

Gain Business Consulting Experience in India – A Business Focused Summer Study Abroad Program

By Alexandra Schmid, Special Programs Coordinator



Seidman Students in Front of the Taj Mahal

If you want to gain more practical experience as well as international exposure to strengthen your résumé, look no further than the new India program. The Seidman College of Business has developed a new partnership with the National Management School (NMS) in Chennai, India, that not only provides a challenging academic and cultural program, but also hands-on international business experience through a real corporate consulting project. This business-focused study abroad program runs for five weeks (May to June) 2012 and incorporates the following highlights:

- Gain practical experience with a corporate consulting project, which allows you to work alongside top management executives, business faculty and a team of students from India.

- Earn 6 business credits: BUS 301 – International Business and Culture in India (3 credits) – theme 15 course and BUS 499 – Independent Study/Project – a Corporate Consulting Practicum (3 credits) – Graduate credit for MBA, MSA or MST may be available.
- Participate in a multi-city tour of India: Spend the last week of the program traveling across India to special sites such as the Red Fort (a former Indian palace), the bustling cities of Mumbai and New Delhi as well as the Taj Mahal.
- Enjoy the central location of the business school in Chennai and easy access to the city center and beaches.
- Stay on-campus in excellent student housing with air conditioning and a recreation center.
- Receive assistance from the NMS's Program Coordinator, who will support you in every step of the process.
- Cost: The program fee is \$2,600 which includes housing, meals, all travel and excursion cost in the country, plus \$2,200 tuition for six credits.



National Management School, Chennai, India

What makes this program remarkable is the opportunity to combine business studies with hands-on practical experience. With this program, you will strengthen your communication skills, gain cross-cultural competencies, take your teamwork skills to a new level and gain real business consulting experience on an international level. Most importantly, you will have an unforgettable experience in one of the most beautiful and exciting countries in the world, India.

To learn more about the program, please contact Alexandra Schmid, Seidman College of Business, 447C DeVos (schmiale@gvsu.edu/616.331.7452) or Dr. Sridhar Sundaram, chair, Finance Department (sundarsr@gvsu.edu/616.331.7433) or www.gvsu.edu/internationalbusiness click on Study Abroad.



Sanford

Grand Valley's Alumni 2011 Outstanding Educator Award

Congratulations to Dr. James Sanford on having received the University's prestigious Alumni 2011 Outstanding Educator Award. He was recognized at a dinner Friday, April 29, 2011 and again at the Saturday morning commencement exercises on April 30.

Students Take Second Place at Supply Chain Challenge

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A team of four Grand Valley State University students took second place at the 2011 Supply Chain Challenge held at Michigan State University April 7-8. Grand Valley placed first at the 2010 Supply Chain Challenge and second at the 2009 event. Seidman College of Business students Greg Rotman, Anna Veldman, Alexandra VanderMoere and Allison Whipple, along with their advisors, Ashok Kumar and Vivek Dalela, competed against 75 other participants from 16 universities around the state and country.

"We are so proud of the accomplishments of our students," said Jaideep Motwani, professor and chair of the Management Department in the Seidman College of Business. "We take a holistic approach so our students learn all aspects of supply chain management. Their continued success in this competition and in the workplace and the dedication of our faculty has solidified our program's strong reputation nationally and internationally."

The competition involved a supply chain simulation developed at MSU in cooperation with several major corporations including Chrysler, Dow Chemical, Flextronics, IBM and Motorola.

Students were introduced to the simulation and had to decide which suppliers to use and what modes of transportation to use for inbound raw materials. Productions had to be scheduled based on a demand forecast and orders had to be filled involving transportation mode selection. Teams were measured on total revenue, order fulfillment, inventory turns and a profit figure.

"We only had three-and-a-half hours to work on the simulation and we used every minute of that time," said Rotman. "We worked well as a team and trusted each other." Veldman said the team felt prepared because of the real-world skills they already learned in classes.

VanderMoere said the simulation was like running a company. "We had to figure out every step from product to customer; we split into two teams with two of us handling supply and two handling demand," she said. Whipple said the supply chain program at Grand Valley is unique. "We were familiar with the process placed before us because of the coursework and class projects and simulations that are required in our major. The program gives us the skills needed to win competitions like this and find jobs.

Three of the four students graduated in April 2011 and have already found jobs. Veldman was hired as a buyer for Amphenol-Borisch in Kentwood; VanderMoere was hired as an inbound logistics coordinator for Irwin Seating in Grand Rapids; and Whipple was hired as a logistics coordinator for Chep in Orlando, Florida. Rotman is a senior at Grand Valley.

Teams from Ohio State University took first place and MSU took third place. Competing universities included Arkansas State University, Central Michigan University, Eastern Michigan University, Grand Valley State University, University of Kentucky, University of Maryland, Miami (OH) University, Northeastern University, Ohio State University, Portland State University, Rutgers (State University of New Jersey), University of Texas, Texas Christian University, Towson State University, Wayne State University and Western Michigan University.



2011 Supply Chain Winners

Student Professional Development Program

By Catherine Jones-Rikkens, Director

This fall, the Seidman Student Professional Development Program will offer many opportunities for undergraduate students:

Thursday, October 13, 2011 – Professionals of Color Lecture Series, "What is the Impact of Globalization and Immigration on Business Around the World" featuring Dr. Marcelo Suarez-Orozco, 6:00-7:30 p.m., Loosemore Auditorium, DeVos Center. Co-sponsored by the Office of Multicultural Affairs and the Seidman Professional Development Program.

Thursday, November 17, 2011 – *What DO Employers Want?* Co-sponsored by the Seidman Business Ethics Center and the Seidman Professional Development Program, 6:00-8:00 p.m., Alumni House, Allendale Campus.

Thursday, December 1, 2011 – *Networking 101: The Company Holiday Party and Beyond* featuring Kim Monaghan, 6:00-8:00 p.m., Alumni House, Allendale Campus.

Stay tuned to *Connections* for Professional Development Program events happening winter 2012.

Economics Open House

Tuesday, September 20, 2011

11:45 a.m. to 1:15 p.m.

2263 Kirkhof Center, Allendale Campus

Pizza and pop provided

Students can sign up right up to the day of the event by calling 616-331-7290, emailing economics@gvsu.edu, or stopping by either 418C DeVos Center or 250 Lake Huron Hall.

6th Annual Careers & Curriculum in Finance

Thursday, September 29, 2011

6:00-8:00 p.m.

Loosemore Auditorium, DeVos Center

Dress Code: Business Casual

Food and door prizes

RSVP by 9-21-11 to the Finance Department, 4th Floor of Building C, DeVos Center or calling 616-331-7390 or sending an email to scbfinance@gvsu.edu.

GVSU Libraries Add New Business Information Databases

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

New database sources for international information:

ProQuest Asian Business and Reference: Offers detailed information on companies, economies, markets, and overall business conditions throughout the Eastern Hemisphere. A great deal of information on international trade is available as well.

- News and current awareness sources – frequently updated full-text coverage of political, social, economic, cultural, financial, and business news stories at national and regional levels from key newspapers, magazines, and journals.
- Country information and statistics – political, economic, social and business profiles; guides and outlooks; core national and regional statistics; frequently updated economic, financial and demographic series and analysis.
- People and institutions – organizational, directory and biographical information for national government, the civil service, and business and cultural organizations.
- Policy and analysis – national and regional level full-text archive of white papers, government documents, journals, and legislation complete with selected topic analysis.

IBSS: International Bibliography of the Social Sciences: An essential online resource for social science and interdisciplinary research. IBSS includes over two million bibliographic references to journal articles and to books, reviews and selected chapters dating back to 1951. It is unique in its broad coverage of international material and incorporates over 100 languages and countries.

Major areas of coverage include: accounting, business studies, economics education, international relations, industrial relations, organization theory, cultural studies as well as environment, health, public administration and many other subjects.

New database sources for Banking, Accounting and Taxation:

ProQuest Banking Information Source™: Combines the currency of the Internet and the perspective of industry journals to provide access for financial services research. With over 640 of the most authoritative sources of information, ProQuest Banking Information Source coverage includes: industry and professional newsletters, School of BankMarketing Papers, Stonier Theses. The database brings together leading journals from international markets.

ProQuest Accounting and Tax: Brings together highly ranked global and scholarly journals for locating current news and topics as well as the trends and history influencing important accounting and tax issues of the day.

ProQuest Accounting and Tax includes:

- Highly ranked global and scholarly journals, including all journals from the American Accounting Association
- Accounting, tax management, and auditing trade publications from top publishers such as CCH, Aspen, Thompson Professional and Regulatory Services, Source Media, Tax Management Inc., and Euromoney.
- AICPA publications
- Tax law and financial law publications from notable sources such as the American Bar Association and American Law Institute
- Global accounting and tax journals from the UK, Canada, Australia, France, Spain, Ireland and more
- Financial advising, governance, and risk management publications from Incisive Media, CFA Institute, and Association for Financial Counseling and Planning
- Accounting dissertations
- Working papers from Social Science Research Network (SSRN)
- Select conference proceedings for accounting

Seidman Faculty in the News ... Drs. Paul Isely and Simha Magal



Dr. Paul Isely

Congratulations to **Dr. Paul Isely**, chairperson of the Seidman Economics Department and professor of economics! Dr. Isely has been appointed to Michigan's Utility Consumer Participation Board by Governor Rick Snyder. The main task of the Board is to allocate funds to groups representing residential energy users to give them a fair voice in cost recovery proceedings in public service (*Lantern*, July 14, 2011).

Congratulations also to **Dr. Simha Magal**, professor of management, for receiving the SAP "Outstanding Service Award!"



Dr. Simha Magal

GVSU Athletic Department Saves Over \$11,000 in Three Months Using ooVoo

By Seidman Student Douglas Trudeau, Senior Status, Management Major

Over the summer months, Team ooVoo has worked with GVSU athletic director, Tim Selgo, and the entire Athletic Department to implement ooVoo into their department to save money, time and reduce its carbon footprint. ooVoo is a video conferencing service and the company's business plan is offered free to GVSU students, faculty, and staff who sign up at www.gvsu.edu/ooovoo/ and use their GVSU email address.

Team ooVoo is comprised of GVSU students and faculty members who include Professor Star Swift, Bart Bartels, John Klein, Christine Davis, Kristen Frens and Seidman students Mike Angerbrandt, Sarah Swiatek, and Douglas Trudeau. The main objective of Team ooVoo is to track the monetary savings, time saved, and the carbon dioxide emission avoided by using ooVoo in place of traveling via automobile, airplane or train. When tracking the savings, the Team takes into account fuel that would have been used to travel, food and lodging expenses avoided, and salary money saved by reducing the tasks of the search committee (i.e. picking up candidates from airport and hotel). In addition, the Team uses any negative expenses incurred such as sending a web cam to a candidate, training the candidate on the use of ooVoo, and supplying the department with the proper video presence equipment needed.

Tim Selgo was eager to get involved with Team ooVoo as he began searching for an assistant athletic director. To-date, the Athletic Department has saved over \$11,000 in just three months by doing first round interviews via ooVoo. Selgo says, "We not only saved close to \$11,000 in expenses, but we also saved a great deal of time for all of the search committee members and staff." The use of ooVoo allows the Athletic Department to allocate the saved money and time to other areas of the department.

In a time when the cost of travel is becoming increasingly more expensive, it is making face-to-face communication more difficult for conducting business long distance. Thus, exploring alternative ways to effectively communicate is essential. Selgo states, "Besides the savings in cost and time, there is no question face-to-face communication is still the best way to communicate and ooVoo allows us to make that happen. There were no interruptions in the interview process and the quality of the interviews was outstanding."

Selgo used a tech unit now provided by the University Information Technology department that runs the meetings from set-up to tear down. The unit makes sure the best available equipment is used and the technology runs smoothly throughout the meetings. The cost for the service is \$10.00 per hour and is available to all departments within the university.

Team ooVoo is eager to continue its work this academic year with the Athletic Department based on the tremendous success they have had so far saving money and making a conscious effort to make an environmental impact through business sustainability. For more information, please go to www.gvsu.edu/ooovoo/.

New Faculty Spotlight



Meet Dr. Chris Hinsch, assistant professor of marketing. Chris is a welcome addition to the Seidman team teaching Services Marketing and Marketing Strategy for the 2011-12 academic year.

He received his BSBA and BSMIS undergrad degrees and MBA from the University of St. Louis-Missouri.

He obtained his undergraduate and MBA degrees working full-time, taking night classes almost exclusively. He graduated with his Ph.D. from the University of Missouri.

Before coming to GVSU, Dr. Hinsch taught Services Marketing and Marketing Strategy at the University of Missouri. He worked for five years at RPS (now FedEx Ground) and left as the Morning Sort Dock Coordinator at the St. Charles location.

Asked why he chose to take the position at Grand Valley, he responded, "Great atmosphere in the department. Like the student profile (similar to me in many cases)."

Motorcycles, mountain biking and raising two boys are his hobbies.

New Faculty Spotlight



Welcome Dr. Thomas McGinnis as the assistant professor of management. After graduating with an AS in Management and a BS in Computer Info Systems, he worked with Dow Corning Corp. in Midland, Michigan, with his main area of expertise, ERP. He obtained a MS degree in MIS with a concentration in ERP from CMU in 2005.

In 2006, he moved to Denton, Texas, and worked on his Ph.D. at the University of North Texas, finishing May 2011.

Dr. McGinnis will be teaching Intro to MIS, Enterprise Information Systems and Basics of Integrated Business Processes for the 2011-12 academic year.

Asked why he chose GVSU, he replied "As a comprehensive school, GVSU has the education philosophy I was looking for. The ERP Initiative was well aligned with my interests as well. The size and location were also a match. All-in-all, there wasn't much of a decision to make; when it came to GVSU, all my criteria had checkmarks in the 'plus' column."

His hobbies include brewing his own beer, collecting and listening to old radio shows, fly fishing and fly tying.