

November – December 2004

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



Seidman College of Business

Undergraduate Student Services Newsletter • DeVos Center, 1st floor
616-331-7500 • go2gvbiz@gvsu.edu

*A newsletter for undergraduate
students of business.*

• H. James Williams, Dean •
• John Reifel, Interim Associate Dean • Leigh Brownly, Student Services Coordinator •
• Alexandra Schmid, Special Programs Coordinator •

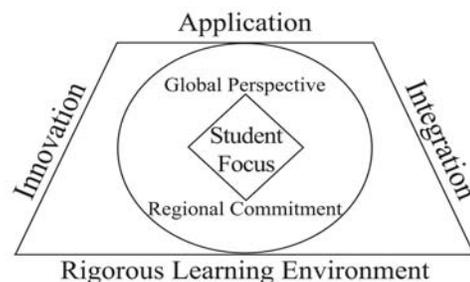
Seidman's Mission Focuses on YOU

To maintain the prestigious AACSB Accreditation and to promote continuous improvement, the Seidman College of Business faculty work continuously on strategic planning. Two of the outcomes of this tireless effort have been the refinement of the Seidman College of Business Mission Statement, and the development of the Seidman Mission Icon (*both shown at right*).

You may see the Seidman Mission along with the Mission Icon or the Mission Icon alone. The Mission Icon is the graphic representation of the Seidman Mission. By reading the Mission Icon, even without the Mission statement present, anyone will be able to identify the key aspects of the Seidman Mission.

In addition, the faculty is currently refining the goals adopted at the most recent Faculty Senate meeting.

Seidman College of Business Mission Icon



The Seidman College of Business creates a rigorous learning environment with a student focus, regional commitment, and a global perspective. The College strives to excel at innovation, the application of concepts, and the integration of knowledge.

Reception Planned for Graduating Business Students

Commencement is a highlight in the lives of many students who have dedicated years of hard work and sacrifice to earning their college degree. The Seidman College of Business is pleased to invite all graduating business students to a special reception immediately following the commencement ceremony on December 11, 2004. The reception is an opportunity for Seidman College of Business graduates to celebrate their accomplishments with fellow Seidman graduates, faculty, and staff.

In what has become a Seidman tradition, the reception will be held at the Top of The B.O.B., located directly across from the Van Andel Arena, where commencement is held. Graduates are welcome to bring their commencement guests to the reception.

Seidman Welcomes New Faces

Glenn Pettengill – Finance Faculty

Hello Seidman students. I am very happy to be a part of the Seidman College of Business. I became interested in Seidman from information provided by a number of friends who were already a part of the faculty. I enjoy the quality of students that I have found among the undergraduate students and I look forward to meeting the graduate students next semester.



I received my Ph. D. from the University of Arkansas. I have been teaching and researching finance for about 30 years. My research is primarily in the field of investment analysis. I have been active for a number of years in the Midwest Finance Association and I have served as President of that organization.

I have four children and stepchildren. Brian lives in Seneca, Kansas and works in advertising. Lynate lives in Lawrence, Kansas and is a life coach. Nathan lives in Moscow, Russia and works for Reuters. Sara lives in Kansas City, Missouri and is a radiation technician.

We have five grandchildren. My partner, Rita and I live in Grand Haven. We have really enjoyed exploring Western Michigan and look forward to learning about cross-country skiing this winter. Although the kids are all gone, our cat Emma keeps us company at home.

This year Dr. Pettengill teaches Managerial Finance (FIN 320) at the undergraduate level, and Investments (FIN 624) at the graduate level.

Alexandra Schmid – Special Programs Coordinator

My name is Alexandra Schmid, and I am the new Special Programs Coordinator for the Seidman College of Business.



Internships and study abroad are the two cornerstones of my position and both of them play a vital role in a student's education and career. Being a native of Germany, I have participated in

various study abroad and internship opportunities and can testify first hand about the benefits and life-changing experiences. Additionally, I have worked for various top corporations, such as

Siemens, Amazon.com and Deutsche Bank. My commitment to communicating the benefits of study abroad and internships to Seidman students and the greater West Michigan community is my number one priority.

Life is too short to miss out on these kind of opportunities, and I am here as a resource to help you explore your potential.

As an advisor, I will gladly answer all your questions and lead you in the right direction. Please feel free to stop by my office at 101B Undergraduate Student Services or contact me via e-mail at schmiale@gvsu.edu. I am looking forward to meeting *You*!

The Seidman College of Business newsletter is published by the business college 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.

Where will YOU Study Abroad?

The first Seidman Professional Development Series presentation of the fall focused on skill building to enhance your resume. In addition to presenting information on student organization participation and internships, Professors Ben Rudolph (Marketing) and Gerry Simons (Economics) held a lively debate on the merits of study abroad. Dr. Rudolph soundly trounced Dr. Simons' "anti-study abroad" stance. Some highlights of their heated exchange are featured below.

Dr. Simons felt that study abroad would delay a student's graduation. Dr. Rudolph pointed out that students could choose programs with courses that fulfill their major, minor, language, and general education requirements. He emphasized meeting with a Seidman Undergraduate Student Services advisor to verify how courses would apply to the business program.



**The Chartreux Monastery
outside of Grenoble, France**

Next, Dr. Simons pointed out that it was probably too expensive to study abroad. Dr. Rudolph encouraged students to check out the financial aid, scholarships, and grants that are available to assist them. In many cases, with the proper funding, it costs no more to study abroad than it does to attend GVSU. There are even programs where it actually costs less. Cracow University of Economics is certainly worth mentioning. Very few students participate in this program, which offers a monthly stipend, *and* total costs end up at around \$4,875! Participants save nearly \$2,500 to \$3,000 with this program.

Dr. Simons warned that students could not study abroad unless they know another language. Again, Dr. Rudolph was able to dispel this myth by pointing out that many study abroad programs offer courses in English – even if they are in non-English speaking countries.

Job well done, Dr. Rudolph! It is a good thing that we know Dr. Simons' stance was "tongue-in-cheek," and that he is, in fact, the Director of the master's level program that goes to France.

Are you interested in studying abroad, but wish that you could try it out before committing to a semester or yearlong program? You are in luck! The Seidman College of Business is offering a one non-credit trip through the Study Abroad "Test Drive" program. This trip offers adventure, business, and culture during GVSU's Spring Break (March 5-12, 2005). The destination is France, with three days in Paris and four days in Grenoble, a city nestled in the beautiful French Alps. Reservations for the Study Abroad "Test Drive" are limited, and the application deadline is December 3, 2004. The cost, about \$1,400, includes airfare, lodging, breakfast, local transportation and events. If you are interested in more information about this or any other study abroad opportunities, please contact Alexandra Schmid in Seidman Undergraduate Student Services in 101B DeVos, or by phone at (616) 331-7500.

Professional Development Series Continues in Winter

**February 10, 2005: Minding Your Money
6:00 p.m. to 7:30 p.m., 2nd Floor, Eberhard
Center**

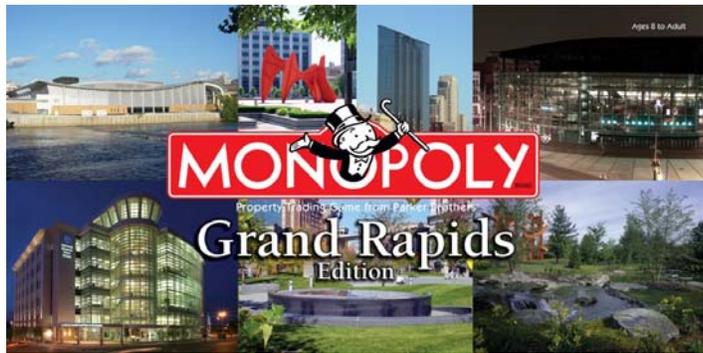
You've worked hard at earning your degree so that you can land a job making (hopefully!) good money. But how do you manage that money properly when you start earning it? Join us for guest presenter Dr. Gregg Dimkoff, Professor of Finance, as he gives you financial advice that you will use for a lifetime!

**April 7, 2005: Etiquette Dinner: How to Eat in
Front of Your Boss or Client** (RSVP required
331-7500) **6:00 p.m. to 8:00 p.m. Amway Grand
Plaza**, 187 Monroe NW, Grand Rapids (Within walking
distance of the DeVos Center. Directions will be provided when
the \$10.00 payment is made.)

Learn the table manners needed to get you through a formal business dinner, whether it is with co-workers, bosses, clients, or prospective clients! Reservations are limited, and preference will be given to students with junior or senior status, so **call right away**.

Playing With Business – Learning for Life

Ever wanted to buy Grand Valley or build a hotel on top of the B.O.B.? Well, now you can, thanks to Seidman's Collegiate Entrepreneurs Organization (CEO) that has released a Grand Rapids-edition of the popular Monopoly board game.



The project started in October of 2003, the business plan was finished March of 2004, and companies were assigned places on the game board this past June. Seidman students Daryn Kuipers, Trevor Pawl, John Dykhouse, and graduate advisor Dan Mulka directed the project. The game is currently available at Grand Rapids area Meijer stores for \$29.95, and is having a difficult time staying on shelves. The Meijer at Knapp Corner and the Cascade Meijer have already sold over 280 games each.

“If you take the number sold at the Knapp Corner and Cascade locations,” said current CEO treasurer Daryn Kuipers, “and apply that to all Grand Rapids Meijer Stores, and, on top of that, add on the 1,000 games that we’ve already sold to companies with spots on the board...we’ve sold over 3,000 games in less than a month.”

Coordinator’s Corner: How to Pick Your Theme



Rumor: Themes have been discontinued. **Rumor buster:** Themes are here to stay! I’m not sure how the rumor started, but I’m glad that it’s not true! I love the general education themes and encourage you to embrace them. The themes are designed to help you look at the same topic from competing and complementary viewpoints, thus honing your critical thinking and decision-making skills.

The way that themes work is that you choose one of the 23 themes. From that theme, you pick three courses from three different disciplines. A discipline is an area of study. For example, accounting is one discipline within the Seidman College of Business; marketing is another. Outside of Seidman, disciplines include psychology, chemistry, history, sociology, criminal justice...you get the idea...any of those three letter designations in the course number. There are some themes that have two courses from the same discipline. For example, Theme 3 Society and the Media includes COM 220 and COM 372. If you were to take both of these courses plus one more from Theme 3, then you would NOT meet the theme requirements. Remember, pick three different disciplines.

There are themes that have courses in economics, management, or both, but don’t pick a theme just because it contains a Seidman course. Remember, if you are looking at the same topic from three different angles, you need to pick the topic that you will enjoy the most. The more you enjoy it, the better you will do in your classes! To pick the theme that’s right for you, I recommend getting a hold of a current Student Guide for General Education Program and Basic Skills Requirements (2004-2005). You are welcome to stop in our office (101B DEV or 250 LHH) to pick one up. The descriptions of the themes and the courses in them start on page 34. Read the first paragraph for each theme. When you find yourself nodding your head thinking, “Hey, that sounds pretty good,” then go on to read the course descriptions. When you read the course descriptions and can hardly choose only three because you want to take all of the courses listed, then GREAT, you’ve found your theme. If it happens to have a business course or two in it, then that’s just a bonus.

If you have any questions about Themes, or your academic progress in general, please feel free to call the Seidman Undergraduate Student Services office (616-331-7500) to set an appointment with one of the Seidman academic advisors.
