Business Students to Raise Money for Frank Beltran Scholarship Fund by Bruce Barringer

Students of BUS 368.02 Management Skills will be running their own businesses this semester. Their purpose is to gain leadership concepts in project management as well as get a grasp on real-world entrepreneurship. This program is modeled after the University of Oklahoma’s Price College of Business curriculum.

Professor Melissa Waite, who will be overseeing the project stated, “This offers student teams the opportunity to learn project management skills and run a real business. The college administration has been very supportive of this concept and I’m thrilled to be offering students such a meaningful learning experience.”

All proceeds from this venture will go to the newly developed Frank Beltran Scholarship Fund. Frank Beltran was a faculty member at SUNY Brockport who sadly lost a battle with cancer in December. Individual donations to the fund can be made payable to the Brockport College Foundation - Frank Beltran Scholarship, and will be collected by Pam O’Keefe in 119 Hartwell.

Kodak Reaches a Digital Milestone by Matthew Kashdin

In September 2003, Kodak acknowledged that its analog businesses were declining and could not be repaired. Kodak then devised a strategy to transition itself into a dominant digital photography, medical imaging and commercial printing company. The transition included eliminating up to 25,000 jobs, many of them in Rochester. Part of the transition to digital includes consolidating North American color photographic manufacturing to other factories by shutting down the Rochester operation. The company is also closing a Rochester-based business that recycles polyester waste. As a result of trimming its workforce, Kodak has lost its longtime position as the largest employer in Rochester, being surpassed by the University of Rochester/Strong Health.

Kodak reached a milestone when it announced its 2005 earnings: digital sales accounted for 54 percent of total revenue in 2005. This was the first time digital revenue exceeded film, paper and other chemical-based businesses for Kodak.

As Kodak continues to go digital it may lead to the elimination of more jobs in Rochester. However, Kodak’s digital transformation could create new opportunities for graduating students to work for the new digital Kodak. In some situations it may be economical for the company to hire recent graduates rather than retrain their current employees. Although every lost job at Kodak in Rochester is devastating, this transformation has the potential to strongly influence the Rochester economy.

Dates of Interest:

- Full semester course drop period ends: Monday, 2/20 5 p.m.
- Spring Break Begins: Saturday 3/11 5 p.m.
- Paychex Networking Event Registration Deadline: Friday, 3/24
- Spring Jobs and Internships Fair: Wednesday, 3/29, Union Ballroom
- Deadline to Withdraw without Departmental Permission: Friday 3/31 5 p.m.
- Scholars Day: Wednesday, 4/12
- Commencement: Saturday, 5/13
Alumni Spotlight: David Mandrycky, Class of 1997

Dear Dazed: I am a senior and have no idea what career I want. Please help me! - Dazed & Confused

Dear Dazed: After working at four colleges, I can confidently tell you that about 90 percent of college graduates say the same thing! You may have heard another student say something like this “I want a job on the East Coast and I am keeping my options open so I can apply to a variety of jobs.” That is the “PC” way of repeating your original question! Though I cannot answer your question in its entirety in one article, I can provide some insights.

Not a career: Let’s start with the basics. You are not (necessarily) looking for a career. You are searching for a job. A career is something you look back upon when you are done with your working life. This will be the first job of many. Don’t panic, even if you want to stay at the same company for the next several years, you will have more than one job. Also, by selecting something to pursue (i.e., commercial banking or management training programs) you are not leaving behind other options. You can always pursue something else in the future.

Time to start and target. A good job search always begins with exploration. You can visit www.bls.gov for the Occupational Outlook Handbook. You can type a general keyword (i.e., analyst) and then read about a variety of occupations. You may also want to get the “What can I do with a major in...” series from me. This provides detailed areas within business and strategies for each function. Once you have explored and selected a couple of general areas, I can help link you to specific jobs and organizations. There are also numerous job search strategies (just looking on “Monster” is a passive technique) and your situation determines the method (i.e., do you want to go to Phoenix, Rochester, or DC?). For most of you, this is your first job search. I am here to help you learn and be successful throughout your job search. I will help you explore jobs, create goals, write a resume, apply, and interview. Good luck in your job search and please arrange a time to meet with me to get started. Appointments with me can be made through either of the secretaries in 119 Hartwell.

How do you think graduating from SUNY Brockport helped you with your career? What I learned in school I was able to apply in business.

What advice would you give to SUNY Brockport students? They should learn as much as possible about different career paths that they might be interested in. And be aware that managers and interviewers will base their decisions partly on what you do in school, such as class projects. Try to be specific about how you handled different situations and how you worked with your team.

What do you think graduating students might expect for starting salaries? It depends on how much experience you have in the area, how well you did in school, what types of projects you did, and mostly where you are applying and for what position. However, in the Rochester area you can expect about $25,000 - $45,000.

Dear Jeff: I am a senior and have no idea what career I want. Please help me! - Dazed & Confused

Dear Jeff: After working at four colleges, I can confidently tell you that about 90 percent of college graduates say the same thing! You may have heard another student say something like this “I want a job on the East Coast and I am keeping my options open so I can apply to a variety of jobs.” That is the “PC” way of repeating your original question! Though I cannot answer your question in its entirety in one article, I can provide some insights.

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Why did you choose to go to SUNY Brockport? I didn’t want to go too far away from home or attend a larger school and feel overwhelmed. SUNY Brockport had a good reputation and was not too big and not too small, but large enough to enable me to meet a lot of interesting people.

What was your major? I originally went for psychology and sociology. Then while I was working in the restaurant business and helped with training and hiring people, I realized I wanted to be in HR. I switched my major more to the management side and kept sociology as a minor.

Did you have a favorite class and favorite professor? Organizational Behavior with Dr. Donald Borbee. We dealt with real case problems and marketing solutions and worked in teams on a very useful and memorable project – a formal marketing strategy for a new mascot for the Rochester Red Wings. I was chosen to present it in front of executives and our team won. It gave me more confidence and helped me move forward in school and in my career. It was an incredible experience for me.

What did you like the most about SUNY Brockport? SUNY Brockport gave me a different perspective on what I wanted to do and who I wanted to be.

What path did your career take after graduation? I worked for a few companies, learned from different people and gained necessary experience in my profession. Now I work at Paychex as a Recruiting Supervisor.

What do you like about your current job? It helps me interact with interesting people and learn more about people in general.
Is Your International Textbook Legal?  by Steve Andrus

Every semester (and year after year) millions of dollars are spent by college students (or their families) on required textbooks. Since college students typically have a small and limited cash flow they have devised several different strategies for saving money when it comes to buying textbooks. One strategy is to purchase books online and in particular to purchase an “International Edition.”

International edition textbooks contain the same content but are typically soft-cover and sell for much cheaper than even a used hard-cover edition. The books are also commonly in just black and white text. What makes some people nervous about these books is a line of text usually on the front cover: “Not for Sale in the US” or something similar. Where do these books come from? Are they pirated? Can I legally buy them?

First of all, the books are not pirated as they are legitimately published by the publishers for sale in different markets, such as Europe or Asia. The books are priced cheaper to appeal to the market in which they are sold. Thanks to the Internet, some people have started businesses by reselling the international edition textbooks to U.S. consumers.

For a legal perspective we can look to U.S. Code, Title 17, Chapter 6, § 602, Clause (b) which states, “In a case where the copies or phonorecords were lawfully made, the United States Customs Service has no authority to prevent their importation…” Essentially, since the books were lawfully manufactured and sold US Customs cannot prevent importation.

Now that we have established that the books have been legally imported, is it legal to sell them? For that answer we again turn to the U.S. Code, Title 17, Chapter 6, § 602, Clause (b) which states, “Notwithstanding the provisions of section 106(c), the owner of a particular copy or phonorecord lawfully made under this title, or any person authorized by such owner, is entitled, without the authority of the copyright owner, to sell or otherwise dispose of the possession of that copy or phonorecord.”

Therefore, as long as the book was legally obtained in another country, the seller then has the right “to sell or otherwise dispose” of the books, which often means selling them online to college students.

Some popular online textbook websites include Half.com and Amazon Marketplace. To quickly search and compare online book sellers you can check out http://www.cheapesttextbooks.com/

Note: It is not the intent of the author to provide any legal advice or services.

Student Class Requests Are Not in Vain
by Bruce Barringer

Jerald Weaver, Ph.D., Associate Chair of the Business Administration and Economics Department, says the hardest part of his job is “saying no to students.”

Many students in the Department at one time or another have requested to get into a closed class. For the past six years these requests have been decided by Dr. Weaver. He states that the reasoning behind his decisions is quite in-depth and that a lot is taken into consideration. Dr. Weaver testifies that in his six years, he has never made a decision that would prevent a student from graduating on time.

Dr. Weaver has spent 30 years teaching, and along with the rest of the Department faculty, is looking toward the future. The Department’s AACSB accreditation is intended to certify the Department’s commitment to current students, prospective students and to improving itself. With every decision he makes, Dr. Weaver is demonstrating his commitment to doing what is best for the students.

Sign In to Support a Student Lounge
by Steve Andrus

The student lounge in the Business Administration and Economics Department isn’t just for students. It is actually the faculty lounge but has been open to students for the last few semesters while a search for a new permanent student-only lounge is in process.

The student lounge was previously located across from the computer lab in the Philosophy Department wing of Hartwell Hall. When former SUNY Brockport President Dr. Paul Yu returned to Brockport as a faculty member the lounge was converted to an office for him. Since then, the Business faculty have sacrificed their lounge and shared it with the students while a permanent student lounge location in Hartwell is found.

To help support the cause for a student-only lounge we must provide evidence that there is a desire and demand. This is why you will find a sign-in sheet on the table in the lounge. By signing in every time you visit you will help demonstrate to the College administration that there is a need for a dedicated student lounge.

It has become increasingly difficult for faculty and students to share the lounge because of the demand for limited space. Currently the shared space is used for staff meetings, alumni and advisory council meetings and other various events sponsored by the Department. Please do your part to justify a student lounge by signing in every time.
Business Department Offers New Degrees in Finance and Marketing

by Jeff Diekvoss

On January 30th, 2006, the SUNY Brockport Department of Business Administration and Economics released information on two new degrees offered by the Department, effective immediately. The two degree programs are a Bachelor of Science in Finance and a Bachelor of Science in Marketing. The two programs will replace the current degree program of a B.S. in Business Administration with concentrations in Finance or Marketing.

As stated in a memo from Department Chairman Bill Dresnack to the department students and staff, the new degree programs have been developed from “the direct result of comments and suggestions for improvement made by advisory boards, employers, external program reviewers, alumni and students.”

The adjacent table lists the new requirements for the separate degree programs.

The changes look to strengthen the Business Department’s programs and provide a degree to students that is challenging and advantageous. Dresnack states that “The change to specialized majors in Finance and Marketing was endorsed by our Business Advisory Council as a way of improving our reputation in the business community. These degrees will give our students an enhanced opportunity to compete for professional positions on a regional and national level. They also signal to employers a focus and knowledge greater than that of a general degree, and should prove more marketable.”

Students are advised to speak to their advisors if they are currently enrolled in either of these two specialties to learn more about the new programs.

The Network would like to invite all business majors to attend group meetings. The Network is a student club intended to create an environment for “networking” with business majors and area business professionals through group meetings, speakers from the area business community, and trips to area businesses.

The first meeting for the spring 2006 semester is scheduled for Tuesday, February 21 at 4:30 in the Business Department Lounge. For further information, contact Professor John Keiser.

The Marketing Club meets on Thursdays at 4:45 in the Business Lounge. A Marketing Club trip to Boston is scheduled for a date in April. For more information, you can contact Club President Ann Fisher at afis0622@brockport.edu.

The Accounting Society will be meeting every other Monday at noon in the Business Lounge.

Network Trip to Hickey Freeman Examines Factory Operations

by Jeff Diekvoss

Members of The Network visited the Hickey Freeman factory in downtown Rochester on November 22, 2005. Hickey Freeman is a local manufacturer of men’s suits and apparel. The trip included a tour of the factory’s facilities to see the different processes involved in manufacturing a suit. One of the most interesting areas was the cutting room.

The in-depth tour was followed by a meeting with Chairman Duffy Hickey and President Paulette Garafalo. The executives informed Network members about the ongoing operations at Hickey Freeman and they outlined the company’s outlook for the next few years. The executives also discussed how they plan to develop the Hickey Freeman brand in the future.

The overall impression from Network members was that of great appreciation for the opportunity to visit the facility, as well as awe at the size of the operation located in downtown Rochester. For more information about The Network, contact faculty advisor John Keiser at jkeiser@brockport.edu.
For nearly two decades Alan Greenspan has been one of the most powerful figures in business as Chairman of the Federal Reserve. Dr. Greenspan has been described by many as “the greatest central banker who ever lived.” Throughout his tenure as Chairman of the Fed he developed a persona of being soft-spoken and witty. He has managed to control inflation and has helped foster smooth and steady economic growth in the United States.

Greenspan has proven his ability to lead the Fed through several different crises, including the stock market crash of 1987 and the economic shock that occurred as a result of September 11, 2001. His steadfast and calming leadership throughout these crises prevented investor panic and market chaos and has earned him a legacy of respect in the highest economic circles.

On January 31, 2006, Dr. Greenspan retired and his successor is former Princeton economics professor Ben Bernanke. As Greenspan leaves office there are still a few unresolved problems such as a negative household savings rate and the large scale of home equity withdrawal. The combination of these issues creates what is known in economics as a bubble, and there are many speculations as to how new Chairman Ben Bernanke will face these problems.

Unlike Greenspan, Bernanke is outspoken and is a clear communicator with a tendency to reveal where risks may be. He has the intellectual ability to steer the world’s largest economy; however, he has limited experience and it is unknown what action Bernanke might take when faced with a major economic crisis. As the new Chairman of the Fed it will take time for him to earn the respect and trust of the business world. One thing that is known for certain is that this changing of the guard at the Fed is going to have a tremendous impact on the future of the American economy.

The Business Beacon is published bi-weekly by teams from BUS368.02 Management Skills and we’d like to hear from you! If you want to contribute an article idea or would like to have something covered just let us know! You can send an e-mail to Professor Melissa Waite at mwaite@brockport.edu and she will forward your message to the appropriate team.