

It's Everyone's Business is a monthly newsletter created by Truman State University's School of Business Academic Peer Mentors.



2012-2013 Peer Mentors (Not pictured: Michele Oberkrom)

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## Mark Your Calendar!

Midterm Break: 10/11-10/12

Homecoming: 10/20

Boeing Blitz: 10/22

Career Expo: 10/24

ABC's for Success: 10/29

Graduate School Expo: 10/29

# It's Everyone's Business

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## School's Back in Session!

Classes are back in session for the 2012-2013 school year. The School of Business is bustling with new and returning students eager to learn and become future business professionals. The School of Business has exciting changes and additions since last school year and will continuously improve itself and its offerings throughout the new school year. Some additions and changes:

- Two new accounting professors: Dr. Darla Honn and Kathy Otero
- New first floor welcome sign in Violette Hall
- Undergoing AACSB reaccreditation
- Marketing Research (BSAD 360) revamping School of Business website and providing recommendations for School of Business social media ventures

## CAREER WEEK

Career Week is October 22-25. Additional information about the following events can be found at the [Career Center's](#) website.

### Monday, October 22

- Resumania
- Immigration/Employment Options After Student Status

### Tuesday, October 23

- S.C.O.R.E. Mock Interviews
- Etiquette Dinner
- "Own your Career...Don't be a call me maybe"

### Wednesday, October 24

- Career Expo
- "I Went to the Career Fair Today - Now What??"
- Target Information Session

### Thursday, October 25

- Employer Interviews



# School of Business Student Organizations

## Many Possibilities...

Truman has over 250 student organizations on campus and 9 within the School of Business. These organizations provide students with leadership skills, valuable experiences in their chosen professions, and the opportunity to network with students, alumni, and employers.

**Alpha Kappa Psi (AKPsi)** is a co-ed professional business fraternity that is open to all students studying or having interest in business, accounting, or economics.  
<http://akpsi.truman.edu/>

**American Marketing Association (AMA)** provides members with the opportunity to get involved in various business and community relations activities. It is open to any major with an interest in marketing, advertising, communications, and business.  
<http://ama.truman.edu/>

**Beta Alpha Psi (BAP)** is an international scholastic and professional organization for Financial Information Professionals.  
<http://bap.truman.edu/>

**Beta Gamma Sigma** is the AACSB's honor society for the business and accountancy program. Members must rank in the upper 7% of their junior class, upper 10% of their senior class, or upper 20% of their graduating master's class.  
<http://www.betagammasigma.org/>

**Delta Sigma Pi (DSP)** is a professional fraternity open to all accounting, business, and economics majors. Truman's chapter is one of the most prominent chapters in the nation.  
<http://dsp.truman.edu/>

**National Association of Black Accountants (NABA)** is concerned with enhancing opportunities for minorities in the accounting, finance, and business related professions.  
<http://www.nabainc.org/>

**Phi Beta Lambda (PBL)** is a professional, social, and service organization, promoting better understanding and appreciation for the principles of business management and good fellowship among its members and other organizations. Membership is open to all majors.  
<http://pbl.truman.edu/>

**Enactus** (formally known as SIFE) is a nonprofit organization that gives students the tools to learn the free enterprise system in a real working situation. Enactus is open to all majors.  
<http://sife.truman.edu/>

**Bulldog Student Investment Fund (BSIF)** is a hands on learning laboratory for students who are interested in investments. Students are given the opportunity to actively manage a fund and make decisions about equity and cash positions.

## Why Getting Involved is for Everyone

Many first year college students, or even third years, might be hesitant to commit to an organization on campus. This is a completely normal reaction. After all, college is already a very hectic time and joining a group on campus means giving up your time and taking on additional responsibilities.

Finding that special group of people that you identify with can shift a campus full of large buildings and strange faces into a place that you can call home. The college experience is about much more than taking notes. Becoming involved opens up a **wide range of possibilities**, such as exploring new interests, finding

a niche outside your classes, developing leadership skills, and meeting a variety of people that you wouldn't see during your normal day.

Here are a few questions that might help you get started on figuring out what type of organization would be best for you: Are you interested in making friends? Continuing a high school interest? Are you looking to work on something that you believe in? Are there any financial obligations?

Once you have some idea about what you're looking for, the next big step is finding your future organization. Every

semester, Truman hosts an **Activities Fair**. Attending is a great way to talk to members of many different organizations and see which one is the right fit for you. Talking to your friends or classmates is another way to learn about a variety of organizations.

After you have narrowed your search down to that perfect group on campus, make sure to be proactive. Introduce yourself to new and old members, and ask questions about yearly events carried out by the organization. Lastly, when looking for an organization that is right for you, make sure to *have fun!*

# Choosing the Right Concentration

One of the most important decisions a student has to make in college is what to major in. A student's major can determine what career field he/she ends up in. However, choosing the right concentration is equally as important. Specializing in a specific area in a chosen field provides students with valuable skills, making them more marketable.

The School of Business offers **four** concentrations for Business Administration majors: Finance, International Business, Management, and Marketing. The first step in choosing a concentration is to understand the differences between them. The chart below briefly introduces each concentration.

## FINANCE

Classes: Corporate Finance, Investments, Seminar in Finance

Topics: financial decision-making process, function of financial markets, acquisition and management of capital

Careers: Actuary, Bank Manager, Financial Planner, Insurance Agent, Real Estate Broker/Agent, Securities Analyst

## INTERNATIONAL BUSINESS

Classes: International Marketing, International Management, International Financial Management

Topics: serving customers in international markets, taking local businesses global, government relations, policy analysis, investments in foreign markets

Careers: Study Abroad Program Coordinator, Political Analyst, International Sales and Marketing Representative, International Customer Service Representative, Global Marketing Services Analyst

## MANAGEMENT

Classes: Project Management, Human Resource Management/Negotiation, Management Information Systems

Topics: performance evaluation, staffing, compensation, entrepreneurship, conflict resolution, human resources, strategic information systems

Careers: Corporate Trainer, Human Resource Administrator, Labor Relation Specialist, Management Analyst, Operations Manager

## MARKETING

Classes: Marketing Research, Consumer Behavior, Brand Management and Strategic Marketing

Topics: acquisition and retention of customers, delivering customer value, consumer behavior, advertising, designing and interpreting research, retail management

Careers: Brand/Product Manager, Business Publication Designer, Marketing Research Analyst, Media Analyst/Buyer, Sales Promotion Director

## General Tips for Choosing a Concentration

**Talk to upper-level business students.** You can gain insight about classes, preview textbooks, and learn about jobs or internships from peers.

**Look into requirements for each concentration.** Only offered as a Bachelor of Arts degree? Must study abroad? Take a

close look at requirements and see what fits best with your schedule.

**Take advantage of professionals on campus.** Professionals, such as those who visit during Career Week, can describe what skills and qualifications are needed for a particular occupation.

**Assess your strengths and weaknesses.** Good with foreign languages? Understand financial markets? Like working with numbers? Examining your strengths and weaknesses can help determine which concentration is a great fit.

# Meet the Peer Mentors

There are 10 peer mentors serving first and second-year School of Business students for the 2012-2013 school year. Three are featured in this issue. Check back next issue for more profiles. Information about the School of Business Academic Peer Mentor program can be found at the program's website, <http://peermentors.truman.edu>.



*Amy Huetsch*

Major: BSAD - Finance & Mgmt.  
Hometown: Columbia, IL

**What made you want to join the Peer Mentor Program?**

My freshman year I was a mentee and found the program to be extremely useful. Now as an upper-classman, I want to share my knowledge with younger students.

**What is your favorite thing to do after you get home from class?**

I love grabbing a snack and watching an episode of How I Met Your Mother on Netflix.

**What do you hope to do after college?**

I hope to work for a St. Louis company in their finance department.

**What are your extracurricular activities?**

I am on the executive board of Delta Sigma Pi and I am a member of Beta Alpha Psi.

**What's an item on your bucket list?**

Travel across Europe.

**Who do you admire most?**

My Grandpa because he's overcome so much in his life and is the sweetest person I know.



*Ashley Lynch*

Major: BSAD - Int'l Business & Mgmt.  
Hometown: Webster Groves, MO

**What made you want to join the Peer Mentor Program?**

I enjoyed my time in the program as a mentee and thought it was a great idea to give to others what my mentor gave to me.

**What is your favorite thing to do after you get home from class?**

Turn on some Pandora!

**What do you hope to do after college?**

I would like to work for a larger company with employees that I get along with and given challenging tasks.

**What are your extracurricular activities?**

Alpha Kappa Psi, Volunteering at the Women's Resource Center, and Enactus

**What's an item on your bucket list?**

Buy a house and pay it off

**Who do you admire most?**

Harry Potter. He just keeps going even when people don't like him.



*Erin Sullentrup*

Major: BSAD - Marketing & Finance  
Hometown: St. Louis, MO

**What made you want to join the Peer Mentor Program?**

I benefited from the program as an underclassman, and I wanted to use my knowledge and experience to help others. It is a great way to meet other students in the School of Business.

**What is your favorite thing to do after you get home from class?**

My roommate and I love to watch the best TV show ever: Gilmore Girls. We're currently on Season 5!

**What do you hope to do after college?**

I would love to find a marketing job that will allow me to travel for business.

**What are your extracurricular activities?**

I am a member of Delta Sigma Pi and on the Executive Committee for SAB.

**What's an item on your bucket list?**

I would love to go to the Winter Olympics someday!

**Who do you admire most?**

Eleanor Roosevelt because of her resilience, dedication, compassion, determination, confidence, and advocacy for others. I aspire to become a person who possesses many of her honorable qualities.