportunity to speak with successful business professionals throughout the year and take part in managing a real portfolio of GVSU funds. IPOs extensive alumni network offers unique internship opportunities for members. Through peer learning and various experiences, IPO offers members a look into many different career paths which equips members with skills to find what they are interested in and to succeed in their careers.

SEIDMAN SUSTAINABILITY ASSOCIATION (SSA)

The Seidman Sustainability Association was created in 2020 to educate and connect the community to the sustainability movement, through the business perspective. In this club, we aim to take action through meetings, events and starting conversations to make a difference in the environment. With a strong connection to the West Michigan community, SSA builds relationships with local companies to promote their business and highlight their sustainable actions with collaboration, and joint participation. This club also helps prepare students for building relationships in CSR, where classroom education lacks. Being a part of Grand Rapids, the top metro city for sustainable development, there are endless opportunities for growth and education surrounding CSR and Grand Valley's participation.

SEIDMAN SUPPLY CHAIN MANAGEMENT ASSOCIATION (SSCMA)

The Seidman Supply Chain Management Association is a student organization focused on providing opportunities to students interested in Supply Chain Management and Operations. The organization hosts a variety of events for students including plant tours, guest speakers, professional development meetings, networking events, and recruiting events. We also participate in volunteer work and supply chain management case competitions throughout the school year. The opportunities we provide give members the edge they need to launch themselves into a successful career within Supply Chain Management or Operations.

SOCIETY FOR HUMAN RESOURCE MANAGEMENT (SHRM)

Welcoming all students, the Society for Human Resource Management is a professional student-run organization through Grand Valley State University's Seidman College of Business. Our mission is to educate our members about the Human Resource Management profession while creating internship, networking, and volunteer opportunities.

WOMEN IN BUSINESS (WIB)

Women in Business (WIB) is an undergraduate student organization (for all majors and genders) founded to empower and enable women to reach their fullest potential through the expansion of professional and personal opportunities, with a focus on business, leadership, and female celebration and innovation. Successful women start here. Women in Business encourages professional development, networking, leadership, and breaking the glass ceiling one woman at a time.

Honors Organizations

ACCOUNTING STUDENT ASSOCIATION (FORMERLY BETA ALPHA PSI)

The Accounting Student Association (formerly Beta Alpha Psi) empowers future financial leaders through networking and professional development opportunities. The organization has regular meetings, sponsors speakers, participates in outreach programs such as the VITA (Volunteer Income Tax Assistance) program, and holds numerous social events.

Membership Requirements: Open to any part—or full-time student at Grand Valley State University.

BETA GAMMA SIGMA

The Grand Valley State University chapter of Beta Gamma Sigma, a national honor society in business administration, promotes high scholarship in business education by recognizing and rewarding scholastic attainment in business subjects. Membership in Beta Gamma Sigma is awarded once each year to undergraduate and graduate students who are in the top 7 percent of the junior class, the top 10 percent of the senior class, and the top 20 percent of graduating master's students. Induction occurs annually near the end of the Winter Semester.