



messenger

The newsletter of Multicultural Business Programs
January 2009

Heroes Case Competition team application deadline January 21

Multicultural Business Programs is accepting team applications for the 8th Annual Black History Month Multicultural Heroes Hall of Fame Case Competition until Wednesday, January 21.

Applications are available at the Multicultural Business Programs' office or website.

"It is an opportunity for students to develop their public speaking, team work and research skills while educating the community about multicultural heroes who share Dr. Martin Luther King, Jr.'s ideas," said Anne Crain, chairperson of the competition.

Teams must consist of three MSU undergraduates. Each team selects a multicultural hero and has 10 minutes to tell their hero's story. MSU faculty select the winning team. The winners re-

ceive a \$1500 prize.

The final round of the competition will take place on Wednesday, February 18 at 6 PM in N100 Business College Complex with a reception following. Multicultural Business Programs and Philip Morris USA sponsor the competition. In seven years the case competition has awarded over \$16,000 in prizes.

Last year hospitality business freshman Lawrencia Atakora, dietetics senior Steven L. Couch, German junior Precious Paul won the competition with a presentation about Corrie Ten Boom, a Dutch Holocaust survivor. "It was a powerful presentation about a courageous woman. The students used two languages and movement to inspire the audience and impress the judges," said Crain.



Scenes from the 2008 Case Competition (from the top): Kristin Jones speaking with Jenni Lewis in the background; MSU Faculty panel judges the presentations; "The Powers of Influence," the winning team of Steven L. Couch, Precious Paul and Lawrencia Atakora pose with their grand prize certifi-

Multicultural Business Programs Staff

Assistant Dean
Dr. Ernest Betts

Associate Director
Darrell King

Senior Program Coordinator
Kevin Leonard

Program Coordinator
Anne Samuel Crain

Program Secretary
Karen Van Atta

Graduate Assistants
Perryn Stewart
Allard Teeple

Department Aides
Earline Crawford
Nick Faulhaber
Niko Thomas

The MBP staff is a diverse, team-oriented group of academic specialists, graduate assistants, and undergraduate students available to help you succeed!

Multicultural Business Programs
Michigan State University
415 Eppley Center
Phone (517) 353-3524
www.bus.msu.edu/mbp
Email: mda@bus.msu.edu

Mark Your Calendars

MBP's Next Top Leader
Friday, February 6
3:30PM, 116 Eppley

Heroes Case Competition
Wednesday, February 18
6PM, N100 BCC

End of the Year Gala
Friday, May 1
7PM, Kellogg Center

Doc's recipe for success: Responsibility

Happy New Year!

I cannot believe how fast the time has flown; however, I hope you enjoyed being with your loved ones during the holiday season.

First I want to share the staff's pride in the overall fall semester academic performance of Summer Business Institute (SBI) and Multicultural Business Programs' students. 2009 has great things in store for you!

In the new year I want to emphasize the ingredients for success at Michigan State and in your professional career. One of the most important and visible ingredients is **responsibility**.

Once you leave the comforts of home, where parents offer advice and monitoring, no one is more responsible for what happens to you than yourself.

In life, most people talk about what is not fair and in most cases, we all experience situations we cannot control. However, when we fail to be responsible in "taking care of business," we do not experience the success that we desire to have.

Being responsible is illustrated through a variety of venues, such as being on time for events, following through with assignments, meeting deadlines, living up to your word, developing your

leadership skills and yes, going to class!

As you think of those around you who are responsible and ultimately successful, look at their profile and ask yourself:

- Are they involved on campus?
- Do they have a network of advocates?
- Are their grades strong?
- Have they had an internship?

If the answer to some of these questions is yes, then think about how you can be more responsible in life and share the fruits of success!

Have a great Semester,
"Doc"



Dr. Ernest Betts
Assistant Dean for
Multicultural
Business Programs,
Eli Broad College of Business

Academic Advising

Junior level admissions policy will change in May 2010

By Sherri Henry

Effective May 2010 students who complete 56 credits, and who wish to be admitted as juniors to the Eli Broad College of Business will be held to new admission criteria.

Students need to complete Economics 201 and 202, Accounting 201 and

202, Computer Science & Engineering 101. These courses will make up a student's pre-core grade point average.

In addition to reviewing the MSU cumulative grade point average and the business precore grade point average, the new admission criteria include two required

non-academic factors and one optional non-academic factor. The required non-academic factors include an online experiential profile and a proctored case study.

The optional non-academic factor is a personal statement of extenuating circumstances.

The new admission crite-

ria may be found online at <http://www.bus.msu.edu/undergrad/admissions.html>

For more information, please visit Undergraduate Academic Services (UAS) at 402A Eppley Center. UAS is also available by phone at (517) 355-7605.

Next Top Leader prepares students to excel on February 6

As you listen to your calculus tutor explain derivatives, you think to yourself, "I could never teach people the way she does." You wonder what it would take to develop the public speaking skills and confidence to be leader.

At *MBP's Next Top Leader*, you will learn how to develop the leader in you. It is an opportunity to find out how to become a tutor or leader in a student organiza-

tions and how these positions lead to internships and full-time jobs. The program is on Friday, February 6 at 3:30 PM-4:30 PM in 116 Eppley.

"We will discuss the various opportunities to develop your leadership skills through MBP and current leaders will be available to answer questions and address fears you may have about becoming a leader," said Darrell King, Associate Director of Multi-

cultural Business Programs.

MBP offers executive board positions in five student organizations, tutor positions, department aide positions and Summer Business Institute conference assistant position. The Next Top Leader program is required for all students running for Women in Business Students' Association executive board.

Becoming a leader is an

important step to getting your first internship and a full-time job. "The path to leadership is not a mystery. It just requires hard work, responsibility and commitment. MBP leaders get great internships and full-time jobs because corporations are looking for students who have worked in teams in a diverse environment," said Ernest Betts, Assistant Dean of Multicultural Business Programs.

Finding success at career fairs requires preparation

By Kevin Leonard

The career fair is your opportunity to be evaluated on more than just your resume. At a fair, you have an opportunity to stand out in person in a way that you might not on your resume or in a cover letter/e-mail. Interpersonal skills, communication skills and work-place-appropriate social skills are critical. Many employers evaluate these skills heavily, because they want to hire people who can make a good impression on their clients and customers.

Before the Career Fair

Review the list of employers. Figure out which ones interest you the most and visit them first. It is also a good idea to determine where employers are located beforehand and in what order to visit them.

Polish your resume. Have at least two other people proof-read it for grammar and spelling errors and make sure all the information is current.

Broaden your focus and include many types of employers. While you may not have considered working for a hospital, many hospitals recruit and hire professionals in different fields, such as management and information systems.

Know the dress code. Each fair has its own style and traditions. Some are business casual, but most suggest or require business professional attire. Again, see what the fair sponsor says about attire on their web site or other promotional materials. If they do not tell, contact the fair sponsor and ask. But when in doubt, professional dress is the standard.

At the Career Fair

Resume. Bring 20-30 copies of your résumé and a portfolio to hold all your materials.

Gear. Have a pen/pencil and a pad of paper available to take notes.

Prepare a 30 second introduction (Elevator Speech) to use with employers. You do not want to sound like a telephone solicitor reading a script; you want to sound natural and at ease. It might be something like, "Hi. My name is <Insert Name> and I am a junior in Accounting. I'm looking for an internship for this coming summer. I read on your web site that you have an internship program in your tax department, and would really like to learn more about this program and how I would go about being considered for this great opportunity." Keep in mind that some employer representatives may take control of the conversation quickly and you may do more listening than speaking, but you do want to be prepared to be proactive rather than passive.

Watch your manners — all those things your parents drilled into you when you were a child: Stand up straight, do not hang your mouth open, do not fidget, speak up and speak clearly, do not chew gum or smell like smoke.



Chatoya Antwine, finance junior, speaks to a recruiter at the National Association of Black Accountants Conference.

Do not monopolize employer's time. Be aware of time demands on employers as they have to meet with 100's of students that evening.

Ask Questions. Ask specific questions about the organization and career opportunities.

Get a business card. Ask for employers' business cards for follow up discussions and correspondence.

Watch your manners and mannerisms — all those things your parents drilled into you when you were a child (and a few more). Stand up straight, do not hang your mouth open, do not fidget, speak up and speak clearly, do not chew gum or smell like smoke.

Good firm handshake. Have a good handshake and make good eye contact.

Do not be misled into thinking of the fair as a social event. Employers often send recently hired new graduates to career fairs. Do not fall into the mistake of interacting on a social level and forgetting that you are being judged on your potential to function in the work environment.

Remember to keep an open mind. You may have 12 employers on your target list to speak with. If you have extra time, or have to wait to speak with an employer, take advantage of the opportunity to chat with other employers who are not busy. You might learn something to your advantage, to your surprise. At the least, you'll be practicing initiating a conversation in a less formal business environment — and this is an essential skill in any work environment.

thing to your advantage, to your surprise. At the least, you'll be practicing initiating a conversation in a less formal business environment — and this is an essential skill in any work environment.

After the Career Fair

Organize your notes/material. Organize the brochures and business cards you've gathered and make more notes on the companies you've visited.

Follow-Up. Follow-up with a personalized e-mail — thank the recruiter for his/her time, restate your interest in their company or the position and mention you hope to hear from them soon.

Student organizations celebrate 2008 successes, prepare for 2009

Multicultural Business Programs (MBP) staff and student organizations finished a successful 2008 and are preparing for more great events for 2009. Now is the time to get involved!

The MBP Tutorial Services earned the Broad School's Lewis Quality Award for excellent tutorial services for business core classes. Over 275 students received tutoring in Fall Semester. Enrollment for Spring Semester is open until February 6.

Women in Business Students' Association (WBSA) also received a Lewis Award for their Women in Business Leadership Conference. WBSA will host its second conference on April 3. Shell Oil, Dow Chemical and IBM will be presenting. The conference is free for MSU stu-

dents.

In July, MBP hosted the Summer Business Institute to prepare incoming MSU freshman for the rigors of college life. Students learned about MSU, wrote a résumé and researched companies. Participants earned a 3.29 grade point average this fall and donated \$430 in school supplies to a local school.

In September, MBS held its first Leadership Symposium. Five corporations presented and over 150 students attended the event. MBS also hosted its 10th Annual Leadership Retreat for 50 students with eight corporations presenting.

For 2009, MBP is preparing for its fourth Spring Break Site Visit to New York



Students promote Women in Business Students Association and Multicultural Business Students at the MBP Open House.

City and Connecticut.

Students will visit NBC-Universal at Rockefeller Center and General Electric's headquarters.

National Association of Black Accountants is preparing for their Skills for Success outreach program.

Native American and Hispanic Business Students is planning their third Native American site visit.

If you want to get more involved with MBP, call the MBP office at (517) 353-3524 to set up an appointment with an MBP adviser.



415 Eppley Center
East Lansing, Michigan 48824
Phone: 517.353.3524
Fax: 517.355.0970
E-Mail: mda@msu.edu
Website: www.bus.msu.edu/mbp

Call (517) 353-3524 to sign up for an appointment with an MBP advisor today!