Students, volunteers believe in SBA’s ACHIEVE program

One year after its introduction, ACHIEVE is here to stay. The professional development program for undergraduate business students, which requires important skills needed to compete in the 21st century workplace, has gained momentum and is expanding to cover the world of business in general.

A strong program is being built through an innovative approach that is rapidly gaining traction in the region. Approximately 100 students have completed SBA’s first inaugural freshman course, and are targeting the mandatory second-level course, SBA 299.

According to a dozen students, the program gives them a leg up in the job search. Almost all of the students believe the experience is valuable, providing them with a competitive edge in the job market.

“With what we’re learning in the classroom we can apply to the real world,” says SBA alumna Michelle Atwood, a two-year volunteer in the program. “I encourage any and all business professionals to join us in helping these students make a difference in their community.”

A LUG OF UP FOR GRADUATES

Saba says 309 students are learning through hands-on experience in the business world, which helps give them a leg up in the competition – no small matter in today’s highly competitive job market.

“Every student in the program is getting a head start for the real world, where it comes to employment and personal performance,” says Saba. “With ACHIEVE students’ professional development skills, the skills they obtain may be the key to finding a career path.

ACHIEVE is aimed at business majors, but open to all students. The program is open to anyone interested in business, and is also available to business students.

“With the reputation of our alumni in the workplace and the foundation that they have, we are excited to offer this professional development program,” says Saba. “We’re excited to offer this program to students who will benefit from having a mentor and a support system.

The ACHIEVE program will continue to be offered each year, and is expected to grow in the future.

CALL FOR CONTRIBUTIONS

If an article or feature is not sent to us in 30 days of the publication date, it will be considered for deletion.
CIBRE Conversations tackle hot topics

In the business as usual world, seemingly more and more organizations are finding it necessary to change with the changing times. This is especially true for businesses that are in the business of selling a product or service. TheCIBRE Conversations are designed to meet the needs of businesses of all sizes and industries, focusing on the needs of its participants.

One of the most common topics discussed in the latest CIBRE Conversation is the importance of social networking and the role it plays in the business world. The conversation centered around the question of whether or not businesses should be using social networking tools to reach their customers. The discussion was led by a group of experts in the field of social networking, who provided insights and advice to help businesses make the most of their social networking efforts.

One of the key points discussed was the importance of understanding the different platforms and how they can be used effectively. The experts emphasized the need to understand the demographics of each platform and how they can be used to reach specific audiences. They also discussed the importance of creating engaging content that will encourage users to engage with the business.

Another point raised was the need to be proactive in using social networking tools. The experts emphasized the importance of having a clear strategy and goals in place, as well as being willing to adapt and change as necessary. They also discussed the importance of measuring the success of social networking efforts and using data to make informed decisions.

The experts also highlighted the importance of utilizing social networking tools to connect with customers and build relationships. They stressed the need to be responsive to customer feedback and to engage with customers in a meaningful way.

Overall, the CIBRE Conversation provided valuable insights and advice for businesses looking to make the most of social networking tools. The experts emphasized the need for a clear strategy, proactive approach, and a focus on building relationships with customers to succeed in the business world.

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HR program prepares students to manage valuable commodity

While human resources managers are constantly associated with issues involving employee benefits, discipline, and personnel management, these professionals contribute considerably more.

"Labor issues are very important, and you have to know how to treat employees and how to manage conflicts," says Tanniru. "As director of the Oakland University School of Business Administration (SBA), human resources is a tool that helps me deal with the last 20 percent of the work."

In essence, they are the final link in the management chain and planning. We can really make a difference in organizations.

While the human-resource field has been changing, the SBA’s Human Resources Management program has evolved as well.

When Becker started teaching at OU in the early 1980s, the SBA offered a program in personnel management. During her years there, the program was restructured into a human resources management concentration.

In 2006, the program was certified by the National Society of Human Resource Management (SHRM) to become a recognized program. "The degree is valuable," Becker says. "We’re being moved in the correct direction for the last 15 years. They had a master's program and a B.S."

In one of the program's recent changes, the Labor Relations Module course was added. The module, started in 2003, was recognized by SHRM in 2008.

Another new development is a professional work experience requirement. Minors in the program must either pass the required course or complete a work experience for a company. "Some students take the course and then go on internship," Becker says. "If we can be a good consultant for a company, we should have the tools to do that."

"As a faculty we want to make sure we’re educating our students in a way that prepares them for the workplace."

One way the program is adding value to students is through the SBA’s Human Resources Management Certificate (HRMC) in the SBA. This year, five students took the certificate in addition to the nine who earned their SBA degrees.

Professionals from various industries participated in a workshop at Oakland University’s SBA to discuss the latest trends in human resources. SBA students from various disciplines were also invited to attend the event.

MBA alums lead company to Fortune’s most-admired list

The unique CIBRE Summer Internship program provides collective learning experience

Clare Agnew spent a summer internship teaching health care marketing to high school students. While not all students could attend, a sizable audience — citizens of the Flint Personal Financial (CPF) in Michigan — benefited from Agnew’s integrated class learning the importance of work ethics and responsibility. She was the only student who implemented a project, worked together as a team, and presented its findings.

In addition to CCP, SBA students were engaged in a range of other engagements such as business planning, marketing, and developing social networking tools for the CCP.

CIBRE Conversations tackle hot topics

CIBRE Conversations are held at the Oakland University School of Business Administration (SBA) and are designed to help students and professionals to connect with each other on a range of business-related topics.

The CIBRE Conversations are organized as a series of three-week sessions, led by a combination of industry experts and university professors, to provide a collaborative and inclusive learning environment.

The sessions are designed to cover a variety of business-related topics, including entrepreneurship, finance, marketing, and social networking.

The CIBRE Conversations provide an opportunity for students and professionals to learn from each other and to network with other professionals in the field.

CIBRE Conversations are held on a regular basis, with sessions being held throughout the academic year.

The CIBRE Conversations are open to all students and professionals, and are free to attend.

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