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Seidman College of Business

Undergraduate Student Services Newsletter • 101B DeVos Center
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*A newsletter for undergraduate
students of business.*

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

Investment Portfolio Organization's Trip to Chicago, Illinois

By Brian Bakker, Senior Status in Finance & Business Economics – President, Student Chapter of IPO



IPO Students Visiting Chicago, IL

After clearing the cobwebs of a 4:00 a.m. wake-up and surviving the self-interested traffic in downtown Chicago, Seidman Investment Portfolio Organization's (IPO) annual trip yielded great benefit for the attending members. Upon departure, members were left soaked in knowledge from a few of the world's most powerful financial institutions.

IPO first visited the Federal Reserve Bank of Chicago, one of only twelve federal banks in the nation. The tour, complete with Q&A, gave members a more in-depth view of how the FED conducts monetary policy.

Our second visit entailed a crash course in agriculture and financial derivatives trading on the trading floors at the Chicago Mercantile Exchange Group (CME) Group, Inc. IPO members saw first-hand the excitement of trading floors; the very floors where billions of dollars worth of contracts trade globally each second.

IPO saved the best stop for last. Morningstar, Inc., a world leader in independent equity research, gave members over an hour of Q&A with two equity analysts and a recruiter from human resources. Members gathered wisdom about the current market turmoil, careers in equity research, and great résumé tips.

By gaining on-site knowledge of the financial system as well as strengthening newly created professional contacts, Seidman Investment Portfolio Organization continues to foster education among students interested in investing. In addition, IPO continues to spread Grand Valley State University's name outside of West Michigan.

Seidman Announces Two New Business Faculty



Dr. Anna Walz

Meet Anna Walz, Assistant Professor of Marketing. Anna received her Ph.D. from Louisiana State University, and MBA and BS from the University of Southern Indiana. Her graduate study was in Marketing and undergraduate work was in Accounting with a minor in Marketing. One of the main things that attracted her to GVSU was how Seidman cares for its students and employees. She also appreciates the fact that she would be supported not only in pursuing her research interests, but also in being the best teacher she can be. She has been impressed by what GVSU has to offer to all of its constituents. An “outdoors girl,” she enjoys camping, kayaking, hiking, biking, trying to play sports and traveling to new places. She recently moved to Michigan from Baton Rouge, LA.

Meet Vivek Dalela, Assistant Professor of Marketing. Vivek received his Ph.D. in Marketing from the University of Alabama. He enjoys teaching as well as conducting scholarly research in Marketing. In Seidman, he saw a school that valued striking the right balance between both these aspects of academic life. “The school encourages faculty to conduct quality research and at the same time appears to make sure that the whole academic effort remains geared toward the needs of the students. It is rare to come across institutions that can strike this fine balance, and this was the biggest attraction for me personally,” says Dalela. He enjoys reading literature related to spirituality and playing with his 3-year-old daughter. Now that he and his family have moved to Michigan, his plans include becoming involved in winter sports. Born and raised in India, Vivek now considers Michigan home.



Dr. Vivek Dalela

Searching University Libraries Resources: Summon

By Linda Masselink, Senior Librarian, Steelcase Library and Liaison to Seidman

A new search box appears on the library home page for your use: <http://www.gvsu.edu/library>. **Summon** simplifies searching the University Libraries resources. It mimics search engines you are currently using to find information. The difference is that Summon searches many Grand Valley resources at once. It searches Grand Valley’s collection of books, newspaper and journal articles, videos, and more. It connects you with information from several of our databases which makes it an excellent starting point for research. The single search box access takes away confusion about where to begin looking for information.

Summon is fast in providing you with many resources on your topic. Once you have a list of results, it is easy to narrow the list by date range, full text, scholarly articles, content type (newspaper, journal article, book) and even library location. It is easy to create a folder to save items during a search session. The selected resources in a folder can be exported to RefWorks account or emailed. When saving search results, specify an APA format for easier citing when writing up your research.

Summon can help you to begin your research quest. For more in-depth research, use the business related Library Guides linked to the library home page. The Library Guide will direct you to your best options for databases and websites for your topic area.

If you have questions or require assistance, contact Linda Masselink, Senior Librarian, Liaison to Seidman College of Business, at 331-7337 or masselil@gvsu.edu.



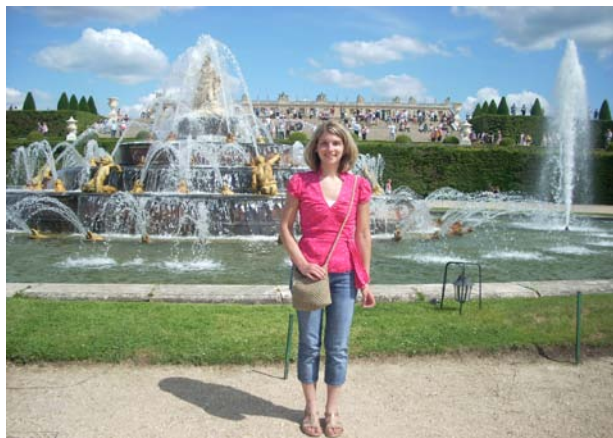
Linda Masselink

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Can Business Really Be Exciting?

By Alexandra Schmid, Special Programs Coordinator



Mary Gerlach, International Business Major

"The International Business program at Grand Valley takes you places, not only on adventures abroad, but also to new heights of learning in business classes." -- Mary Gerlach

Can Business Really Be Exciting? Yes it can! Interested in breaking the mold and pursuing the most "adventurous" business major at the Seidman College of Business? The International Business program offers not only some of the most thought-provoking and rigorous business-related courses, but it also encourages you to leave the country for study abroad and to learn a language. Why not consider the International Business major to create both educational

and fascinating college experiences? With a globalized economy and the trend of many small to mid-size companies to expand their target markets outside of the US, international business and cross-cultural skills have become increasingly desirable skills in the job market. Companies need to adapt to a constantly changing business environment and therefore value competent people with a global perspective. If you are interested in making your business studies more exciting through travel, culture, and learning a second language, international business may be the ideal area of study for you. The International Business major at the Seidman College of Business requires a language minor, a second business major and six credits of study abroad.

Even though the requirements of an IB major seem challenging, there are many opportunities to overlap and double count courses between the major, the business cognate and the general education program:

- By just taking your IB major courses, you may complete theme 15 (*ECO 369, MGT 466, MKT 359 are all in the IB major and in theme 15*).
- One of the upper-level economics courses within the IB major can double-count towards the business economics 3/400 level cognate requirement.
- Certain courses featured in the World Perspective GenEd (*ECO 369, 349; MGT 466 or language courses 202-level*) and the Social Sciences GenEd (*GPY 220, 235*) can also double count towards your IB major.
- Depending on your second business major, you may overlap 1-2 IB courses with the elective courses of the second business major.

If you like International Business but are not fond of learning a language, you still have the option of pursuing the Seidman International Business minor. The minor requires only 6 (18 credits) international business and culture related courses.

Taking business courses abroad is another way to make your BBA degree program experience more enriching. There are numerous business-related study abroad programs available, where you can take business major or elective courses at exciting locations, such as India, Spain or England.

To learn more about the **International Business programs** and/or **Study Abroad**, please contact Alexandra Schmid, Seidman College of Business, 447C DeVos, schmiale@gvsu.edu, Web site: www.gvsu.edu/internationalbusiness

UPCOMING EVENTS:

Study Abroad First Steps Information Session
Thursday, November 19, 2009 from 11:00-Noon
Room 302E – DeVos

Seidman Undergraduate Professional Development Series for November and December

These events are free and open to all students. Professional attire is requested.
Light snacks and beverages will be provided.

Monday, December 7, 2009

6:00-7:30 p.m.

University Club, Pew Campus

“Early Bird Gets the Worm”

Presenter: Lynann Byars

Are you looking at the job market and wondering how you are going to find the job of your dreams much less a job to help pay the rent? Come to this event and have Lynann Byars assist you in organizing your job search and career planning. Ms. Byars is a GVSU alumna having received her BS in Communications in 1992 and MS in Communications in 1996. She has been an educational instructor, a corporate communications instructor and a seminar facilitator - consultant since 1995. Lynann focuses her efforts on creative career planning and job search strategies. As a communications consultant for WOOD TV-8, she is the epitome of an academic mind working within corporate cultures to inspire thoughtful and creative change.

New Course Winter 2010

MGT 380-Brand & Image Management in a Media
Spotlight

Tuesdays 6-8:50 p.m., Room 611, Eberhard Center

This is a hands-on course based on real world situations and issues. Businesses come under broad community scrutiny and second-guessing because of the way they are presented to the public by the media. Students will interact with experienced business leaders who have, in an instant, become headliners and television celebrities because of events that touched their companies. The focus will be to develop plans for handling the unexpected crisis and strategies for brand and image management.

Reception Planned for Graduating Business Students

The Seidman College of Business is pleased to invite all graduating business students to a special reception immediately following the commencement ceremony on Saturday, December 12, 2009 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.

The reception is an opportunity for Seidman graduates to celebrate their accomplishments with fellow Seidman graduates, faculty and staff.

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 the Seidman College of Business Special Projects Assistant, 250 Lake Huron Hall, 1 Campus Drive, Allendale, MI 49401.

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