

# Student Business Organizations

Undergraduate Programs • Seidman Center, 1031 • 616-331-7500 • [go2gvbiz@gvsu.edu](mailto: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](http://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.

## INSTITUTE OF INTERNAL AUDITORS (IIA)

The Grand Valley student chapter for internal auditors is focused on the profession of internal auditing. Meetings consist of bringing in internal audit professionals, presentations on professional certifications, and trips to internal audit shops. IIA also offers students information to help them succeed in internal auditing careers such as exam prep courses.

## INSTITUTE OF MANAGEMENT ACCOUNTANTS (IMA)

IMA is dedicated to educating students majoring in Accounting and Finance about the profession of Managerial Accounting. Through professional recruiting events, guest speakers, and lectures about current events in the fields of accounting and finance, students gain valuable professional credentials along with various professional opportunities.

## 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.

### **SEIDMAN CORPORATE SOCIAL RESPONSIBILITY CLUB (SCSRC)**

The Seidman Corporate Social Responsibility Club 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, SCSRC 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 INVESTMENT PORTFOLIO ORGANIZATION (IPO)**

The goal of the Seidman IPO is to foster interaction among students and enhance their career opportunities. We are always seeking students who are interested in personal investing, portfolio management, the markets, and economics. The activities of the club include biweekly meetings, trips, speakers, and social events. The primary function of the club has been the management of a portfolio of securities, which was donated to the school. The club has complete power over the investments involved.

### **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)**

SHRM is a student-run, professional business organization open to all majors. Our mission is to create opportunities for networking and educating students who are interested in enhancing their knowledge of the Human Resource Management profession. Meetings are held bi-weekly and consist of HR internship opportunities, job shadowing, professional development workshops, company tours, and more!

### **WOMEN IN BUSINESS (WIB)**

Women In Business seeks to empower and enable women to reach their fullest potential through professional development, networking, social and service opportunities.

## **Honors Organizations**

### **BETA ALPHA PSI KAPPA BETA CHAPTER**

Beta Alpha Psi is a national scholastic and professional honors society. The primary objective of the society is to encourage and give recognition to scholastic and professional excellence in the field of accounting, finance, and information systems. Grand Valley State University's chapter of Beta Alpha Psi is dedicated to enhancing career opportunities and providing a social environment for persons of similar life goals. The chapter has regular meetings, sponsors speakers, participates in outreach programs such as the VITA (Volunteer Income Tax Assistance) program, and holds numerous social events. Members have the opportunity to attend regional meetings and national meetings held in different cities each year. Membership allows students to learn firsthand about elements of a successful accounting career and ensures multiple network opportunities with practicing professional accountants. Membership is open to any part- or full-time student majoring in accounting or finance at Grand Valley State University with an upper level cumulative GPA in declared area of concentration of at least a 3.0 (based on a 4.0 scale) and a cumulative overall GPA of at least 3.0 (or an overall GPA of 3.25 for the last 35 credits).

### **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.

### **OMICRON DELTA EPSILON**

The objectives of Omicron Delta Epsilon include recognition of scholastic attainment, the honoring of outstanding achievement in economics, and the establishment of closer ties between students and faculty in economics within colleges and universities, and among colleges and universities.