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Presidential Inauguration Ceremony

by Morgan Rapone

On April 7th 2006 SUNY Brockport will hold an inauguration ceremony for John R. Halstead, PhD, the sixth president of SUNY Brockport. President Halstead’s presidency at Brockport follows a seven-year term as president of Mansfield College in Pennsylvania, several vice president positions and post-doctoral work at Harvard University’s Institute of Educational Management.

The inauguration is part of an eight day series of events that began on Monday, April 4th. Arianna Huffington, a nationally syndicated political columnist and Presidential Distinguished Speaker, kicked off the inauguration festivities with an evening lecture.

The Clothesline Project, an event to raise awareness to end violence against women, is being held on the 3rd, 4th and 5th in the Ballroom, Seymour College Union.

Faculty will have the opportunity to learn from expert Craig Nelson of Indiana University on Wednesday, April 5th with a workshop on “Fostering Critical Thinking.”

On Thursday April 6th, Dr. Henry Lee, distinguished forensic scientist, will present “Lessons Learned from High Profile Cases,” in the Blue Room, Edwards Hall, 4:30 - 5:30 pm. The event is free for Brockport students, faculty and staff, and $7 general admission.

The Inaugural Ceremony will be held on Friday the 7th at 2:30 pm, in the Tuttle North Gymnasium. A reception will immediately follow the ceremony at 3:30 - 5 pm also in the Tuttle North Gymnasium. Classes are suspended noon-5pm. More information on the calendar of events and inauguration ceremony visit http://www.brockport.edu/inauguration/.

The Inauguration of

John R. Halstead, PhD
April 7, 2006

Dates of Interest:

- President’s Inauguration, Friday 4/7; classes cancelled noon-5 pm
- Scholars Day: Wednesday 4/12; classes suspended 8 am-5 pm
- Spring Honors and Awards Ceremony: Thursday 4/27 3pm
- Deadline to Withdraw: Friday 4/28 5pm
- Commencement: Saturday 5/13 12:45pm
Alumni Spotlight: Seth Stuart, Class of 1998

by Meredith Alvaro

Major: History and Political Science with a good number of business courses - Accounting, Corporate Finance, Investment Analysis, etc.

What did you like most about SUNY Brockport: A good liberal arts education where I’ve made friends for life.

What are you doing now: I work for Morgan Stanley as an analyst within Global Wealth Management’s Consulting Services Group.

What do you like about your current job: The ability to offer our clients solutions that allow for their children to go to college, to plan a wedding, for retirement or to pass down a legacy.

Favorite class at SUNY Brockport: Accounting or International Simulations/Model European Union

Favorite movie: The Godfather Part 1 and 2

Favorite CD: U2’s Joshua Tree

Last book read: I’d have to say for pleasure Tolkien: Unfinished Tales of Numenor and Middle-Earth, for work Hedgehogging by Barton Biggs

Favorite vacation spot: Grand Cayman

Family: I’m married going on 4 years this August with a Wheaten Terrier named Brinkley

Future Plans: Continue my development at my firm, possibly go back to grad school and start a family

Message to the students of today: Take school seriously! Study and learn all that you can from many different perspectives. Ask probing questions and try to use both intellectual and emotional intelligence. Get an internship as soon as you can.

National Honor Society for Business Students

by Nate Kendall

Beta Gamma Sigma is the National Honor Society for business students, recognized by AACSB, the Association to Advance Collegiate Schools of Business. The SUNY Brockport chapter of Beta Gamma Sigma will hold its annual induction ceremony for new members on April 27.

Started in 1907, Beta Gamma Sigma currently has 430 collegiate chapters in all 50 states and 11 countries. The society has inducted over half a million students in the past 99 years.

Invitations are extended to business, accounting, finance, marketing and international business junior and senior year students. To receive an invitation, juniors must rank in the top 7% of their class, and seniors in the top 10% of their class. Of the 651 junior- and senior-levels students in the business department, only 58 will be invited to join the society.

Benefits of joining Beta Gamma Sigma include the alumni network, access to a national job board, publications, and the privilege of including the logo and recognition on your resume. For those who decide to become members they also have the privilege to wear blue and gold honor cords at the commencement ceremony.

Faculty officers for the Brockport chapter include Professors John Keiser, James Cordeiro, Jane Romal, and Asri Jantan.

Congratulations to those students whose academic achievements have been recognized with an invitation to this exclusive national honor society.
The Corner Office– Assessment Exercises

At some point in your business coursework at SUNY Brockport, you will be asked to participate in assessment. The Department requires students to complete assessment exercises (in the form of exams or surveys) in order to fulfill our mission and comply with various SUNY directives. Data we collect are used for quality control and program improvement. This practice is crucial to the Department’s ability to continuously improve the quality of our programs and the value of your degree.

There are several different forms of assessment and each is designed to measure a different component of our program. In general there are two categories of outcomes we measure with assessment activities, learning outcomes and program outcomes.

Learning outcomes are designed to measure the degree to which students have retained the key concepts, definitions, and skills that are the foundation of a business education. Furthermore, there are outcomes related to each curricular area, meaning what distinguishes a student majoring in marketing from a student majoring in accounting.

Program outcomes concern the overall impact of the program. Examples include student and alumni satisfaction levels, placement rates, etc. The Department uses a number of methods to measure the degree to which program outcomes are achieved. These include senior exit surveys, alumni satisfaction surveys, employer surveys, and placement and salary surveys.

Some instruments we use for assessment are purchased from outside vendors and some are developed in-house. In general, the instruments that we purchase from external sources are used to compare our programs and students with those at other universities.

One example is the Educational Testing Service (ETS) Major Field Exam in Business. ETS of Princeton, widely recognized for the SAT, LSAT, and GMAT tests, creates this test. The exam provides business programs across the nation with an independently developed benchmarking tool. Schools use the results to understand the strengths and weaknesses of their programs and the knowledge of their students relative to other programs. The two-hour exam tests students’ knowledge of accounting, economics, finance, marketing, management, legal environment, quantitative analysis, and international business.

In spring 2005, the scores of the 119 Brockport students that took the exam put our SUNY Brockport business program in the 90th percentile nationwide. The results are based on over 80,000 students at 419 colleges and universities.

Because assessment results are absolutely critical to our ability to provide you with an outstanding education, we require students to participate in assessment exercises and to give their best effort. As you can see in the above ETS example, when they do, the results are extraordinary.

Scholars Day is Coming by Greg Kunai

Scholars Day will be held on Wednesday, April 12 this year, with presentations by Business Administration and Economics students and faculty starting at 9 am in 123 Hartwell.

Dijana Delibegovic will present *Emulating Ireland: Lessons From the Bosnian Economy* at 9:00, followed by Barry Hettler’s discussion of *Volcker and Greenspan: Inflation Fighters* at 9:30 and Professor Tom Cone’s 10:00 presentation on *The Foxes and the Henhouse*.

Scholars Day is reflected on as a serious presentation of one’s knowledge on a particular subject. Anyone can participate in Scholar’s Day, but it takes the most determined and serious student to present a topic of interest. Scholars Day is an opportunity to get much deserved credit and appreciation for a subject that a presenter covers.
Career Fair Tips for Success by Jeff Taylor, Business Career Services

Career Fairs are common springtime events, given the large number of students soon graduating and entering the job market. Perhaps you attended the recent career fair on campus, and had access to recruiters and hiring managers from a variety of regional and national organizations. In order to help make career fairs rewarding events for you, here are a few tips.

Preparing for Career Fairs

Career fairs are great since they will allow you to meet with numerous representatives without ever leaving campus. The number one complaint of companies is that students do not know enough about them.

- Obtain a list of participating companies by contacting the website for the career fair.
- Target organizations within your field of interest and begin researching their website.
- Develop a brief introduction that contains name, class year, major (and concentration if applicable), career interests, and a few personal skills (have examples).

Day Before the Career Fair

- Print multiple copies of your résumé on white/cream résumé paper.
- Decide what to wear (a business suit will make the best impression).

Day of the Career Fair

- Check in and pick up a map that contains the location of each company.
- Have some questions to ask of each company you plan to visit at the career fair; recruiters are turned off by students who don’t ask any questions.
- If you don’t have a résumé, arrange an appointment with Jeff Taylor in Business Career Services by calling 395-2623.
- Visit a few firms that are not high on your list as this will give you an opportunity to practice your introduction. If it does not go well, do not worry since it was not your first choice!
- Be enthusiastic, maintain eye contact when introducing yourself, and use a firm handshake.
- Introduce yourself, mention why you are interested in their company, and offer the recruiter a copy of your résumé.
- Ask for a business card from the representatives and find out when they will follow up with candidates.

Day After the Career Fair

- Send thank you letters or emails (yes, email is fine) to the representatives that you spoke with.
- Only send a thank you to the sites that you are truly interested in.

If you would like assistance in creating a résumé or developing/practicing an introduction, please arrange an appointment with Jeff Taylor in Business Career Services by calling 395-2623.

Chancellor Visits Intro to Finance by Ben Denecke

John R. Ryan, SUNY Chancellor effective June 1, 2005, visited the SUNY Brockport campus on February 8, 2006. A guest speaker in Professor Ralph Trecartin’s Intro to Finance class, Chancellor Ryan, a formal admiral of the US Navy, was found to be a friendly guy who shared valuable advice with the class. He spoke about the importance of earning and claiming your education through hard work. Attending a four year college allows students to develop unique qualities through struggles and experiences. Still, college students cannot wait for a high quality education to fall in their laps. Setting yourself apart is especially important for college graduates, so Chancellor Ryan urged students to take advantage of internship programs and study abroad programs. When asked, “Why is SUNY Brockport considered the rising star of the SUNY system?” Chancellor Ryan credited our staff and students for improving the atmosphere of our campus and overall academic standards. We can be proud of an organization which strives for excellence and the extraordinary.
**Brockport Goes to Boston** by Rob Osborne

As SUNY Brockport celebrates the inauguration of President John Halstead on Friday, April 7th, students in the Marketing Club will be in Boston for the annual marketing trip. The Club will leave on April 6 and return on April 8. While in Boston the Marketing Club will listen to presentations from Atlantic Consultants and the Boston Red Sox.

Atlantic Consultants has been serving the Boston area for many years with business solutions and marketing plans for all types of businesses. Atlantic's top managers, including the President, Vice-President, and a project manager, will deliver the presentation.

Students will also hear a presentation from the marketing and media departments of the Boston Red Sox, including information about how and what the Red Sox do for promotion of the team. A highlight of the trip will be a guided tour of the historic Fenway Park.

To fund the trip, students in the Marketing Club have been selling lollipops and Yankee Candles. Past trips have been to New York City and Toronto.

Anyone interested in participating in the Marketing Club is welcome to join; it's open to all majors. The Club meets every Thursday at 4:45, in the business lounge, 121 Hartwell.

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**Student Liaison** by Ken Ruhl

Kevin Lindsay, an International Business and Economics senior, serves as the Department of Business Administration and Economics Student Liaison for 2005-2006. What is a Student Liaison, you ask? The Student Liaison's responsibilities are to (1) assist with student inquiries and direct students to the appropriate offices and resources on campus, and (2) foster communication between students and faculty. Kevin serves as the voice of the students, and provides feedback to the faculty and staff of the Department of Business Administration and Economics.

If you've ever had a question about your academic career and didn't know who to ask, Kevin would be the right person to begin with. During his office hours he assists students with questions and serves as the vehicle for student concerns to be addressed.

Kevin is available during his office hours: Mondays from 12:15 to 2:15pm in 48 Hartwell Hall, Tuesdays 2:00—4:00 in 48 in Hartwell Hall, Wednesdays 3:30 - 6:30 pm in 26 Hartwell Hall, and Thursdays 2:00 - 4:00 pm in 48 Hartwell Hall.

If you are interested in meeting with Kevin and you cannot make his office hours, please e-mail him at klin1108@brockport.edu.

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Expect the extraordinary!

**SUNY BROCKPORT**