

Business Bytes

Fall 2009

Lincoln Financial Luncheon

On September 21st, the Guilford College Business Department held the second annual Lincoln Financial Business Leaders Forum. There were approximately 55 business students (meeting certain GPA requirements) and 50 faculty members, community members, and administrators in attendance. This year's speaker was Mark Hulbert. Mr. Hulbert is the founder and editor of the *Hulbert Financial Digest*. He also writes a column on investment strategies for the Sunday *New York Times*. This year's event was hailed as both informative and enjoyable.

Quakers In Business Symposium

On September 20 and 21, the Quaker Friends Center and Business Management Department cosponsored a symposium on Friends in Business. Quakers speakers from around the country were invited to share insights on various panels throughout the symposium.

New Website

Check out the new Business Department website! Although we are still working out several bugs and will continue to update and expand it's offerings, we invite you to check out our new site!

<http://www.guilford.edu/academics/departments/business/>

Are you thinking about Studying Abroad?

There are several study abroad options for Business Majors. All Business Majors are encouraged to consider these great learning opportunities.

- Study Abroad in Munich next fall! Betty Kane will be leading a group of Guilford students to study abroad in Munich, Germany in Fall 2010. Students will take courses at a local university, and Betty will be teaching International Business (BUS 346). For more info, contact Betty (bkane@guilford.edu).

- Consider studying abroad in London, Dundee, or Dublin as many of the courses offered in those programs can be transferred to the Business Major course requirements. For more specific info on the courses available, see the internship information on the Business Department webpage

(guilford.edu/academics/departments/business/IndependentStudies.html).

Dan Ariely Speaks

The Guilford College Business Management Department and the Center for Principled Problem Solving (CPPS) cosponsored a luncheon on September 18 with Dr. Dan Ariely as guest speaker. Dr. Ariely is a behavioral economist at Duke University and is the author of *Predictably Irrational*, a book about Ariely's field of behavioral economics. Students from the Business, Psychology and Economics Departments as well as the CPPS scholars were invited to attend. Eighty-two students, faculty, administration, and board members were in attendance to hear this most intriguing speaker.

BB&T Grant

Last spring, the Business Management Department and the Center for Principled Problem Solving were awarded the BB&T Foundation Grant of \$500,000. The focus of this grant is to study the ethical, theoretical, and practical approaches to capitalism. The grant will be dispersed over a ten year period and will allow for four new programs to be offered. A new interdisciplinary studies course (IDS) will explore varied theoretical approaches to capitalism. The grant will also allow the Center for Problem Solving to create a new Ethics of Capitalism Scholars Program (see below). In addition, a faculty led discussion series on varying theories of capitalism and a sustainability theme year will be supported under the grant.

Call for BB&T Scholars

As part of the our recent BB&T grant, two students will be selected as this year's Ethics of Capitalism Scholars. Through the Center for Principled Problem Solving (CPPS), these students will receive a scholarship and internship stipend to develop a project and engage in an internship designed to deepen their understanding of capitalist principles and how those principles might practically contribute to an ethical society. Themes for these projects and internships might include topics such as sustainable business, microfinance, sustainable regional economic development, and ethical approaches to global finance. See Mark Justad (justadmj@guilford.edu), Director of the CPPS, for more info.

Important Curriculum Reminders for BUS/CIS Majors

- All students must have completed all prerequisites before registering for Marketing (BUS 324), Finance (BUS 332), or Policy (BUS 449); please see the course catalog for a list of these prerequisites. Students not meeting prerequisites will be removed from the class.
- Finance will NOT be offered during Summer sessions, so please plan your courses accordingly.
- All 300 and 400 level major requirements must be taken at Guilford College (BUS 324, BUS 332 and BUS 449)
- If you plan to do an independent study or internship for Business credit, please see the guidelines posted on the Business Department website for more information.
- Below is a listing of classes that will be offered in the spring or fall semesters only:
 - Spring only: BUS 344, e-Business (day),
BUS 371, Non-Profit Mgt. (night)
BUS 349, Intl Mgt (night)
 - Fall only: BUS 347 Production & Ops., (night)
BUS 346, Intl Bus (night)
BUS 344, e-Business (night)

Changes to the CIS Major

There are several recent changes to the CIS major, as listed below. Students declaring the major during or after the Fall 2009 semester will follow the new curriculum. Previously declared majors may opt for the new curriculum or use the old.

- E-Business (BUS 344) is now a requirement for the major (takes the place of CMIT 201 under the old curriculum)
- Several new elective courses have been added to the list of options.

See the Business Dpt. website for more information.

Frank Fellows Scholars

Congratulations to the 2009-2010 Frank Fellows Scholars - Robert M. Brady (Accounting), Jacob Bright (Sports Studies), Paula Ellington (Business), and Paulette Wyatt (Sports Studies). The Frank Fellows program is designed to expose students to entrepreneurship and allow them an opportunity to explore their own entrepreneurial ideas. Each scholar is given an award of \$2,500. Watch in the spring for a call for applications for next year's Frank Fellows or contact Bob Malekoff in Sports Studies for more details.

New Business Curriculum

Beginning with the Fall 2008 semester, the business curriculum was modified. Some students fall under new curriculum and some under the old curriculum. Below is a clarification of these changes:

Students declaring BUS major prior to Fall 2008:	Students declaring BUS major Fall 2008 or after:
ACCT 201	ACCT 201
ACCT 311 or ACCT 301	ACCT 311
ECON 221	ECON 221
MATH 112 or MATH 121	ECON 222
BUS 215	MATH 112 or MATH 121
BUS 241	BUS 215
BUS 249	BUS 241
BUS 324	BUS 249
BUS 332	BUS 324
BUS 449	BUS 332
One elective business course at the 300 or 400 level	BUS 449
	One elective business course at the 300 or 400 level

**Mark your calendars
for spring advising and
registration beginning
November 16. Please make
an appointment to meet with
your advisor prior to this date.
If you are graduating in May
or July 2010, don't forget to
complete your graduation
application.**

Field Trip Update

Vicki Foust's IDS Sustainable Business course and Betty Kane's IDS Business Ethics course took a joint field trip to the Proximity Hotel. The Proximity Hotel is the first LEED Platinum Certified green hotel in North America and is located in Greensboro, North Carolina.

Non-Profit Minors Honored

Two Non-Profit minors have been selected to attend a conference in Non-Profit Leadership in Arizona this January. They will be attending the conference using funds from an American Express grant. The grant's mission is to encourage Non-Profit Sector leadership in the Greensboro area. Congratulations to Megan Snider and Laura Herman!

FAQs about Guilford's Accelerated MBA Program

*Is the Guilford/UNC-G accelerated MBA
Program right for you?*

Q: What is the difference between the pre-MBA major and the accelerated MBA program?

A: The pre-MBA major is designed for students planning to go graduate school. It offers courses that many MBA programs require. The accelerated MBA program is cosponsored with UNC-G's Bryan School and is designed for students who want to get MBA credit while still in undergraduate school.

Q: Do I need to be admitted to UNC-G's MBA program to take accelerated Guilford courses?

A: No, you can take courses at Guilford and then apply to UNC-G's graduate program. However, you will need to complete forms for UNC-G before taking the courses.

Q: Do I have to be a pre-MBA Business major to take the 500 level UNC-G classes offered at Guilford?

A: No, any senior can take the MBA classes without being a pre-MBA major.

Q: Who is eligible to take 500 level Guilford courses?

A: Students who are classified as Seniors and have a 2.8 GPA are eligible to take 500 level classes at Guilford.

Q: What if I don't want to go to UNC-G for graduate school?

A: You can still participate in the accelerated MBA program and have your transcript transferred to another graduate school.

Q: What if I made less than a B on one of the pre-MBA program's courses?

A: You can repeat the course again in UNC-G's MBA program.

Q: Will these courses double count?

A: Yes, students taking 500 level courses at Guilford College will receive Guilford credit in addition to UNC-G graduate credit.

Q: Will my financial aid package cover these courses?

A: Yes, your financial aid will cover accelerated MBA courses at Guilford.

Please email Deena Burris (dburris@guilford.edu) for more information.

