

## Seidman IPO Raises \$1,000 in First Golf Fundraiser

By Dr. Eric Hoogstra, Affiliate Professor of Finance and IPO Advisor



*IPO Students Fall 2012*

Seidman Investment Portfolio Organization (IPO), a student-run organization that manages a stock portfolio of over \$45,000, recently held a golf fundraiser. The funds raised in this event will be used to partially fund a student trip to Chicago to visit the Chicago Board of Trade, the Federal Reserve, and the investment research firm, Morningstar. Other trips they will use the funds for include the RISE Investment Conference in Dayton, Ohio, and the Berkshire Hathaway Annual Meeting in Omaha, Nebraska.

These trips give real-life examples and reinforce what is being taught in the finance courses. “The most important aspect of this golf outing was to allow members of IPO to network with individuals who work in the financial industry locally,” said Dr. Eric Hoogstra, IPO faculty advisor.

Scott Setlock, a commercial credit manager for Mercantile Bank in West Michigan, agreed by saying, “the IPO golf outing demonstrates yet another way IPO brings value to its membership, offering an unparalleled opportunity for students to connect with industry professionals, faculty, and alumni.” Turner Novak, current IPO president, credited the success of this outing to the number of corporate sponsors and golfers that participated. IPO students hope to make the golf outing an annual fundraiser.

## London Study Abroad Summer 2013

By Dori Danko, Accounting Instructor, School of Accounting

What do Big Ben, The Tube, Westminster Abbey, and Grand Valley State University all have in common? All will be in London at the end of July 2013! Ever want to hear those beautiful, British accents ALL THE TIME? Ever want to see a Shakespearean play at the Globe? Ever want to experience why London is the most wonderful city in the world? Join the Seidman faculty-led London Study Abroad program for the summer of 2013 and find out ‘what the fuss is all about.’ Last year, 14 GVSU students and one Aquinas College student went over the pond and studied in London. The GVSU program allows a student to earn six credits. The first three credits are earned during the first four weeks of the second six-week summer session at DeVos Center. The last three credits are earned after the group heads to London for the last two weeks of the summer session. The program works well for the student who is unable to venture abroad for the entire six-week session.

In London, the group stays at the beautiful Regent’s College campus in Central London and studies the culture of London and UK businesses. The student group naturally bonds with each other while living in the dorm and will have amazing experiences learning about different cultures and historical sites in London. By the end of the trip, you will be saying “brilliant, and smart” with a subtle British accent, and riding The Tube like a pro! Last year’s students visited a host of locations including Lloyds of London, BDO, the London Metal’s Exchange, the Tower of London, Westminster Abbey, Oxford, Brighton, and so much more. Don’t just dream of going to London, join us! We would love to have you along for our amazing trip! For more information, contact Dori Danko at [dankod@gvsu.edu](mailto:dankod@gvsu.edu) or call 616-331-7397.



# BETA GAMMA SIGMA

On February 19, 2013 the **International Honor Society Beta Gamma Sigma** celebrates its 100th year of recognizing business excellence.



**Please join the Society in celebrating this momentous occasion.**

For information about upcoming centennial events, go to:  
**[betagammasigma.org](http://betagammasigma.org)**

**Grand Valley State University**

*Recognizing the "Best in Business" since 1998.*



## **Beta Gamma Sigma Honor Society**

By Dr. Asli Akbulut-Bailey, Associate Professor of Management and BGS Advisor

### **IF YOU ARE ONE OF THE FEW WHO QUALIFY TO BE INVITED, TAKE ADVANTAGE OF THE OPPORTUNITY AND JOIN THIS DISTINGUISHED SOCIETY!**

Beta Gamma Sigma (BGS) is the honor society for top business students at the undergraduate and graduate levels. Membership in BGS is the highest recognition a business student anywhere in the world can receive in a business program. Seidman College of Business students who are eligible for membership will receive an invitation letter at the beginning of the winter semester. Eligible students are strongly encouraged to consider membership in this prestigious organization. Did you know that Beta Gamma Sigma is recognized throughout the business world as the leading honor society for business and management education and is noted on your GVSU transcript? Membership in the society shows your commitment to excellence as well as your outstanding academic record. In addition to including BGS on your résumé, you will be able to network with over 675,000 members. Think of the job possibilities! With hundreds of thousands of members throughout the world, BGS gives you many opportunities to build your network. BGS also provides advice and resources to aid members in their professional careers. Lifetime BGS member benefit opportunities include discounted publications; insurance program, professional attire and technology offers; test prep discount offers; and, real estate, moving, car sales, jeweler, pet, and career assistance offers.

Remember, **only the top Seidman students are invited to join BGS.** If you have worked hard enough to earn an invitation, don't let this opportunity slip by. Stand out among your peers!

**Save the Date**– Finance Internship Expo–Thurs., Jan. 31, 2013, 4:00-7:00 p.m., Eberhard Center-Second Floor  
Refreshments will be served.

The Finance Department is hosting the fifth annual *Finance Internship Expo* giving students the opportunity to meet with prospective employers from the West Michigan area. If you plan on attending and/or would like your résumé included in the résumé CD for participating employers, please RSVP to [scbfinance@gvsu.edu](mailto:scbfinance@gvsu.edu) with your résumé attached, no later than January 21, 2013.

**Getting Prepared:** Career Services is hosting résumé workshops at DeVos Center on 11/5 and 12/4. Go to [www.gvsu.edu/careers](http://www.gvsu.edu/careers)-Career Events for more information. Students participating in the expo should attend one of the workshops before sending their résumé in for the CD.

## Seidman Student Code of Honor

By Dean H. James Williams and Lee Constantine, Ethics Committee, Dean's Undergraduate Student Advisory Board

### Introduction

The principles of truth and honesty are recognized as fundamental to a community of teachers and scholars. As such, the Seidman College of Business expects both faculty and students to honor these principles and, in so doing, to forge a lifelong commitment to ethical behavior.

It is said that business schools have appreciably more control over their environments than they once had and, therefore, are responsible for creating appropriate ethical cultures. In doing so, business schools foster among students the exercise of ethical norms society expects of us when we become business professionals (2012). This idea is strongly advocated by Dean H. James Williams and the members of the Seidman College of Business. In response to this, the *Student Code of Honor* was drafted and put into place by Seidman students and acknowledged by President Thomas Hass “for creating and adopting a moral educational compass.” This is a huge step forward for us as students of the Seidman College of Business in addressing the issue of responsibility regarding business ethics.

### Where to Find the Student Code of Honor

The *Student Code of Honor* is available to all students of this business school. A full version of the Code can be found on the Seidman Web site at <http://www.gvsu.edu/business/student-code-of-honor-208.htm>. In addition to this easy-to-find electronic version, it is the hope of Dean Williams that the paper version finds its way into the hands of every Seidman student, as it is important that we turn to this as a guide in times when we may be faced with a decision of academic dishonesty. Moreover, it represents a commitment to furthering the principles set by the Code and holding not only ourselves, but our classmates, to higher standards of responsibility and accountability (2011).

### Last Year's Violations

Unfortunately, I must report that since the inception of the *Student Code of Honor*, the College has had nine (9) violations reported. The violations ranged from copying another person's work, to providing unauthorized materials, to procuring unauthorized materials, to actually misappropriating club funds. The students who engaged in these unethical behaviors suffered punishments across the spectrum, including earning a failing grade for the assignment or examination, receiving a failing grade for the course, and even the filing of a criminal complaint with the Grand Rapids Police Department (along with reimbursing the misappropriated funds and forever being banned from serving as an officer in any Seidman student organization).

Of the nine reported cases, faculty members identified the unethical behavior in eight of the instances. In the other, a student took the initiative to report the unethical behavior. (Kudos to the student; the Code of Honor expects all students who witness unethical behavior to report that behavior.)

### Conclusion

The new Seidman College of Business *Student Code of Honor* asks us as members of the Seidman College of Business to take a pledge – one which reflects significant student leadership (in its development, implementation, and enforcement), conforms to the ideals of academic integrity, and encourages a community of trust (2012). This speaks volumes to us as students, not only about what kind of business school we are able to associate ourselves with, but about what kind of person we may have the privilege of becoming. I, for one, choose to take this pledge.

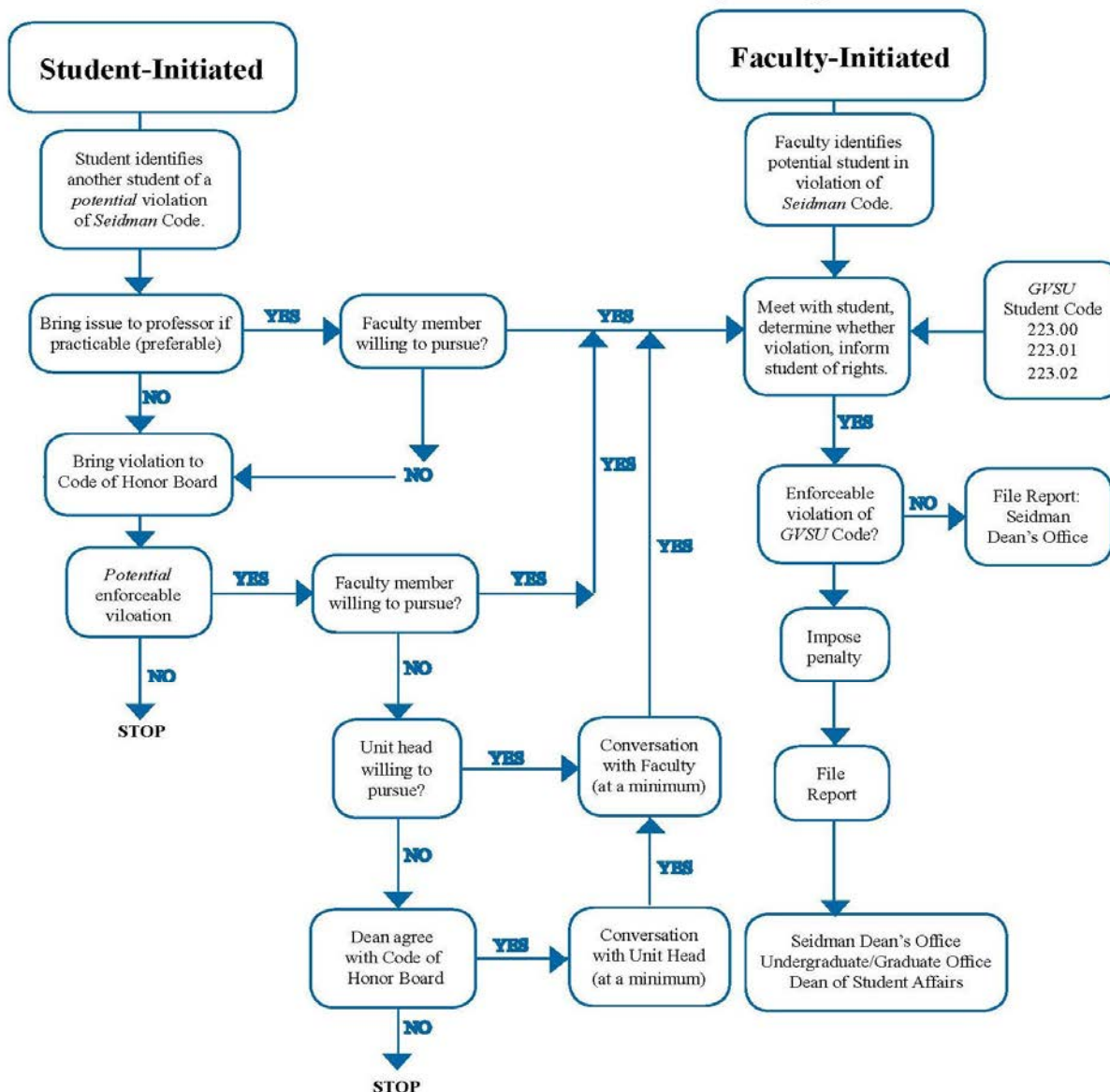
### Reference

Williams, H. James Ph.D. (2012) “Student Code of Honor: Part of the Solution?” Seidman Business Review: Vol. 18: Iss. 1, Article 9. Available at: <http://scholarworks.gvsu.edu/sbr/vol18/iss/9>

Seidman College of Business. (2012). Seidman College of Business Student Code of Honor. [www.gvsu.edu/business](http://www.gvsu.edu/business)



## Code Of Honor Enforcement And Reporting Process



### Board Composition:

- 1 faculty member
- 1-3 student members (Graduate Student Advisory Board)
- 3 student members (Undergraduate Student Advisory Board)

### Contact Information:

Michael DeWilde, Director  
Business Ethics Center  
Code of Honor Board

401 Fulton St. West  
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January 17, 2012

## Fulbright Award

**Congratulations to Dr. Ashok Kumar, professor of management.** He was selected as a Distinguished Fulbright-Nehru Professor to serve at Indian Institute of Technology in Delhi beginning in July. Kumar will serve for nearly six months, teaching a supply chain management course focused on green operations and supply chains. In December, he will organize a conference, "Emerging Paradigms in Operations and Supply Chain Management." A significant focus of the conference is sustainable operations and strategies.