

RICHARDS REVIEW

Richards
College of Business
UNIVERSITY OF WEST GEORGIA

April 1, 2009

Volume 1, Issue 1

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Visionary Endowment Growing Business, Society Leaders

The Richards College of Business Visionary Endowment is helping to fulfill our mission to educate and prepare students for positions of responsibility and ethical leadership in society.

From student mentoring, to entrepreneurial business plans to economic research, funds from the Visionary Endowment are ensuring that our faculty, staff and students are able to excel in education and innovation for decades to come.

The Richards College of Business Visionary Endowment was established in November of 2006 with the ambitious goal of raising \$500,000 in five years. With the generous support of our alumni and business community,



German Perezvargas presents winning research project at RCOB Big Night.

this goal is within reach. If you are giving to the Visionary Endowment, we hope you will be gratified at just a few of these examples of your contributions at work. If you are not currently contributing, we hope you will be inspired to do so.

RCOB Big Night – Developing Important Career Skills

On March 5, the Richards College of Business hosted its annual Big Night to identify one undergraduate student research project to represent the RCOB at the University's evening of student scholarship. The winning presentation given by German Perezvargas was "Estimating Aspects of Columbian Drug Trade."

Participating in Big Night yields benefits to students on many levels. German says, "Participating in Big Night has been a wonderful experience, which has helped me to develop many of the skills that I will need in my career. For one, communication skills are the most valuable skills that a person could have. In Big Night, I was not only able to speak in front of a big audience, but also articulate my ideas of how my regression

model could help to devise better drug policies. Furthermore, doing this project for Big Night, I was able to analyze complex data and make drug policy recommendations based on my research, therefore, using economics as a tool to solve social problems. Lastly, Big Night was a great opportunity to enhance my confidence and motivation toward achieving my goals. Big Night was a great proof that enjoying what you do plus hard work pays off."

Faculty sponsor for German was Dr. William J. Smith. Second place was awarded to Amanda A. Traber and Stacey R. Snyder for their project, "Some Causes of the Current Mortgage Crisis in the United States" sponsored by Dr. Jim Burton.

'Students in Free Enterprise' Organization Empowers Students to Change the World

Joshua Almond, President of Students in Free Enterprise (SIFE) is a vocal supporter of what he considers the best organization on campus. SIFE is an international network of students with the purpose of teaching the community about different aspects of the free enterprise/capitalistic system while simultaneously developing leaders in the college classroom.

SIFE teams implement community service projects that educate people on six principles of Free Enterprise which are: Business Ethics, Financial Literacy, Market Economics, Success Skills, Entrepreneurship

and Environmental Sustainability. At the end of the year, SIFE Teams meet regionally to present the projects that they've worked on all year to a panel of judges consisting of managers and CEOs from Fortune 500 companies.

Joshua says, "This organization (SIFE) gives college students the opportunity to coordinate, plan, and lead a project of their choice, network with business leaders within the community as well as other SIFE students around the globe, receive internships and job offers at SIFE job fairs and corporate companies, and ultimately change the world!"



"SIFE has given me a competitive edge in the job market."
Joshua Almond, SIFE President

International Business Study Abroad Programs Yield First-hand Experiences of our Global Economy



2009 China Study Abroad Group visiting Tiananmen Square

In today's global economy and highly competitive job market, study abroad is an important component of a business education. The Richards College of Business has an award winning study abroad program recognized as one of the top three international programs in Georgia for three years in a row. Three international study abroad programs are offered for business majors or minors. All programs include specific course work in international business.

During spring break, students have the opportunity to travel to either Japan or China. Itineraries include visits to international businesses in four to five different cities, interactions with business executives and guest lectures by local business professors. During the summer semester, students may choose a marketing and management focused trip to London.

Please grow with us and be part of this important initiative.

For more information on making a pledge or gift to the Visionary Endowment contact Diane Homesley at (678) 839-5035 or dhomesley@westga.edu.

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