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# Seidman School of Business

Undergraduate Student Services Newsletter • DeVos Center, 1<sup>st</sup> floor  
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*A newsletter for undergraduate  
students of business.*

• John Reifel, Interim Dean •  
• Kathy Gulembo, Assistant Dean • Leigh Brownley, Student Services Coordinator •  
• Tracey Ohm, Special Programs Coordinator •

## Internship Success Story: How Michelle Hit the Bull's-eye at Target

*Michelle Woomer, who graduated in December 2003 with a Bachelor's of Business Administration degree in Human Resources Management, shares her experience as an intern with Target Corporation:*

Interning for Target last fall was an invaluable experience, to say the least. Throughout the four months I worked at the Jenison store, I grew both personally and professionally. While a member of the Jenison Target team, I found my internship to be challenging, but, at the same time, fun and rewarding. I was able to participate in training in every area of the store, complete with an internship guide. I was also responsible for completing many tasks on a day-to-day basis that challenged my technical and critical thinking skills.

My internship allowed me to gain hands on experience in guest services, soft lines, hard lines, logistical processes, and team relations. Within each of these areas, I was taught how to supervise employees, direct product out to the floor, research areas where inventory needed to be filled, assess performance of myself and others, and think quickly on my feet to address concerns that needed immediate attention. After spending roughly eight weeks learning how the store runs, I was placed in a special project.



**Michelle Woomer**

Normally, special projects involve working within a store as a Leader on Duty, but the District Team Leader, Mike Meyers, chose me to work with him on a different kind of project. Along with another intern, Chris Engelbert, also a new Seidman graduate, I audited the 14 stores in the district to ensure that they were prepared for the holiday season. I learned a lot about other stores in this role, but I was also faced with the challenge of developing strong leadership and communication skills in order to effectively convey to senior team members that their stores' had unrecognized opportunities to address.

Although I was initially worried that I would not enjoy working in a retail environment, I kept my mind open to the experience. I grew to love the atmosphere so much that I was invited to take part in the Elite Executive Interview Process and was extended a position soon after! I accepted and began Target's Business College training in January 2004. I know I will be faced with many challenges in my profession, but I feel well prepared to handle them having had this wonderful internship experience with Target.

*If you are interested in learning more about the Seidman Internship Program, contact Seidman Undergraduate Student Services at 616-331-7500, or explore the Seidman website at [www.gvsu.edu/ssb](http://www.gvsu.edu/ssb) under "Undergraduate Programs" and then "Internships."*

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## Mock Interview Opportunity

Job interviewing is one of the most challenging and intimidating activities that you must successfully hurdle as you move from student to member of the work force. To assist in preparing for this challenge, Seidman School 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 interview 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.

An invitation to participate in the mock interviews was mailed and posted on the Seidman Undergraduate Programs Blackboard site. 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 February 2, 3, 4, 9, 10, and 11 for those who sign up for the opportunity with the Career Services Office (616-331-3311).

## What's in a Name? – Change Ahead for Seidman

In order to address the dynamic growth that Grand Valley State University has experienced, the university is undergoing a major structural reorganization. Seidman School of Business remains essentially unchanged within the new organizational plan, with one obvious exception. As a result of the reorganization all of GVSU's major divisions will be named "colleges" rather than "schools." Therefore, beginning in fall 2004, the Seidman *School* of Business will become the Seidman *College* of Business, and SSB will no longer be an accurate nickname for Seidman. Plans for a new logo for the Seidman College of Business are underway. Complete details of the university reorganization are available at [www.gvsu.edu/reorganization](http://www.gvsu.edu/reorganization).

## Beta Gamma Sigma: International Honor Society



**Seidman Beta Gamma Sigma  
President Simha Magal at the  
2002-03 Induction Ceremony.**

Only the best business students in the world, and professionals who earn the distinction of "The Best in Business" during their academic careers, can claim membership in Beta Gamma Sigma, the honor society serving business programs accredited by AACSB International. While almost 300,000 students receive bachelors or master's degrees in business each year, only about 20,000 are inducted into lifetime membership in Beta Gamma Sigma. Induction to Beta Gamma Sigma is offered once each year to the top 7% of juniors, 10% of seniors, and 20% of graduate students in business. The induction ceremony coincides with the Seidman Honor's Banquet in April. Membership benefits include access to the BetaLink online community, the opportunity to participate in Alumni Network activities, and lifelong recognition for outstanding academic achievement. Eligible candidates will receive invitation letters to join Beta Gamma Sigma in February.

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## Seidman Student Earns glimaWest Scholarship

According to the organization's website ([www.glimawest.org](http://www.glimawest.org)), "glimaWest is a nonprofit professional association that supports and promotes the growth of the interactive and technology industries throughout West Michigan." For 2004, glimaWest offered two \$2,000 scholarships to outstanding West Michigan students who demonstrated a passion for the interactive and technology fields. One of those students is Matt Jansen, a Seidman double major in Organizational Information Systems Management and Marketing. Matt describes himself as, "A typical college student trying to figure out what I want to do with my life." However, glimaWest obviously saw him as an extraordinary candidate. To give some idea of why, two of Matt's award-winning answers to glimaWest's scholarship application follow. Nice job, Matt!

**What type of career do you plan to pursue after you receive your degree and how do you hope to use your degree in that position?**

College education provides a background of knowledge not specific to any organization. It also provides an environment supportive of good ethics. I currently am pursuing a degree in Organizational Information Systems, which

focuses on eCommerce Management. I also have a major in Marketing. My hope is that this degree will provide a broad perspective of the entire process, from usability studies to experimenting with the latest technologies. This perspective along with input from peers will result in a web presence that serves as an example of excellence in the business community.



**Matt Jansen**

**If you're already working in your chosen field, why did you choose that field and what interests you most about it?** Currently I'm working as a Web Services Intern at CU\*Answers in Kentwood. I chose this field because I see a need that my skill set can address. Often in the workplace there is a gap between the technically inclined, and those who are less technically savvy. By focusing on management, marketing, and programming, I can effectively act as an interpreter between "techies," and "non-techies."

## Class Projects Provide Applied Learning

Research projects can be a great learning tool, bridging the gap between theory in the classroom and practice in the business world. Students enrolled in ECO 495 with Professor John Nader this semester are learning about regression techniques by building models to predict home values in East Grand Rapids. They are working with the city assessor, who has graciously agreed to provide them with information on all homes in East Grand Rapids, as well as information on all home sales since 1987. The students are assigned neighborhoods in East Grand Rapids and use regression techniques to build Hedonic pricing models that allow them to predict the value of a house in their neighborhood. The students get to use real data, and are required to actually walk through their neighborhoods to get a "feel" for the data.

In fall 2003, Professor Vipin Gupta's sections of MGT 495 learned about corporate strategy through a research project. They conducted interviews with CEO's and top managers of area furniture companies. Then, based on the interviews, the students compiled a report on the state of the furniture industry in the region and strategies for its recovery. The report will be featured in the winter 2004 issue of the *Seidman Business Review* publication.

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## Seidman Professional Development Series: What's in Store for Winter '04?

We look forward to seeing you at these popular events, which are free of charge to all business students.

### February 12, 2004

#### *Salary Selection: Choosing from Among Your Job Offers*

**6:00 - 7:30 p.m., 2<sup>nd</sup> Floor, Eberhard Center**

You've landed the job ... in fact, your conversation skills and excellent table manners have brought in several offers. Which is right for you? Chris Plouff of Career Services joins us to show you tools to help you make your decision.



Join us for *Business Golf!*

### April 15, 2004

#### *Business Golf: Sports and Building Business Relationships*

**6:00 - 7:30 p.m., The Meadows Golf Course (Allendale campus)**

More and more business is being conducted on the golf course. It's not really about the golf, it's about knowing golf etiquette. Even if you haven't yet learned to golf, you will learn the proper golf course etiquette to represent your company. **NO golf skills required!**

## Student Scholarship Day: Your Chance to Shine!

The 9<sup>th</sup> annual Student Scholarship Day is Wednesday, April 7, 2004. Student Scholarship Day gives you an opportunity to present your business research and learn about the research of others. Presentation is open to all GVSU students involved in faculty-directed scholarship or creative works. A wide variety of efforts are appropriate, including scholarly research, an extensive class project, results of an independent research project, thesis findings, original art or composition, or performance. Presentations and exhibits are conducted across GVSU. Details about the presentations will be sent in mid-March. We encourage you to take advantage of this great experience. An abstract for your presentation must be submitted by February 6, 2004. Registration and more information is available online at [www.gvsu.edu/ssd](http://www.gvsu.edu/ssd). Any questions can be directed to the faculty sponsor of your Seidman independent research, or to Neal Rogness, at 616-331-2447 or [rognessn@gvsu.edu](mailto:rognessn@gvsu.edu).

## Prepare NOW for Registration in March

It's that time of year again! Preparing early for registration is the key to securing a schedule that best meets your needs and interests. Registration for the next academic year - spring/summer 2004, fall 2004 and winter 2005 - begins in March, after spring break.

Take time during January and February to review your degree analysis to prepare for registration. Degree analysis reports are accessible through the GVSU web site by selecting "Current Student" and then "My Academic Records." They are also available from the Records office (150 Student Services or the Transaction Windows in DeVos), or from Seidman Undergraduate Student Services (101B DeVos Center).

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

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The Seidman School of Business newsletter is published bi-monthly by the business school during the academic year and once each summer. It is compiled by Seidman Undergraduate Student Services, DeVos Center, 1<sup>st</sup> floor. Telephone: 616-331-7500. Fax: 616-331-7391.

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