Organization in the Spotlight

The Residential Business Program is a community that focuses on Living, Learning and Leadership. The RBP Community prepares students to be business leaders and encourages their own professional development throughout their college experience. The RBP Leadership Council is our registered student organization led by upper class student leaders. The RBP Leadership Council provides leadership opportunities and roles for freshmen and sophomores while exposing them to several corporate speakers that attend the meetings held every other Tuesday.

Freshmen in RBP are all enrolled in RBP sections of BUS101 in the fall. Through this course they learn about each business major and how to successfully use resources provided by MSU and the Broad College to become a future business leader. Also through this course our students participated in the annual RBP Day of Service on October 31st, 2014 in the Lansing area. We unite service and networking as we served others and building beneficial professional relationships.

We have many exciting things coming up this spring semester. We will be taking our second spring corporate trip the weekend of April 17-19th. 40 freshmen will be heading to Chicago for a weekend of site visits, community service and RBP Community bonding. On February 28th we are hosting an Emerging Leaders Institute with P&G in order to provide formal leadership training, networking, and growth opportunities as we all enter our summer jobs and internships. We will close out our year with interviews for next year’s RBP Peer leaders, Teaching Assistants, and E-board members and an End of the Year Banquet for the entire community.

To learn more about the RBP Community follow us on twitter @RBPatMSU or like our Facebook page- MSU Residential Business Program.

Keeping up with the Konnections

By: Brittany Buchanan
As a student, do not ever be afraid of reaching out to the connections you have made in order to ask questions or just to keep in touch. Maintaining relationships with the connections you make can benefit you in more ways than you can imagine. Oftentimes, it may surprise you how willing people are to help you out. You never know who would recommend you to someone or give you someone to get in touch with in order to further your career. While attending career events, like Michigan State’s Career Gallery, always ask for their contact information, an email or a business card. Doing so can set you apart from other candidates and shows your genuine interest in making a connection. However, maintaining these relationships after an event such as the Career Gallery where potential employers have spoken to a few hundred students may seem impossible. Rest assured, I can promise you it’s not! It’s always good to touch base with recruiters you have spoken with even if you didn’t get that second interview. Persistence is a good quality when it comes to maintaining connections.

For making professional connections LinkedIn is a networking MUST. LinkedIn is a visual resume and allows you to include significantly more information about your-
A Closer Look at MBP

The Multicultural Business Program was founded in 1992 with the goal of improving the recruitment, retention, and graduation of multicultural students by providing them resources and opportunities to learn academically and professionally. Under this program, there are four business student organizations, the largest of them being Multicultural Business Students (MBS). MBS is an organization that is focused on the personal and professional development of their members. They have biweekly General Membership Meetings where they host a Fortune 500 company to come talk to their members about various topics that are relatable to all professionals in the business world today. Some of the topics discussed in their past meetings are how to deal with controversy in the workplace, the importance of networking, and how to prepare for your first internship.

Alongside their General Meetings, MBS hosts two unique events annually to help their members continue to grow their professional networks. Every year they take about 60 of their members to the Kellogg Biological Center in Battle Creek, Michigan for a two day Leadership Retreat. At this retreat, recruiters from Fortune 100 companies come to present and network with the members. Similar to this event, MBS hosts an annual Holiday Reception at the end of first semester to celebrate month's worth of hard work with their members and the companies that help make it possible.

Outside of their efforts to professionally grow their members, MBS also hosts various social and community service events to allow their members to grow on a personal level. This past year they hosted a “Pizza in the Park” event, worked with their sister organizations in hosting an MBP Tailgate during football season, and participated in the Breast Cancer Walk in Lansing. The organization also has a strong Mentor/Mentee program to allow their younger members to learn and befriend those whom have had more experience as a business major at MSU. Overall, the organization has been dedicated to growing their members and expanding their MBP family!

Check it Out!

Looking to build your public speaking skills, communication skills, self-confidence, and leadership skills? We have a tremendous opportunity available to provide you with the skills necessary to differentiate yourself from your peers! Our club is called Spartan Toastmasters, and we are student-run organization that was created to provide students with an opportunity to further advance themselves. Our club is a branch of Toastmasters International, an organization that is widely renowned by Fortune 500 companies. We practice and hone our skills at weekly meetings by delivering speeches, evaluating our peers, and participating in activities that force us to think on our feet. Each member has the ability to set their own pace toward reaching their individual goals. In just a few short weeks, our members can drastically improve their skills that are required for success in their careers and personal ambitions.

There are not many clubs that offer the opportunity to develop lifelong skills, build your resume, network with motivated students, and have FUN at the same time. Coming up soon, our club will be hosting a speech contest on March 3rd. All are welcome to observe or compete!
We will also be holding a general informational session to inform interested individuals on what we are all about on March 24th. Please join us at these special events, and on Tuesdays at 7:30pm in Eppley 117 for our weekly meetings. Furthermore, visit us on our website at spartans.toastmastersclubs.org for additional information!

Snapchat on the Rise

Snapchat Quickly Becoming World’s Largest Startup
By Dominic Razzano

Back in 2003, Snapchat CEO Evan Spiegel was offered $3 billion dollars to sell his company to social media juggernaut, Facebook. Mr. Spiegel turned the offer down to much of the business world’s surprise. Back in 2003, Snapchat had no revenue and almost no assets. The business world sat back and shook their head at this idiotic decision.

At age 24, Evan Spiegel is now the one with the last laugh as Snapchat has exploded onto the market place which is now worth around $19 billion. If Snapchat continues to grow it would put the startup in an exclusive group of privately-held companies valued at over $10 billion, which includes Xiaomi, the world’s largest smartphone maker. How did Snapchat go from being just another phone application to a necessity for those 25 and younger? The answer has to do with the reality of social media. That when you post on social media, your good posts, bad posts, and inappropriate posts stay there forever. Snapchat was able to take advantage of Facebook’s potential consequences and make users feel protected when sharing media with other users.

Snapchat Could Become One of the 3 Highest-Valued Startups in the World
Written by Jack Linshi
2/18/2015 at 12:25 pm
http://time.com/3713365

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The Inside Story Of Snapchat: The World’s Hottest App Or A $3 Billion Disappearing Act?
By: J.J. Colao
1/6/2014 at 8:00 am
http://www.forbes.com/sites/jjcolao/2014/01/06/the-inside-story-of-snapchat-the-worlds-hottest-app-or-a-3-billion-disappearing-act/
March Events

Lear Center Resources
Walk-in Career Advising:
Monday/Wednesday 9-12pm
Tuesday/Thursday/Friday 1-4pm
Friday 1-4pm

Resume Drop Off:
Drop your resume off at the Lear Center and have it critiqued within 48 hours after drop off

Quality Resume Writing Workshops
Monday 4:30-5:15pm
Thursday: 11:20-12:15pm

Native American and Hispanic Business Students meeting: 6:20pm, N105 BCC
RBP Leadership Council: 6:30pm, McDonel Kiva

Delta Sigma Pi Tri-Fraternity Business Mixer: 6pm, Union
Student Investment Association meeting: 6:30pm, 117 Eppley
Leaders in IT meeting: TBA

Student Investment Association meeting: 6:30pm, 117 Eppley
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HR Association meeting: 7pm, N102 BCC

Networking Tips event: 7-8pm, C-106 Holmes Hall

Marketing Association meeting: 6:30pm, 116 Eppley

Spartan Toastmasters info meeting: 7:30pm, 117 Eppley

Job Search Strategy Webinar: 4-5pm, online

Student Investment Association meeting: 6:30pm, 117 Eppley

Broad Student Senate hosts Corporate Tour: 3:30pm, TBA

Figuring Out LinkedIn: 11am-12pm, 113 Student Services Building

HR Association meeting: 7pm, N102 BCC