



*A newsletter for undergraduate  
students of business.*

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

# Seidman College of Business

Undergraduate Student Services Newsletter • 101B DeVos Center  
616-331-7500 • [go2gvbiz@gvsu.edu](mailto:go2gvbiz@gvsu.edu)

• H. James Williams, Dean •  
• John Reifel, Associate Dean • Leigh Brownley, Director Undergraduate Business Programs •  
• Alexandra Schmid, Special Programs Coordinator •

## Seidman Student Success Story: Internship



**Sara Vandenberg at her Macatawa Bank  
internship**

One of the main objectives of earning your college degree is to enable you to begin a career in your field of interest. Having relevant work experience is one important aspect of a well-rounded college education. More and more employers emphasize not only a good grade point average (GPA), but also having actual hands-on experience. It doesn't matter if you intend to work for a small or large company, employers want to see 'that internship' on your resume.

Sara Vandenberg, a successful participant of the Seidman Internship Program, pursued a Marketing internship with Macatawa Bank during fall 2005. Due to her hard work and enthusiasm for marketing, Sara was recently offered a full-time position with Macatawa Bank after graduation. She knew right from the beginning of her college career that she

would need an internship in order to learn more about Marketing and to be a competitive college graduate. Sara's advice to fellow Seidman students is to, "Look hard for an internship you think you will really like and enjoy. Look into something that is really going to benefit you in the end and don't just find the internship that pays the most. In my experience, it will pay off if you really enjoy the work you are doing. I think you should look for an internship like you are looking for a career."

The Seidman College of Business and GVSU Career Services offer numerous programs to assist you with the internship process. The Seidman Internship Workshop and Seidman/Career Services Mock Interviews are just two examples. *(For more information on mock interviews, please see the article "Mock Interviews to Start Soon" on the last page.)* You could also take internships for credit and have them counted toward your major or your Seidman core electives. Additionally, the newest internship initiative, the Career Services Internship Award, aims to increase student participation in internships and to off-set the costs of working in unpaid internships.

*If you are interested in learning more about the Seidman Internship Program, or earning credit for a future internship, then please contact Alexandra Schmid in Seidman Undergraduate Student Services, at 616-331-7500, or explore the Seidman website at [www.gvsu.edu/business](http://www.gvsu.edu/business), select "Undergraduate Programs" and then "Internships."*

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## Japanese Etiquette Dinner

By Isra El-beshir, SAM

Tuesday November 29<sup>th</sup> turned out to be a successful day for the Society for the Advancement of Management and International Business (SAM), one of the Seidman student business organizations. We hosted a Japanese Etiquette dinner at KOBE restaurant in Grandville. KOBE is a Japanese steakhouse where professional chefs cook your sometimes-flaming-meal to perfection right in front of you.

Nearly 100 students took advantage of this opportunity to learn about Japanese dining and to listen to fantastic speakers. Professor Ben Rudolph, of the Seidman Marketing Department, began his presentation by apologizing for being inadequate to do it, thus demonstrating how the Japanese begin their speeches with humility, not arrogance as United States (U.S.) Americans do.



Students enjoyed the Japanese Etiquette Dinner sponsored by SAM

Dr. Rudolph also shared insights on how business in Japan differs from U.S. business, giving us quite interesting tips and secrets. He also presented some amusing products from Japan with U.S. labels, such as 'Sweat' for a Gatorade drink. In addition to Dr. Rudolph, Muriel Michalak, a fellow Seidman student, shared with us her experiences in Japan and some of the difficulties she faced. Overall, the event was informative and entertaining, from the business tips to the chopstick training!

*For more information on SAM, please feel free to contact us by emailing to: [sam@student.gvsu.edu](mailto:sam@student.gvsu.edu)*

## Seidman Undergraduate Advisory Board

The Seidman Undergraduate Advisory Board consists of students who play an active role in listening to business students' positive and negative feedback regarding the Seidman College of Business. The board meets every two weeks to discuss student concerns, to speak with Dean Williams, and to create committees to investigate any questions that are brought up at meetings. The board is composed of a diverse group of students from all business majors and all grade levels.

The Seidman Undergraduate Advisory Board strives to promote better communication between faculty and students in regards to problems or events that occur within the Seidman College of Business. We also collect feedback from these groups and form committees to investigate what is going on when a particular concern is addressed. This is the first full academic year that the group has been active in the business college, and it hopes to lay the groundwork for many successful years to come. Students interested in becoming a member of this group should contact one of the following board members:

Gerrit Arens  
Mike Hayes  
Jeff Jackson  
Amanda Lechenet  
Sara McNees  
Timothy Schaaf

[arensge@student.gvsu.edu](mailto:arensge@student.gvsu.edu)  
[hayesmic@student.gvsu.edu](mailto:hayesmic@student.gvsu.edu)  
[jacksojm@student.gvsu.edu](mailto:jacksojm@student.gvsu.edu)  
[lechenea@student.gvsu.edu](mailto:lechenea@student.gvsu.edu)  
[mcneessa@student.gvsu.edu](mailto:mcneessa@student.gvsu.edu)  
[schaaft@student.gvsu.edu](mailto:schaaft@student.gvsu.edu)

## Prepare NOW for Registration in March

It's that time of year again! Registration for the next academic year, spring/summer 2006, fall 2006, and winter 2007, begins in March, after spring break. Preparing early for registration is the key to securing a schedule that best meets your needs and interests. Here's the best process:

1. Take time during January to review your degree analysis to prepare for registration. Degree analysis reports are accessible through the GVSU web site ([www.gvsu.edu](http://www.gvsu.edu)). Select Current Student, My Academic Records, Academic Records, and then Degree Progress.
2. Check for the schedule to appear on-line in mid-February. When it does, pick out the sections that you want. (Be sure to have a few alternate sections chosen, just in case your first option is closed by your day to register.)
3. If you are a sophomore and need permits for 300/400 level Seidman courses, or if you are a senior and need MGT 495 or ECO 495, then bring your planned schedule to Seidman Undergraduate Student Services (101B DEV). The Seidman academic advisors will write your permits, as long as you meet the prerequisite requirements. If you don't need permits, then you can proceed to step 4.
4. Drop your registration forms, and any associated permits, off at Records (150 STU or the Transaction Windows at DEV). They will hold the forms until your day to register in March. On that day, they will go through the forms that they received, in the order in which they were received, and register you for classes, as long as there are still seats available.

*Only officially declared Seidman majors are eligible to register themselves for 300/400 level Seidman courses.*

*To declare an official Seidman College of Business major, you need to have 55 or more earned hours and a 2.75 or higher overall grade point average.*

*If you meet these requirements, please give us a call at 616-331-7500, or send us an email with your name, student ID, and intended major at: [go2gpbiz@gvsu.edu](mailto:go2gpbiz@gvsu.edu)*

If you would like to review your remaining requirements with a Seidman academic advisor, we encourage you to call Seidman Undergraduate Student Services to set up an appointment for January or early February. Appointments are available on both the Grand Rapids and Allendale campuses and may be scheduled by calling 616-331-7500.

### \$\$ Money Options \$\$

This is the time of year when you need to search for ways to defray costs for the 2006-2007 school year. One approach is to apply for scholarships. Most scholarship deadlines are in February and March, so *now* is the time to apply.

The Seidman College of Business is proud to introduce the following three new scholarships:

- Hilda C. Holder Scholarship for Women in Business
- Jack J. Korff Finance Scholarship
- Kathleen B. Vogelsang Seidman College of Business Scholarship for Women

Additionally, the list of scholarships that are available specifically for business students can be

found at [www.gvsu.edu/business](http://www.gvsu.edu/business), then Undergraduate Programs, then Scholarships. The list will be updated soon to include the new scholarship information.

You could also contact the Financial Aid office (616-331-3234) to determine if there are other university scholarships that are right for you. The Financial Aid Department suggests that you also check these scholarship search web sites:

[www.fastweb.com](http://www.fastweb.com)

[www.fastaid.com](http://www.fastaid.com)

[www.finaid.org](http://www.finaid.org)

[www.srnexpress.com](http://www.srnexpress.com)

[www.collegeboard.org](http://www.collegeboard.org)

[www.blackexcel.org/link4.htm](http://www.blackexcel.org/link4.htm)

[www.college-scholarships.com](http://www.college-scholarships.com)

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## Beta Gamma Sigma: International Honor Society

Only the best business students in the world can claim membership in Beta Gamma Sigma, the honor society serving business programs accredited by AACSB International.

While almost 300,000 students receive bachelor's or master's degrees in business each year, only about 20,000 are inducted into lifetime membership in Beta Gamma Sigma. Induction into Beta Gamma Sigma is offered once each year to the top 7% of juniors, 10% of seniors, and 20% of graduate students in business.

Seidman College of Business students who are eligible for membership in Beta Gamma Sigma will receive an invitation letter in early 2006. We encourage you to consider membership in this prestigious organization.

The induction ceremony coincides with the Seidman Honor's Banquet in March.



**Seidman Beta Gamma Sigma President Simha Magal at an Induction Ceremony.**

Membership benefits include access to the BetaLink online community, the opportunity to participate in Alumni Network activities, and lifelong recognition for outstanding academic achievement.

## Mock Interviews to Start Soon

Job interviewing is one of the most challenging and intimidating activities that you must successfully hurdle as you move from being a student to being a member of the work force.

To assist you in preparing for this challenge, the Seidman College of Business is teaming up with Career Services and the Seidman Dean's Advisory Board to offer mock interview opportunities for Seidman juniors and seniors who meet Seidman minimum grade point average requirements.

Mock interviews are employment interviews similar in most respects to real job interviews, except that an actual job is not on the line. The primary purpose of mock interviewing is to give job candidates a chance to practice their interviewing skills and build self-confidence.

Though the economy is gradually recovering, firms are still cautious in hiring. Any interview

insight may be a real advantage, and valuable feedback from professional recruiters may mean the difference between landing a job and receiving a rejection letter.

Eligible Seidman students need to start watching their mail for an invitation from Dean Williams to participate in this year's Mock Interviews. Corporate recruiters provided by members of the Seidman Dean's Advisory Board, and employers who frequently interview Seidman graduates, will conduct half-hour mock interviews on January 23, 24, 25, 30, 31, and February 1, 2006, for students who sign up for the opportunity with the Career Services Office (616-331-3311).

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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.

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