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8-2016

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### WMU ScholarWorks Citation

Haworth College of Business, "Haworth College of Business News (08/2016)" (2016). *Haworth College of Business News*. 58.

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# Haworth College of Business



## TOP SALES PROGRAM

WMU's sales and business marketing program has been identified by the Sales Education Foundation as a top sales program among universities for the 10th year in a row.

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## TOP 10 AGAIN

The acclaimed WMU supply chain program has again been ranked in the top 10 on Gartner's 2016 Top U.S. Supply Chain Undergraduate University Programs.

[READ MORE](#)



## CAREER AWARD

Geralyn Heystek, director of the Zhang Career Center, has been awarded the 2016 Career Services Professional Award from the Michigan Career Educator and Employer Alliance for her work at WMU and throughout the state.

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## SPEAKER SERIES

The college's speaker series resume for the 2016-17 academic year with Entrepreneurship Forum on September 16 and continue with the return of the Mercantile Bank of Michigan Breakfast Series on September 30.

[SCHEDULE](#)



Following a dream at the Kellogg Company this summer as an IT intern in Chicago.

[INTERN PROFILE](#)



Hitting the ground running: From the soccer field to an investment management firm.

[INTERN PROFILE](#)



Flying high: Student takes off during internship at Rolls Royce

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**Haworth**  
College of Business

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# WMU sales program nationally recognized for excellence for 10th year

by Alyssa Gapske

July 15, 2016 | WMU News

KALAMAZOO—The Western Michigan University sales and business marketing program has once again been identified by the Sales Education Foundation as a top sales program among universities.

This is the 10th consecutive year that WMU's sales program has been recognized by the foundation for preparing students for careers in professional selling and helping to elevate the sales profession. With 280 students and more than 1,500 alumni, the program is one of the largest in the country.



Consistent with the average reported by the Sales Education Foundation, more than 96 percent of WMU sales and business marketing graduates find full-time careers in their field within three months of graduation and report 100 percent satisfaction in those jobs. The WMU sales program is regularly lauded for its achievements in a number of areas.

## PROGRAM HIGHLIGHTS

- **Student competition successes**—Teams from WMU consistently place in the top 10 at national sales competitions, with one student recently placing first in speed selling at the National Sales Challenge.
- **Harold Zeigler Interactive Sales Lab**—The program includes recorded role-plays in the Harold Zeigler Interactive Sales Lab.
- **Sales and Business Marketing Association**—The association is one of the largest and most active student organizations in the college with more than 125 members. The SBMA engages with industry by hosting a group of employers at each weekly meeting.
- **Study abroad**—Sales students are one of the largest groups at WMU to study abroad, gaining a global perspective on business.
- **National recognition**—The program is listed as No. 1 on the list of Top U.S. Sales Schools with a Specialized Sales Program by [study.com](http://study.com).

"We are very proud of the continued recognition of our sales and business marketing program being named one of the best in the country according to the Sales Education Foundation for the 10th consecutive year," says **Dr. Steve Newell**, professor of marketing and a member of the sales

faculty. "Our excellent reputation is achieved through our rigorous curriculum, unique facilities, top faculty, engaged alumni community, and some of the best and most highly motivated students in the country. We will continue to work hard to maintain our status as the best sales and marketing program in the country."

**For more information** about the major, visit [wmich.edu/marketing/academics/sbm](http://wmich.edu/marketing/academics/sbm) or contact Newell at [steve.newell@wmich.edu](mailto:steve.newell@wmich.edu) or (269) 387-6166.

**For more news, arts and events**, visit [wmich.edu/news](http://wmich.edu/news).

# WMU ISM program named top 10 in the country for second time in a row

by Stacey Markin

July 12, 2016 | WMU News

KALAMAZOO, Michigan—Western Michigan University's integrated supply management program is heralding a national accolade that puts it among the top such programs in the country.

The acclaimed WMU program has been ranked No. 9 on [Gartner's](#) 2016 list of Top U.S. Supply Chain Undergraduate University Programs. This is the second time in a row that the program has been named among the top 10 in the country.



"Gartner's program rankings are important to the long-term development of our supply chain program," says **Dr. Robert Reck**, director and co-founder of the program, which was established in 1993. "Supply chain talent is in high demand, and organizations use these rankings to build their recruitment strategies."

The Gartner report notes that in response to the high demand for supply chain talent, the programs of the top 25 schools on their list have grown 43 percent from 2014 to 2016, reflecting students' understanding that the supply chain field offers many desirable career opportunities and high placement rates.

Gartner, the definitive organization dealing with industry supply chains, began ranking universities in 2009 as part of an industry effort to promote the supply chain management field.

## Ranking criteria

- Industry value (highly recruited schools).
- Program scope (students have a broad understanding of industry concepts).
- Program size (number of students and professors in a program).

The report highlights the importance of internships and other experiential learning opportunities, particularly in relation to undergraduate programs. Report authors note, "Because far fewer North American students have had paying jobs prior to college, exposure to real professional settings is a must. If you're allocating scarce internship and recruiting resources to a program,

you want to know that the program is good at partnering and providing support on internships, and any student you talk to will have had one or more solid professional experiences prior to walking through your door."

WMU was highlighted within the Gartner report for requiring an internship or co-op experience of all students.

"Our students have a variety of opportunities to gain industry experience, from traditional internships to industry consulting, through our Bronco Force program," says **Dr. Sime Curkovic**, WMU professor of supply chain management. "We are fortunate to have an incredibly strong network of employers who offer meaningful work experiences for our students. And our students are able to deliver a great value to our partners as well."

In addition, Curkovic says, the WMU program requires several experiential classes to address the critical component of industry experience so central to the field.

"Gartner's methodology included surveying industry leaders to see where they recruit and which programs they hold in high esteem," says Curkovic who collected the data for the ranking. "More than 50 university respondents were also asked to provide information on internships, starting salary, professors and the number of students majoring in the specialty. Gartner also sought to measure the extent to which a school's curriculum aligns with current industry needs."

### About the ISM program

WMU's integrated supply management program has been recognized nationally by several organizations and publications for its leadership in preparing students for careers in supply chain management, including a No. 2 ranking by [Software Advice](#) for emphasis on technology and quantitative methods, a No. 5 undergraduate program ranking from [SCM World](#), and a No. 9 program ranking by Gartner. Each year, approximately 100 students graduate from the WMU ISM program with nearly all finding positions in the profession. ISM students earn some of the highest salaries among business students, with top students starting at more than \$60,000.

**To learn more about the program**, visit [wmich.edu/supplychain](http://wmich.edu/supplychain).

### The complete list

1. Pennsylvania State University
2. Michigan State University
3. University of Tennessee
4. Arizona State University
5. Rutgers University
6. Georgia Institute of Technology
7. University of South Carolina
8. The Ohio State University
9. Western Michigan University
10. University of Wisconsin, Madison



11. Texas A&M University
12. Indiana University
13. Howard University
14. University of Illinois
15. University of North Texas
16. University of Texas, Austin
17. Auburn University
18. Iowa State University
19. University of Houston
20. Syracuse University
21. University of Minnesota
22. University of Texas, Dallas
23. Marquette University
24. Lehigh University
25. University of Oklahoma

## Career services director honored by professional organization

The director of WMU's Zhang Career Center has been awarded the 2016 Career Services Professional award from the Michigan Career Educator and Employer Alliance.

Geralyn Heystek received the award during the MCEEA annual conference in June. The award is given to the career professional who demonstrates initiative in career services and encourages employer development in Michigan. The recipient is also recognized for mentorship to Michigan career services professionals around the state.

"Geralyn is committed to building relationships with employers and ensuring that students develop the professionalism needed for success," says Dr. Satish Deshpande, interim dean of the college. "We are all extremely proud of her efforts on behalf of business students, employers and career services professionals."

Some of Heystek's accomplishments include strategically enhancing and expanding new and established relationships with employers, spearheading the heralded Business Externship Program, encouraging staff members to develop professional certifications, and ensuring valuable programming for business students.

"I was surprised but very proud to accept this award, which was supported by our colleagues at the Kellogg Company," says Heystek. "I am grateful for the dedicated team of staff, students and faculty with whom I work, the outstanding employers who are eager to hire our students, and our



wonderful business students who grow professionally during their time in the college. There is no better job in the world."

In her role, Heystek leads a team of employer relations specialists and career advisors who strive to empower students to launch successful careers through partnerships with employers, alumni, faculty, staff and registered student organizations.

Heystek joined WMU in 1986 as an instructor of marketing, a role she held until 1998 when she became the college of business's internship coordinator. In 2003, she moved into an academic advising role before joining the career center staff as a student career advisor in 2009. She was named director in 2013. In addition to a bachelor's degree, an MBA and an M.A. from WMU, Heystek holds the following certifications: Myers-Briggs Master Practitioner Certification, Strong Interest Inventory Certification, and Global Career Development Facilitator from the National Career Development Association.

# Speaker Series





• The Haworth College of Business provides students, faculty and the community with many, varied opportunities to hear insights from business and community leaders and to share ideas. Regularly held events include—

- [Distinguished Speaker Series](#)
- [Entrepreneurship Forum](#)
- [Mercantile Bank of Michigan Breakfast Series](#)
- [Professor of the Day](#)

In addition to these regularly scheduled events, the college hosts a variety of speakers who bring diverse perspectives on a number of topics of interest to our students, faculty and the community, such as—

- Andrew Carroll, author, who shared correspondence from U.S. soldiers from American wars. [Watch this presentation.](#)
- "Coach Mike" Danley, "Bronco Biggest Loser." [Watch this presentation.](#)
- Mike Dunlop, CEO and founder of Net-Inspect, presented The Rebirth of American Manufacturing through Supply Chain Excellence. [Watch this presentation.](#)

# Following a dream

For one business student, this summer is all about creating the latest innovative marketing content for an international company. It doesn't hurt that it also happens to be her dream internship.

"I've always wanted to work for the Kellogg Company and have been following the internship listings since I came to WMU," says Erin Sionkowski, an electronic business marketing major and current information technology intern at Kellogg.

She clinched her dream internship by meeting with a recruiter at the fall 2015 Business Career Fair. "The company always seemed like a fun and innovative place to work, and its history of having interns work on real projects was a huge draw for me."

Electronic business marketing majors at WMU have a unique opportunity to be multi-disciplinary, fusing their marketing skills with an interest in information technology and computer information systems. In her role at Kellogg, Sionkowski has continued to strengthen all of her skills.

As a part of the Consumers of the Future internship team, Sionkowski works on global marketing solutions. Her charge? Content development for the digital platforms the company is creating.

"I am constantly creating new product advertisements so that fresh content is circulating on our platforms," she says. She also has had an opportunity to work directly with clients. "During the second day of my internship my fellow interns met with a potential business partner and talked about how we could apply his work to what we were doing. It was exciting to be so empowered to help make decisions just on our second day."

Sionkowski is quick to credit the Haworth College of Business for helping her be ready to take on any task brought to her during the internship.

"It has been my diverse, in-depth education in the college that has really prepared me for the work I do every day," says Sionkowski. "I've used skills learned from every single business class I've taken while interning. I also learn from my fellow interns. People with different perspectives and knowledge can teach you even more about things you already understand."

Sionkowski's vision to innovate in digital marketing doesn't stop with one food company. "I chose my major because I was obsessed with Taco Bell's social media presence," she says. "Three years after I chose my major, the digital marketing specialty has exploded." From her internship to course assignments, Sionkowski continues to blaze her trail in the digital marketing field, realizing dream after dream.



# Hitting the ground running: From the soccer field to an investment management firm

As an NCAA soccer player, Eduardo Jimenez Martin spends much of his time at WMU on the field in addition to managing a tough course load as a finance major in the college of business. Graduating in fall 2016, Jimenez Martin is spending this summer honing his professional skills as a research analyst intern at Arcadia Investment Management Company.

The internship has this senior from Seville, Spain, conducting equity research, analyzing companies, developing mutual and exchange-traded fund reports, and doing some financial modeling in excel—all skills he developed at WMU.

“The classes I have taken at the Haworth College of Business were very important for me so I could hit the ground running as I started this internship,” says Jimenez Martin. “I use most of the concepts and material I learned in my classes on a daily basis to solve problems and analyze situations at work.”



Jimenez Martin adds that he still has much to learn about his chosen field. “The most exciting part about my position is learning from a very talented and experienced group of professionals, and working and thinking as a professional analyst.”

Working in a professional environment has given Jimenez Martin an opportunity to not only learn new skills but to understand what it takes to be an investment analyst and learn more what a professional investor does on a daily basis. “Having my own office and interacting with other industry professionals is an exciting experience where I am able to measure my potential as a future investment professional,” he adds.

And while he is still learning new skills, Jimenez Martin says he is also looking toward the future. “My advice to other students would be to ask questions, work hard and push yourself. Internships are not just an experience where you can learn, but they are also a great opportunity to make yourself known in the industry and find a future job.”

And what does the future hold for Jimenez Martin? More challenges. “After graduation, I would like to work for a couple years and then pursue a graduate degree,” he says. “I want to continue to challenge myself and really take my knowledge and my analysis skills to the next level.”



# Flying High: Student Takes Off During Internship



Earning her private pilot's license during high school is not the only reason Laura Karlen is flying high. This summer, the integrated supply management major landed an internship working in her chosen field.

The internship is with Rolls Royce, which designs, manufactures and provides power systems products and services for air, sea and land applications.

"I come from a family that loves aviation. With all of my family involvement in aviation, my private pilot's license and my chosen major, I am extremely interested in working within the aerospace industry," says Karlen. "Having the opportunity to work in that industry as well as get hands on technical experience were huge reasons for me to choose the Rolls Royce internship."

As a supplier quality engineering intern, Karlen works on tasks to resolve quality issues with turbine machining and casting suppliers. "Whenever there is a nonconformance for turbine blades, my group is notified, and we work with the supplier to resolve the issues, whether it be returning the parts or discussing with engineering staff members to see if the parts can still be used," says Karlen. "I recently completed a mapping exercise to determine where defects were

most commonly occurring and presented the results to a team of our suppliers and internal staff.”

But it isn't just the work that has Karlen soaring.

“My manager says ‘I am going to throw you in the deep end of the pool but will have a life preserver on the side if needed,’” says Karlen. “I have truly been completely hands-on and working beside the full-time employees. I am constantly challenged and learning so much, and that is a great feeling.”

She adds that since this was her first major related position, she wasn't entirely sure what to expect. “The first few weeks I was holding back because I didn't want to mess up, but I now realize that my manager and team are much happier when I give it my all.” To other students, she advises, “It is okay to make mistakes because that is when learning happens. So don't be afraid to mess up. Just be smart about your decisions, and it will all work out.”

Karlen will complete her studies at WMU during spring 2017 and would like to participate in a rotational program in supply management. “I still don't know exactly what I want to do.”

Whatever she decides, Karlen is certain to take flight.