

Fall 2011

A Time for Change

*Learning for today, understanding for
tomorrow and knowing for your future.*



ATRIUM

Laurier's Student Business & Economics Magazine



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Caught on Film!

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Choosing Your Path: Part I



Laura
Fulton

Determining your concentration is a decision that can greatly impact your future in the business world. While the majority of the courses you take in your first three years of the BBA program are required, they provide you with general business knowledge and a “toolkit” of relevant skills to build the foundation of your business education. Choosing a concentration path in fourth year is your opportunity to take the classes that interest you and officially specialize in one business field. This is the first of a two-part series outlining the concentration paths you can choose in your fourth year of the Business Administration program.

Laurier has a total of ten different concentrations that range across all of the functional business areas. You could also consider an eleventh path: General Business - that is, not choosing a concentration at all.

1. Accounting
2. Finance
3. Brand Communication
4. Marketing
5. Insurance and Risk Management
6. International Business
7. Entrepreneurship
8. Human Resource Management
9. Supply Chain Management
10. Business and Sustainability

AMG has put together a profile for each concentration including testimonials from current fourth-year students. Part I of this series will outline Accounting, Brand Communication, International Business, Supply Chain Management and Human Resources.

Accounting

For anyone who loved second year accounting courses, this could be the concentration path for you! Whether you're looking to get your CA, CMA or CGA, the Accounting concentration will ensure you have all the required courses to prepare you for the designation of your choice. Keep in mind that if you are looking to get a designation, you will need to decide prior to entering third year in order to fit in all of the required courses.

If you choose to pursue the CA designation then Laurier was a good university choice as it is a CA accredited school. This means that Laurier offers all of the seventeen courses required to pursue the designation, known as the “51 credit-hour requirement.” However, it is important to keep in mind that if you choose this path you will be required to come back for an extra semester upon graduation in order to complete all seventeen courses.

On the other hand, if you are looking to simply concentrate in accounting without a designation, then

Part II will continue to outline Finance, Marketing, Insurance & Risk Management and Business Sustainability as well as General Business.

you are only required to choose four courses from the options provided. These courses focus on giving you a general accounting knowledge, as well as specifics in the areas of auditing, financial statement analysis, taxation and reporting.

AMG spoke with fourth year accounting co-op student, Sally Regenstreif, about why she chose this concentration. Accounting has always been the plan for Regenstreif. She loved her high school accounting courses and found that her second year courses were some of her best marks. She enjoyed her accounting classes, loved her professors and ultimately determined that she was good at it! Regenstreif also worked two out of three co-op terms in an accounting position and found that she missed it in the third term. These are all good clues to use when determining a business concentration.

Brand Communication

For those of you who have a knack for marketing but are specifically interested in the world of brand management and sustainability, the Brand Communication path is a good alternative. There are three required courses for this concentration and a fourth that you are free to choose from the variety of marketing courses offered at Laurier.

What is unique about this concentration is that it was specifically developed as a result of re-



quests from real companies. The Marketing Communications Education Trust, led by chairman and trustee, Rupert Brendon, was founded to help fund the creation of this degree. In a WLU press release, Brendon explains, "The industry realized several years ago that Canada was one of the few markets in the developed world that didn't have a university level degree in Brand Communication. [...] We met with many leading Canadian universities and Laurier was the one that demonstrated the greatest willingness to work hand-in-hand with the industry to create a best-in-class Brand Communication program."

This is the concentration I chose this year, so I will briefly explain my reasoning and why Brand Communication is a good alternative. What influenced me in choosing this concentration over the general marketing concentration was the fact that the program was developed specifically at the request of companies in the industry. This made me realize that employers would understand the quality and significance of the material being taught and, therefore, would look more favourably on someone with this degree. So far, these have been some of the most engaging and enjoyable classes throughout my time at Laurier due in part to the professors who are extremely passionate and knowledgeable. After only a couple months, I have realized how interested I am in becoming a brand manager or account coordinator. If this is something that interests you as well, consider choosing Brand Communications as your concentration.

International Business

If you are excited about the prospect of working overseas or working for a multinational company, then the International Business concentration would definitely be a good option for you. The courses required for this concentration cover a broad range of business practices, all on a global level. The most exciting part of the concentration is that it incorporates a trip abroad in the winter semester. Typically students decide the destination, choosing from options such as China, India and South America. There are additional fees required for the cost of travel but it is well worth it for the experience that you will get being abroad. You should also be aware that there is a limit to the number of students in this concentration and it fills up on a first-come, first-serve basis. If you are interested in this option, then make sure you sign up early!

Current fourth year student William McKee provides some insight on why he chose international business, and what he is looking forward to most. "The business environment is increasingly becoming more global as emerging economies are providing Canadian businesses with profitable opportunities," explains McKee. "This is essentially why I chose the international concentration. I believe it will provide a BBA grad with a much stronger understanding of the business environment we currently operate in. While traveling to Beijing, Chongqing, and zhanghai, I hope to gain valuable experience with my fellow International BBA's."

Supply Chain Management

If you enjoyed Business Decision Models in second year and the third year Operations courses then this concentration is a good choice for you. Supply Chain Management has four required courses, which cover the areas of procurement and supply chain management, informational systems for supply chain management and transportation and facilities management. An exciting component of working in this field is that you are able to work with a variety of people within the organization. Supply Chain Management deals with all departments so it requires you to be flexible.

AMG spoke with a current fourth year student in this concentration to discuss why he chose the supply chain management path. He emphasized that he has previous experience working in logistics and transportation, therefore, he thought this concentration would expand his current working knowledge of the field. He also explained that supply chain management seemed like the most interesting option and that due to a smaller number of students in the concentration, there would be more opportunities to excel.

Human Resources

For students who enjoyed both organizational behaviour courses (second and third year) and the third year human resources management course, this concentration could be for you. You are required to choose four courses out of a variety of options including; recruitment and selection, health and safety, compensation in Canada and organizational

change and development, to name a few.

The advantage of this concentration is that Laurier offers all the required courses to pursue your Canadian Human Resources Planning credential. The CHRP is the highest level of qualification in human resources management in Canada, and it proves that you are “informed, experienced, connected, and committed to career long learning,” as stated on the SBE website.

Erica Daniel, a fourth year HR student, recently spoke with AMG to discuss why she chose this concentration and why it interests her. “I chose HR because the demand

for better human resource management is constantly increasing,” she explained. “Companies are seeing the importance of having quality and loyal employees. This means that there will be many HR jobs available in any industry and after graduation I’ll have the opportunity to work in any industry that I want. What I love most about HR is understanding the needs of the business and how to find the right employees to fit the business goals. Recruiting, training and interacting with different people will keep the job interesting. The HR field is continuously changing with new technology and changing demographics, like the retirement of

the Baby Boomers. There will always be something new to learn and with the amount of fluctuation in the business environment, there will always be a demand for HR.” If you are passionate about working with people in a challenging, ever-changing field then Human Resources is a good option and will provide you with all the tools you need to successfully work in the industry of your choice. ■

Look out for Part II in the Winter 2012 issue of Atrium!

How To...Dress For Success!

business casual and business formal!



Leeza Pece

When you picture your future, what do you see? If you envision a successful career, think a bit harder and take a closer look at what you are wearing. The business world is full

of men and women who exude success through their ability and their image. Unfortunately, many make the mistake of dressing inappropriately – a factor which may detract from your performance in a professional setting. To avoid this, consider the following tips when choosing what to wear on your next foray into the world of business:

10. Public perception. Think of the image you want to project and dress accordingly to appeal to your audience or peers.

9. Learn how to decipher a dress code. There’s a difference between

8. If a dress code is not specified, keep it professional. It is better - and easier - to be overdressed than underdressed. If you feel too formal, just slip off your blazer or jacket.

7. Ladies – whatever the business occasion, you are not at a nightclub. Skin-tight, micro-mini and deep-v should not apply to any item of clothing you choose!

6. Men – think clean and fit. Nothing screams professional like a tailored suit and a dress shirt. Leave the baggy, stained clothes at home please!

5. Make a statement (appropriately). Business attire doesn’t have to mean conformity; it’s easy to look professional, yet stand out in a crowd. Add a bold accessory - tie or watch, necklace or shoes – and keep the rest of your look simple.

4. As for shoes, no sneakers please. Heels or flats, loafers or dress shoes; either option works, as long as they fit properly. We want to avoid painful blisters or embarrassing face-plants at ALL costs.

3. Dress according to the environment you will be in. Keep in mind the event, the audience and the venue.

2. Match your outfit to the season to ensure comfort. Stick to breathable fabrics in the summer to avoid sweat stains, and leave thicker clothes for the winter to ward off the chills.

1. BE CONFIDENT! Looking the part is only half the battle, it’s the confidence you project in that perfect outfit that wins someone over – you have to wear the clothes, don’t let them wear you. ■



The Importance of Being Proper



Uma Durrani

As soon-to-be business professionals, it is important to practice good business etiquette because it's what builds strong relationships and proves your credibility. Business etiquette

is more than just how you dress or act in front of others; it is a presentation of you and your business as a whole. This article will explain some of the "do's" and "don'ts" of proper business etiquette.

What is business etiquette?

Etiquette is "the code of ethical behavior regarding professional practice or action among the members of a profession in their dealings with each other," as defined by Dictionary.com.

Why is business etiquette so important?

David Gass, President of Business Credit Services Inc. calls it the recipe for success. Practicing good business etiquette improves your chances of making a positive first, second or last impression. You will present yourself as a confident, well-versed individual to your clients, boss or any other business contact.

First impressions are lasting impressions...

You may look great, exude confidence and have an engaging presentation, but one slight mistake and it may all be for nothing. Here are some common slip-ups:

1. Showing up late to a meeting or

an interview.

2. Your cell phone ringing or vibrating and even worse, answering a call or text.

3. Dressing inappropriately – is your skirt too short or your coat wrinkled?

4. Getting too personal – you can be friendly, but steer clear of those personal questions or giving out personal information.

5. Poor communication and eye contact – don't use "umm" or "like" and remember to look people in the eye when speaking to them.

6. Not RSVPing. This one really frustrates people.

7. Bad table manners and annoying noises like sucking your teeth or tapping on the table.

8. Not following other rules of business etiquette.

The world wide web is a big place.

These days, the flow of information from one individual to the next happens in a matter of seconds. Be careful of what you write in an email as it only takes the click of a button to accidentally "cc" the wrong person or send it to your entire office. Also, do not take too much time to

respond to an email. If you are busy, send a short reply to acknowledge your receipt of the message. Thirdly, you don't have the advantage of body-language or facial expressions when you're writing an email, so don't say anything that could come off as being rude or be taken in the wrong way. Lastly, with all the social networking options these days, it's almost impossible to hide your personal life from people in your professional world. An article in the UK Telegraph indicated that more than half the employers surveyed claimed to disqualify potential candidates for a position after viewing their Facebook page. "More employers are now using social networking sites to uncover any digital dirt," explains Farhan Yasin, President of Career Builder. Don't forget to set your privacy settings on Facebook and remove anything you wouldn't want an employer to see.

Where are your table manners?

In our world of multi-tasking, many business meetings now occur at the lunch or dinner table. This is where countless business deals are made and numerous partnerships are formed. Here are some tips:

1. Order a clean meal-you don't want to be struggling to eat your food.

2. Ditch the alcohol for the evening.

3. Use your utensils and napkin.

4. The cell phone rules still apply.

International Business Etiquette

Customs and practices in each country are not always the same and can often be quite opposite. Make sure you do your research if you have international contacts. Business can be challenging enough without inadvertently insulting the person you're working with. ■



A Change in Career



Rochelle
Heinrichs

A job in the non-profit sector is not something we automatically consider, but it can be some of the most rewarding and challenging work in one's career. Until a couple years ago, Brad Saunders never envisioned his career going down the non-profit path, but after being laid off in the recession of 2008, the opportunity arose to be the Southwestern Ontario Representative for World Vision, one of the largest aid organizations in the world. "I felt compelled to start making a more significant, direct impact in the lives of those who struggle with extreme poverty around the world," he explained.

Saunders, who has a bachelor's degree and fifteen years experience in the retail and marketing industries, made the switch two and a half years ago. His job involves engaging and collaborating with schools, businesses or other groups who are fundraising in support of World Vision's development work. This includes everything from providing resources to event planning and public speaking. AMG recently spoke with Saunders to get his take on the ups-and-downs of working for a non-profit organization.

AMG: Did you work in the for-profit sector before working for World Vision?

Brad: Yes, I spent five years in marketing for a national publishing wholesaler and fifteen years in retail prior to that.

AMG: What do you feel is the biggest difference?

Brad: Motivation is the biggest difference. At a for-profit company, it can be tempting to give less than your best effort, especially if you are questioning the impact of your career in the bigger picture. At an NGO such as World Vision, you realize that every day you have the opportunity to change a life, possibly save a life.

AMG: Are there still many similarities?

Brad: Sure, there are probably more similarities than differences on the micro level. The organization itself still runs very much like a business and I still have deadlines to meet and revenue targets to achieve. But again, my motivation for reaching those deadlines and targets is different.

AMG: Did you have to adjust your mindset or was it a pretty easy transition from for-profit to non-profit?

Brad: Mentally I already had a foot in the non-profit world in my personal life so it wasn't a difficult transition for me. My wife and I have been child sponsors for years, and I was already doing fundraising for World Vision on a volunteer basis so it was a natural move for me to jump in with both feet.

AMG: What do you think are the biggest misconceptions about working for a non-profit?

Brad: "What countries have you visited?" is always the first question students ask when I'm speaking in a high school classroom. I think a lot of people have the impression that we are all international globetrotters who are out crusading to change the world like a certain Irish rock star. In reality, it is the people in the trenches who make it happen. I love what Bono and other celebrities are doing to raise awareness, but it is the unsung program coordinator working in her 4x4 cubicle every day who is the real hero.

AMG: What is most rewarding about working for a non-profit?

Brad: The recognition that my job is about more than making a comfortable living for myself is a constant motivator and is incredibly rewarding. I remember finishing school and launching out on my own for the first time. I was eager to start building



my “real life” – a car, a house – but it soon became clear that amassing possessions for myself was a bottomless pit and at the end of the day, still left me feeling hollow. It’s in the giving of your time and effort that the greatest reward is found.

AMG: What is most challenging about working for a non-profit?

Brad: Frankly, it’s extremely difficult to turn it off. I can close my laptop at 5 PM and call it a day, but there are still a billion people without access to clean water, 800 million going to bed hungry each night, and 26,000 children dying every day from preventable causes. Once you have internalized those realities it becomes tough to say, “It’s the weekend so I’m going to stop caring for the next two days.” The people that we work with in the developing world don’t have the luxury of putting their feet up or taking a couple of days off.

“Once you have internalized those realities it becomes tough to say, ‘It’s the weekend so I’m going to stop caring for the next two days.’”

AMG: What has surprised you the most?

Brad: I can only speak of my experience at World Vision, but I was amazed at just how dedicated all of the employees in the organization are to the children and communities we work with. There is a very real awareness that every dollar counts and that we are responsible for maximizing the impact of our donors’ dollars.

AMG: Is it a competitive industry?

Brad: It is a surprisingly competitive industry here in Canada as we struggle for donor dollars with so many other excellent organizations. Ever since the recession, Canadians are on average giving less to charity than they once were so the competition has become even more intense. Despite the competition we see in Canada however, there is a considerable amount of collaboration that takes place on the field among the larger, more reputable organizations. Our

donors entrust us to do the very best job we possibly can with their money, which includes maximizing our impact internationally.

AMG: What is the pay like? (...I’m sure everyone wants to know)

Brad: From the top of the organization on down, it is pretty much understood that working for a non-profit means you will likely be making less than you would in a comparable position at a for-profit organization. That being said, I have no trouble living a comfortable life in Waterloo and still managing a modest vacation every year. (You can find World Vision’s official statement on executive compensation on their website.)

AMG: Has working for an NGO changed your outlook?

Brad: Excellent question! Let me try to summarize it in three points:

1. Poverty is complex. Wearing a white band and signing an online petition for the government to “do something” is an admirable beginning, but the solutions to poverty go so much deeper. The old cliché of feeding a man for a day versus feeding him for a lifetime is absolutely true. If you want to see an enduring, sustainable change in a developing community, you need to be there for the long-term to address the core issues of how they ended up in that situation in the first place.

2. Perspective is everything. Most of our frustrations are minor in comparison to a large majority of the world. An extra long wait at Starbucks for my vanilla latte? Try walking five kilometers every day for a jug of fresh water. Having a tough time deciding between an upgraded Blackberry and a new iPhone? Try deciding which child you are going to feed tonight. Statements like that can be really guilt-inducing but they are not meant to be. The simple fact of the matter is that kids in the developing world need adequate shelter with the opportunity for nutritious food and a proper education far more than I “need” an upgraded smart



Photo by Jon Warren of World Vision

phone every year.

3. Pity is not necessary. On my first trip to one of World Vision's Area Development Programs, I subconsciously arrived with the attitude that I was coming as the rich, educated Canadian to help those poor people who couldn't figure it out for themselves. I couldn't have been more off-base. The people I met were hard-working, intelligent individuals who just needed someone to come alongside them to provide a little expertise and an overall structure to the goals they had set for themselves. It became more than evident to me that the poor don't need our pity, they need our partnership. I once heard a Ugandan businessman say, "If you don't think Africans are hard working entrepreneurs, you try surviving on a dollar a day." Those are some wise words.

AMG: Final comments?

Brad: Ultimately, whether you pursue a career in the non-profit sector or not, you can still have a major impact in the world by making globally-aware choices that will benefit those in need. I hear stories all the time of medical professionals, business leaders, educators and so on, taking time out from their careers in Canada to utilize their skills in a developing country. Working for a non-profit organization may not be an option for everyone, but ignoring the needs of the poor is not an option for anyone. ■

For more information about the work of World Vision, fundraising options or presentations on global poverty issues, contact brad_saunders@worldvision.ca.

The Truth About False Advertising



Laura Meneguzzi

The advertising industry has been taking a couple hits of late, with two large consumer goods companies being charged with false or misleading advertising. Recently, Reebok was attacked for falsely alleging that its new line of EasyTone footwear can reshape your legs and buttocks. These claims were made without sufficient backing by scientific evidence. Then there is Nivea, whose My Silhouette! redefining gel cream reportedly helps reshape and slim the body. At least, that's what the advertisements claim. According to Canadian Business magazine, the Federal Trade Commission slammed both Reebok and Nivea and has ordered them to pay \$25 million and \$900,000, respectively, in customer refunds and

settlement fees.

The goal of advertising is to inform and persuade potential consumers to purchase a particular product over others. And it is advertising that facilitates consumer choice in a market that is cluttered with competition. In a world dominated by ads, companies fight for the consumer's attention. But what happens when advertisements claim unrealistic product performance?

According to the Canadian Consumer Handbook, false or misleading advertising "occurs when a claim about a product or service is materially false or misleading, in an attempt to persuade the consumer to buy it." As consumers, we are becoming cynical of many of the goods that are presented to us. "We are like watchdogs," says Alan Quarry, professor at Wilfrid Laurier University and CEO of Quarry Integrated Communications. AMG spoke to Quarry



to gain firsthand insight on the prevalence of false advertising. He explains, "We see something dishonest and we start barking loud and clear. By the time the law enforcers step in, it is likely that the ads and offers have already been withdrawn due to public pressure."

Legislations, standards and guidelines are in place to prevent false ads from reaching consumers, but as Quarry suggests, it is active consumerism that is the best body for monitoring misleading advertising. "We as consumers have a powerful voice that can expose fraud and shut down shady operations quickly." This is why he believes that false advertising is actually becoming less common: consumers are developing greater awareness and less tolerance for deceitful messages.

Companies can't possibly think that we'll believe that its creams will shape our bodies or its shoes will tone our legs, so why do they continue promoting to us a product that is clearly not going to deliver? There is a "lack of integrity in the leaders of the organizations that set out to

mislead the public," explains Quarry. "The critical problem is that people decide that being deceitful is permissible for themselves and their companies. It starts at the top."

What happens to those companies who have been accused of deceptive advertising? We can all think of a time a brand let us down and we swore never to support the company again. But does one person really impact a billion dollar company? The internet now makes our furies with products public – which can be particularly damaging for companies considering word-of-mouth is a major source of influence on consumer buying decisions. Says Quarry, "There is definitely a negative impact from being accused of false advertising. Brands that lose the trust of consumers suffer financial loss." And the costs associated with paying penalties and fines if found guilty can also be substantial.

So, as consumers, how do we remain alert to such deceptive claims? "Be your own consumer 'watchdog' bureau," suggests Quarry. More responsible and demanding young

consumers are changing the landscape, and Quarry is especially proud of the Laurier community. "We have an incredible social entrepreneurship student movement at WLU. Organizations like SIFE and SOS are developing leadership qualities and culture that will have a positive impact on integrity in the future of businesses and communities here in Canada and abroad."

Reebok and Nivea are just two examples of how companies need to carefully craft their messages to avoid future advertising missteps. Don't be trampled over by toning shoes or drenched in firming creams - be smart and active consumers. ■

*A special thank you to Alan Quarry for lending his time to AMG.

Experiencing



Beverly Cheung

In our search for personal and professional development, we often narrow the components of education, confining its definition to the mere process of earning a degree. While there are many factors that form the basis of an education, travel is one that is often underestimated. People travel abroad to see new perspectives, experience dif-

ferent social controls and gain appreciation for unfamiliar culture and religion. Each experience inspires a new way of intellectual thinking and development towards an open mind, a sought-after quality in future leaders. While many of us may not have the opportunity to study abroad during undergraduate and post graduate studies, the chance to work internationally may be the perfect alternative. International internships offered by programs including AIESEC offer first hand professional

experience while immersed in a new environment.

As the single largest student driven organization worldwide, AIESEC's passion for leadership and professional development is brought to life through global engagement. Established in over 109 countries, the organization prides itself on being a facilitator in the creation of over 16,000 global internships in countries including Brazil, Ukraine, Turkey, China, India and Uganda. Through these opportunities, AIE-



SEC engages leaders to work, teach, and volunteer at the undergraduate and post graduate level.

After re-establishing in 2005, AIESEC Laurier continues to build a platform for global networking and leadership development. Since January, it has arranged international internships for six students while welcoming a female student from China to work as a traffic specialist in international logistics at Logikor Inc. This adds to AIESEC Laurier's total of over twenty students sent abroad. In the past, interns from Laurier have worked as business analysts, software developers and marketing interns in Turkey, Portugal, Brazil, Columbia, India, Australia, Kenya, Uganda, United States, and Greece. Opportunities for global internships are available throughout the year with flexible start dates and range between 2-18 month periods. Student funding is also offered by CICDA Laurier, SBESS, the Board of Advisors and Student Awards.

Part of AIESEC's youth driven experience also comes from regional, national and international conferences that focus on hands-on leadership development and operations training. Delegates from various universities around the globe meet at over 470 conferences per year. The AIESEC International Team looks for professional candidates with experience suitable for positions in finance, corporate relations, operations, communications, talent management, and alumni and university relations.

An AIESEC Intern's Experience in India

Carson Kolberg, President of AIESEC Laurier, traveled to Chandigarh, India last summer for a three month educational internship, where he taught effective public speaking, interpersonal communication, and athletics to students aged 6-16 at a local public school. Earning a modest salary to cover accommodation and food,

he lived with fifteen other AIESEC interns and worked 30-35 hours per week, which allowed enough flexibility to travel on weekends. He had the opportunity to travel to the border of Pakistan to experience culture from the homeland of the Sikh religion, climb the Himalayas Mountains and, of course, visit the architectural masterpiece, the TajMahal. Kolberg also attended national and regional conferences in India as a facilitator in both June and July. He explained it was exciting "to return to the skills I had developed through years of summer camp leadership and professionally apply them in my university life. Educating, empowering and energizing 450 student leaders in India really challenges and motivates you to be your best person." Kolberg encourages students to join AIESEC's engagement phase and recruitment process in January to receive more information on upcoming internships. ■

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Laurier Innovation & Technology Club Presents: A Night With Google



Mike Gregor

When you think of “Waterloo” what comes to mind? The University of Waterloo? The Battle of Waterloo? The 1974 smash hit single by Swedish pop group ABBA? How about technology? Type “Waterloo” into Google. The query will yield 20 million results. Type “Waterloo + technology” into Google. The query will yield 25 million results.

Waterloo is home to the headquarters of RIM, Open Text Corporation, Desire2Learn and Sandvine. Other tech giants, including Google, Intel, Oracle and Electronic Arts, have offices in the city. Institutions such as the Accelerator Centre, Communitech and Wat-Start offer resources to help local entrepreneurs foster innovation in their companies. Technology is ingrained into Waterloo’s culture. It is a living, breathing organism for the city. Technology is Waterloo.

How does Laurier fit into the mix?

There are multiple courses offered at Laurier related to Computer Science and many of Laurier’s graduates are hired by technology companies in Waterloo and across the country. But until recently our school was missing something; we were missing a club, one that could help Laurier’s students develop into technological experts and entrepreneurial gurus. Laurier now has that organization.

The Laurier Innovation & Technology Club (LITC) has a simple

mission: “To develop young adults into entrepreneurs and innovative thinkers and to foster a network of driven leaders and a culture of collaboration.”

The club presents a bold mission to fill the void that exists on Laurier’s campus. By providing intelligent, tech-driven students from across campus with informative programs and extensive resources, LITC plans on developing Laurier students into the future leaders of tomorrow’s technology world.

The Laurier Innovation & Technology Club hopes to build Laurier into an unstoppable entrepreneurial machine. Michael Gagliano and Anthony Staffieri, the third year BBA students who founded LITC this year, envision LITC as both a funnel and launch pad for students wishing to create their own technological start-up or simply become involved in the world of innovation.

The choices are endless. The Club will offer industry consultation, office workspace, executive mentorship and access to entrepreneurial tools to help develop and grow student companies. Whether a student start-up or simply tech-obsessed, LITC’s suite of services will allow any Laurier student to truly live and breathe technology. The Club has bridged the gap between WLU and the culture of innovation synonymous with the City of Waterloo. One of LITC’s most innovative strategies is to hold programs and events featuring industry experts. The Club’s “LITC Speaker Series” brings local technological and entrepreneurial leaders onto campus to host inter-

esting and engaging talks. The first of these talks was held in October. A Night With Google.

The Laurier Innovation & Technology Club hosted several Google Canada associates at the Turret Nightclub on the evening of October 5th. The event opened with a quick introduction by LITC’s founders, Michael and Anthony, and transitioned to the three Google speakers. Between each of the speakers, a video submission was shown for the Google Video Challenge, where Laurier students submitted ideas for “the next great Google product.” The night finished off with a complimentary Wilf’s-catered dinner and a reception where students had the opportunity to network with other students and Google representatives. True to their name, LITC also had a live Twitter stream flanking the Google presenters where students could hashtag #anightwithgoogle to voice their thoughts on the event.

The first speaker, Ray Reddy, is a University of Waterloo alumni whose “mobile application and managed service platform provider,” PushLife, was purchased by Google in early 2010. Ray spoke about his passion for start-ups, his experience with PushLife and his early observations at Google. The second speaker, Sean Paul, is a Software Engineer specializing in Google’s Chrome Operating System. Sean chatted with the audience about Chrome OS and its useful features and unique advan-



tages as a web-based operating system. The third and final speaker was James Campbell, a recruiter at Google Waterloo specializing in Technical Recruiting. James talked about his role in recruitment for Google and the company's famed corporate culture. James finished his chat with an amazing slideshow presen-



tation displaying the office of Google Waterloo. What does it look like? I will tell you this much... It has a slide. Google's three representatives did a fantastic job enticing and engaging the 100+ attendees of A Night With Google. The message from Google echoed the culture of the Laurier Innovation & Technology Club. As

James Campbell explained, "innovation comes from collaboration." This philosophy is central to the LITC mission. Empowering students by offering events, services and resources for students to meet-up and start-up the next innovative Waterloo company.

In March 2012, LITC is launching their Laurier Entrepreneurship Competition in partnership with the Schlegel Centre. Be sure to develop your business idea and submit your application by January! ■

Club Profile: The Laurier Financial Mathematics Association



Fiz Lokku

The field of Financial Mathematics sounds scary to many people and even among university students there are many unanswered questions: What do you learn?

What careers are available? How much money can you make? What courses do you have to take? Many students shy away from the unknown, and even more students perceive financial math as boring or complicated. The Laurier Financial Mathematics Association (LFMA) was started this year in an effort to raise awareness about potential careers and the paths that students can take to get there, as well as to build a network for students to interact with university faculty and industry professionals.

Since 2008, enrollment in Financial Math at Laurier has increased eightfold; the field is rapidly growing and students are taking

note. The introduction of the double degree (BBA/BA Financial Mathematics) further increased the demand for information on the field and how exactly it relates to business. These reasons in conjunction with the desire to interact with other enthusiastic, intelligent people - whether it be students, faculty, or industry professionals - are the reasons why Stephanie Krohn (president) and Tyler Routliff (executive vice-president) initiated the LFMA this year.

In its first year, the club has already hosted a number of events and promotions to reach out to interested individuals. On September 22nd the LFMA hosted a meet-and-greet where students could interact with the faculty and staff of WLU's Mathematics department over pizza, cookies and drinks. The event was abound with interested individuals who were hungry for opportunity and, of course, pizza (a whopping eighteen boxes of extra-large pizza were consumed). The event also saw the start of official membership and the LFMA's line of t-shirts, which debuted with the ever-so-clever "F

MATH" tees.

On October 19th the club hosted the first Speaker Series event in conjunction with the WLU Mathematics Department. The first speaker was fellow actuary Blake Hill who enlightened students on the details of his job (and some of the perks) as well as the educational path he had to take to get there. Actuaries are consistently ranked among the top jobs and many students in financial math consider this as a potential career path, meaning students were engaged and enthusiastic about what Hill had to say.

Through social events and interactive opportunities the LFMA seeks to maximize awareness and interest in the field of financial mathematics and act as an intermediary between the student body, faculty, university and industry in order to provide relevant training, networking, social and leadership opportunities. With a vast array of events and promotions planned for this year and years to come, stay tuned and visit www.lfma.ca for more information and updates - especially keep an eye out for more witty t-shirts. ■

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