SBA Study Tour to Australia

By Jacquelyn Warwick

Sixteen students traveled with us to the eastern coast of Australia where we taught Introduction to Global Business and Principles of Marketing at Avondale College. Study was mixed with play, however, as we viewed koalas and fed a meadow full of kangaroos.

We snorkeled at the spectacular Great Barrier Reef, saw the Eucalypti’s forests with the grand Three Sisters rock formation, wandered through the Australian rainforest, and learned how to throw a boomerang. Our sightseeing included the amazing Sydney Opera House, which was especially interesting due to the business and political aspects of building the structure. Going from the grandeur of the Opera House to Ellen White’s humble home was a moving experience.

We toured the house and saw the desk on which she wrote the Desire of Ages, truly a humbling experience.

As business students and professionals, it was interesting to see how businesses are run and marketed differently than in the USA. We toured the Tobruk sheep station, learning how expensive it is to maintain the sheep and keep the ranch in the black.

We were privileged to tour the Seventh-day Adventist owned factory and facilities of Sanitarium Health Foods, which originated in Battle Creek, Michigan, and now produces the top selling breakfast foods in Australia.

Finally, we toured Creata Promotions which designs marketing campaigns for Coke and Energizer, and is the major designer of McDonald’s Happy Meal toys. Each toy takes 14 months to complete and must cost less than 35 cents to produce when finished! It was a great trip, and an incredible chance to learn about business abroad.
SDA Business Teachers Discuss Servant Leadership

By Wanda Swensen

Seventh-Day Adventist Business Teachers from around the world enjoy 8th conference at Andrews University

On July 12-14, 2012, the School of Business Administration held its 8th SDA Business Teachers Conference in Chan Shun Hall at Andrews University.

The attendees represented 24 colleges and universities around the world from as far away as Ghana, Kenya, Lebanon, India, Peru, Philippines, and Australia. The theme of this year’s conference was “Servant Leadership.”

In addition to the six keynote presentations, 17 research papers were presented during break-out sessions.

At the end of the session, representatives from across the globe mutually agreed to move forward with these identified priorities.

Conference participants spent Sabbath worshiping at the Battle Creek Tabernacle, followed by lunch and a tour at the Adventist Heritage Village. Participants learned about the early Pioneers of the Seventh-day Adventist church, and later visited key grave sites at the Battle Creek Cemetery.

The conference concluded with a picnic supper back on campus, where participants from far and near expressed appreciation for the well-organized, successful conference.

SBA Faculty and Staff Changes

2012 brought quite a few changes to the faculty and staff here in the SBA. We were sad to say goodbye to Dr. Leonard Gashugi and Dr. Robert Schwab; however, we are happy to welcome several new members to our team.

Lucille Sabas will continue as an Associate Professor of Economics, and Derill Legoh as Information Systems Support Manager.

Dr. Carmelita Troy and Dr. Ben Maguad have accepted responsibilities as Program Coordinators for the AEF and MMIS departments, respectively.

We are pleased to have Dr. Jerry Chi as our SBA Assistant Dean and Graduate Program Director.

Finally, we welcome Laura Johnston as Marketing and Recruitment Coordinator for the SBA, and Leah Stratton as MMIS Secretary/Administrative Assistant to Graduate Programs Advisor.

Keynote Speakers:

Mr. David Ferguson
Director, Undergraduate Leadership Program, Andrews University

Dr. Kent Keith
CEO, The Greenleaf Center for Servant Leadership

Dr. Gilbert Valentine
Professor and Chair, Department of Administration and Leadership, La Sierra University

Dr. Stanley Patterson
Chair, Christian Ministry Department, Andrews University

Dr. Michael Cafferky
Professor of Business and Management, Southern Adventist University

Dr. Bruce Wrenn
Endowed Chair and Professor of Marketing, Andrews University
Congratulations, Graduates!

Congratulations to all of our 2012 Andrews University School of Business Administration graduates!

We are proud of what you have accomplished, and look forward to hearing about your further achievements as you leave Andrews University and embark on a new career path.

May 2012

August 2012

Where Are You Now?

We would love to know what you’re doing with your degree. Email Laura Johnston at johnstol@andrews.edu for a chance to be highlighted in an alumni profile on our website.

Challenges

Teaching Accounting in Ghana

By Dr. Carmelita Troy

Under the auspices of Here & Home Inc, in June I taught Principles of Accounting I at Valley View University (VVU) in Ghana. VVU is a Seventh-day Adventist institute of higher learning located in Oyibi, Ghana in the outskirts of Accra, the capital.

One of my biggest challenges was teaching the 45 students in my class without a textbook. The university provided me with a teaching assistant who was a great help to me with grading, tutorials, and generally helping me understand the culture.

We visited ElMina Castle—a 500 year old castle along the Gold Coast of Ghana where the slaves were shipped to Europe and the Americas. Knowing that likely some of my ancestors may have experienced horrors unimaginable there and departed their homeland through the portals of ElMina was a sobering thought. We also visited the Kakum National park and took the canopy walk through the tops of the trees—some 100 or more feet above the ground!

I had a wonderful and memorable experience in Ghana. I enjoyed the food and people, and hope to have the opportunity to go back again.

Career Corner

7 Tips for Creating a Winning Resume

The first step toward getting your dream job is the resume. But how do you create a resume that stands out from the crowd?

1. Clean, organized format

   Use a standard font, even spacing, and concise bullet points. Look for templates or ask your career counselor for help.

2. Professional email address

   lovey_ducky0390@yahoo.com won’t impress an employer. Stick to emails with your name such as john.smith@gmail.com.

3. Tailor your resume to match each job description

   Highlight skills and experience each company mentions they’re seeking.

4. Mention related class projects

   Completed a marketing project for a local organization? Wrote a research paper on a related subject? Include it!

5. Include leadership positions

   SIFE, Student Council, AUSA...this is where you brag.

6. Seek relevant work experience for your resume

   Search for internships, part-time jobs, and volunteer opportunities in your field while still a student.

7. Be honest!

   Remember, prospective employers are likely to do their homework before hiring you!
Upcoming Events

• **September 23, 5:30 PM—MMIS Bonfire**
  Marketing, Management, Information Systems, and Pre-professional Business Administration students are invited to a bonfire at the Birney Residence, 3100 Walton Rd, Buchanan, MI 49107.

• **September 25, 11:30 AM —SBA Departmental Assembly**
  Come hear Dr. Ray McAllister, Christian Record Services for the Blind, speak about "Interacting with the Blind in Business." Snacks and co-curricular credit will be provided.

• **October 11, 6 PM—Resume Workshop with Dan Augsburger**
  Learn how to create and perfect your resume with Dan Augsburger. Supper is provided.

• **October 17 and 18—Resume Review with Dan Augsburger**
  Sign up for a one-on-one resume review with Dan Augsburger on October 17 from 9 AM-12 PM, and on October 18 from 2-5 PM. This is a follow-up from the October 11 workshop.

• **October 23, 11:30 AM— SBA Departmental Assembly**

• **November 12—Adventist Health Systems**
  Meet & Greet (snacks provided), Dinner (Invite only), and Interviews with Adventist Health Systems.

• **November 13—Career Fair**

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Quotes to Remember

“I have found no greater satisfaction than achieving success through honest dealing and strict adherence to the view that, for you to gain, those you deal with should gain as well”

- Alan Greenspan

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**SBAToday Volume 01 September 2012**

**Newsflash!**

SBA Undergraduate Headcount is up **14.3%**
SBA Graduate Headcount is up **42.9%**
SBA Credit Hours are up **16.22%**

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Students enjoying the Australian SBA Summer Study Tour