BUSINESS EXTERNSHIP PROGRAM
BUILD. EXPLORE. PREPARE
Program Schedule

January 26
- Business Externship Program Showcase
- Applications OPEN

February 6
- Introducing Peer Mentor Office Hours

February TBD
- Business Externship Application Due Date

March 12
- Workshop #1 dates start!

March 17
- Last Day to attend Workshop #1
**Program Schedule**

**March 26**
- Meet your Mentor Event

**April 9**
- Match Day!
  (Students will be notified which externships they match with)

**April 27**
- Meet your Matches Event

**May 3-17**
- 3-Week Externship Hot Spot

**September TBD**
- 1st Professional Development Program

**September TBD**
- BEP Celebration
**Anna Hagood**

**Major:** Accounting

**Externships:**
Plante Moran and Eaton

"The Business Externship Program has helped me learn how to prepare for interviews by teaching me about company researching and how to ask good questions"

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**Ellie Arnold**

**Major:** Advertising and Promotions

**Externships:**
Campbell Ewald, E. & J. Gallo Winery, and Consumers Credit Union

"The Business Externship Program has impacted my professional development by teaching me what parts of business I was interested in, allowing me to confidently pick a major after participating in BEP"

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**Brad Goostrey**

**Major:** Sales and Business Marketing

**Externships:**
Stryler, Coyote Logistics and Thomson Reuters

"The Business Externship Program helped me explore numerous career pathways and ultimately lead to my internship with Stryler"
Peer Mentors

Gabrielle Francois

**Major:** Finance and Spanish

**Externships:** Eaton and PNC

"BEP has allowed me to narrow down my career options and gain a better understanding of what tasks, I would be doing in a professional enviroment" 

Janes Rubio

**Major:** Sales and Business Marketing

**Externships:** Greenleaf Hospitality and Parker Hanifin

"BEP impacted my career development significantly, because of this experience I decided to give back to the program by volunteering to mentor other students through the process"

Cory Scholler

**Major:** Engineering Management Technology

**Externships:** Mercury Marine

"BEP impacted my professional development by giving me direct connections within some of the largest companies in my industry!"
Nick Stamper

**Major:** Integrated Supply Chain Management

**Externships:**
Coyote Logistics and State of Michigan

"BEP taught me how to properly create a resume and cover letter as well as the finer points of professional dress and etiquette."

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Jennifer Eis

**Major:** Business Analytics

**Externships:**
Kellogg's

"The Business Externship Program impacted my professional development by providing opportunities to network with professionals working in my chosen field."

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Nikki Miller

**Major:** Advertising and Promotion

**Externships:**
Campbell Ewald, and Quicken Loans/Rock Central

"BEP taught me how to effectively communicate and connect with potential employers in our new, virtual world."
01-Step 1
Your application must be typed. Make sure your name is on all pages of the letter.

02-Step 2
Make sure the file name of your application letter includes your first and last name; ex. John_Doe_Application_Letter

03-Step 3
The letter should follow "Cover Letter Guidelines". Find the link at www.wmich.edu/business/career/cover-letter

04-Step 4
Topics to cover in the letter:
- unique characteristics about yourself that makes you a good candidate
- Discuss where you are at in your career development process.
- Include information about what majors you are exploring
- Discussion why you want to be apart of the program

05-Step 5
Convert your application letter to a PDF and upload the PDF version to ensure your format doesn't change.

06-Step 6
When you complete the online application found at www.wmich.edu/business/career/externship, you will be asked to submit a copy of your letter. Make sure to click the "Upload" button to submit the PDF version of your application letter. You will see a message that says "Upload Successful."
**What is Business Externship?**

- A career exploration opportunity that connects business students with professional mentors.
- An unpaid opportunity that gives students a chance to explore a career of interest and professional mentors a chance to provide career advice to current students.
- A way to gain information, knowledge, and experience to eliminate or select an academic major.

**How long is an Externship?**

The length of each externship is determined by a professional mentor. A typical externship will range in length from one to three days, but could be longer at the employer’s request.

**What are the typical Externship activities?**

Each externship is different, but some of the possible include:
- Observation of day-to-day activities of professionals
- Informal/international interviews with your professional mentor and/or other ZCC staff member
- Facility Tour
- Attendance at business meetings or launch events
- Short-term project, depending on the length of the opportunity

**Who is eligible to apply and participate in the Business Externship Program?**

In order to apply for the Business Externship Program, a student must:
- Intend to select a specific business major and have registered as Pre-Business Administration in the Business Advising Office (typically freshmen or sophomores)
- Attend and participate in two professional development workshops (per- and post- externship)

**When will externships occur?**

Most externships will occur during the “Hot Spot,” the period immediately following the conclusion of spring semesters at WMU, which is usually the first three weeks in May. Professional mentors may need to select a date outside of the “Hot Spot” and will arrange these dates directly with students.

**What do the small, medium, and large group sizes mean?**

- Small = 1-4 students
- Medium = 5-9 students
- Large = 10+ students
**To Apply:**
- The application can be found online at www.wmich.edu/business/career/externship.
- The application has two parts that both must be completed and requires a resume and application letter.
- Students will have about four weeks to research all the opportunities and submit an application.
- Visit the Zhang Career Center during the drop-in hours or make an appointment with a Peer Mentor to receive assistance with preparing the application documents.
*Submissions of an application does not guarantee a match.*

**Workshop #1:**
Will provide students with all the necessary information needed to be successful at the externship site. Topics that will be covered include:
- Informational Interviewing, including how to prepare to ask appropriate questions during the externship
- Company research to prepare for a site visit—what do you need to know?
- Business communication, business etiquette, corporate culture
- Requirements after your externship—evaluation, thank you note, etc.
- Students will receive a series of documents for each opportunity, including:
  - Business Externship Program Learning Contact
  - Liability release and confidentiality agreement
*Signatures on all documents are required to participate in the Business Externship Program.*

**If a student is matched with an Externship how will they be notified:**
- Students will be notified via email of a decision on Match Day, March 13.
- Once notified of a match, students will have just a few days to accept the externship match and select the date for attending the first required professional development workshop. Students select the date for attending the first required professional development workshop.
- Students will deliver their enrollment form to the Zhang Career Center in person during this enrollment period.
- When a student delivers his/her enrollment form, he/she will receive instructions to complete an online externship profile that will be provided to the designated mentor.

**Workshop #2 (After Externships):**
will assist students with incorporating the externship into their career development and planning strategies. Topics that will be covered include:
- How to include your opportunity on your resume
- How to discuss your opportunity in an interview
- Feedback on overall program experience

**What are happens if my externship is virtual?**
- The company will contact you regarding the location and how your externship will be conducted.

**What are required professional development workshops:**
- In order to participate in the Business Externship Program, students must attend and participate in two professional development workshops arranged by the Zhang Career Center.
BEP Peer Educators:
careercenter-bep@wmich.edu

BEP Peer Mentors:
Alania: csesh_pe@wmich.edu
Megan: csesh_pe@wmich.edu

Program Director:
Geralyn Heystek-
geralyn.heystek@wmich.edu
AGCO CORPORATION

Locations:
-Duluth, GA

Desired Major Groups:
-ISM

AGCO's Vision:
High-tech solutions for farmers feeding the world.

Externship Description:
During the externship students will tour both a manufacturing plant and our international headquarters while being introduced to daily operations. They will learn about the history of AMM, our culture, and network with employees. Among other things, externs may get the opportunity to see meetings take place or participate in our training program.

Mission:
Profitable growth through superior customer service, innovation, quality and commitment

EXTERNSHIP LENGTH: 3 DAYS (INCLUDING TRAVEL)

DAILY TIME: 8:00 A.M. TO 4:30 P.M

EXTERNSHIP DATES: TBD

GROUP SIZE: SMALL

ATTIRE: BUSINESS CASUAL
**Kalamazoo Air Zoo**

**Locations:**
Portage, MI

**Desired Major Groups:**
- Accountancy
- Finance
- Human Resources
- Marketing

**Company Description:**

With over 100 rare aircraft & spacecraft, amazing hands-on exhibits, amusement park rides, full-motion flight simulators, a state-of-the-art Theater experience, educational programs, and much, much more, the Smithsonian-affiliated Air Zoo Aerospace & Science Experience in Portage, MI, is unlike any you’ve ever seen! The Air Zoo brings science, technology, engineering, art, and mathematics (STEAM) to life through our roots in history and aerospace science and provides guests with a unique experience each time they walk through the doors. Voted the #1 Museum in Michigan as well as "Best Place to Take Out-of-Towners" and "Best Place to Spend the Day with your Family", the Air Zoo is one of Southwest Michigan’s top attractions for families, military/history/aerospace enthusiasts, educational service providers, and special event coordinators.

**Externship Description:**

Non-Profit Business (Accounting and Talent) - The Air Zoo is a private non-profit organization that started as a WWII plane museum (a unique business model) and developed into an interactive science center. Running a non-profit has the same business challenges this externship will discuss the inner workings and how the mission and purpose drive the organization.

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**Externship Length:** 1 Day

**Daily Time:** 9:00 A.M. to 3:00 P.M.

**Externship Dates:** TBD

**Group Size:** Small

**Attire:** Business Casual
What is Alro Steel?

With 70 years of business, Alro is a distributor of metals, industrial supplies, and plastics

Mission:

To ensure the long-term success of Alro and its people by exceeding our customers' expectations.

EXTERNALSHIP LENGTH: 2 DAYS

DAILY TIME: 8:00A.M. TO 4:00 PM

EXTERNALSHIP DATES: MAY 17

GROUP SIZE: SMALL

ATTIRE: BUSINESS CAUSAL

Locations:
- Jackson, MI

Desired Major Groups:
- Sales
- ISM
**ARBOR FINANCIAL CREDIT UNION**
https://www.arborfcu.org/

**Locations:**
- Kalamazoo, MI

**Desired Major Groups:**
- Human Resources
- Accounting
- Finance
- Marketing
- IT

**Arbor’s Goal:**
Meet the financial needs of local educators. Since then, our mission has evolved and we now provide services to all types of families and businesses across the state of Michigan. In 2016, we became Arbor Financial Credit Union. The new name was designed to change the perception that you had to be a teacher to join. With the reference to trees, we also wanted to reinforce our strong community roots and commitment to growth.

**Externship Description:**
Introduction of each department at the credit union, and the responsibilities of those individual departments

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**EXTERNSHIP LENGTH:** 2 DAY

**DAILY TIME:** 9:00 A.M. TO 3:00 PM

**EXTERNSHIP DATES:** TBD

**GROUP SIZE:** MEDIUM

**ATTIRE:** BUSINESS CASUAL
PROFESSIONAL DEVELOPMENT TIP

YOU WILL BE EXPOSED TO A RANGE OF NEW IDEAS WHEN PARTICIPATING IN WMU'S EXTERNSHIP PROGRAM. BE OPEN. EMPLOYERS VALUE ADAPTIVE TALENT
CONSUMERS CREDIT UNION

Locations:
-Kalamazoo, MI

Desired Major Groups:
-Accountancy
-Finance
-Marketing
-Human Resources

Mission Statement:
We are committed to maintaining the highest standards of integrity and professionalism in our relationship with you. We endeavor to know and understand your financial situation and provide you with only the highest quality information, services, and products to help you reach your goals.

Externship Description:
The program is set up to cater to each student’s area of study. Externs will have the opportunity to shadow a supervisor in a department of their interest and learn about the daily activities involved with that role. Students will also be given time to talk with staff members about what they look for when hiring new employees and receive professional development advice.

EXTERNSHIP LENGTH: 1 DAY

DAILY TIME: 9:00 A.M. TO 4:00 PM

EXTERNSHIP DATES: TBD

GROUP SIZE: MEDIUM

ATTIRE: BUSINESS CAUSAL
School Description:
WMU-Cooley Law School is a national leader in practice preparation with a focus on professionalism, ethics, and a deep commitment to inclusion and diversity.

Externship Description:
Externs will get the opportunity to learn all about WMU—Thomas M. Cooley Law School, specifically the Judicial system. The externs will spend time in courts and talk to a judge. Students will also have the chance to learn about the basics of law school and talk to alumni. The first night of the externship externs will go to a Lansing Lugnutes game for a networking session.

Dedication to:
Teaching students the knowledge, skills, and ethics needed to succeed in both the law and its practice and to be valuable members of society.

Locations:
- Lansing, MI

Desired Major Groups:
- Business Law

Externship Length: 1 Day

Daily Time: 10:00 a.m. to 4:00 p.m.

Externship Dates: May 19th

Group Size: Large

Attire: Business Casual
WHILE THE PURPOSE OF AN EXTERNSHIP IS FOR YOU TO GET MORE INFORMATION, YOU SHOULD STILL DO YOUR RESEARCH ON THE COMPANY AND INDUSTRY BEFORE YOU GET THERE. YOU CERTAINLY DO NOT HAVE TO BE AN EXPERT, BUT THE MORE YOU KNOW AHEAD OF TIME, THE MORE INTELLIGENT QUESTIONS YOU WILL BE ABLE TO ASK, AND THE MORE INTERESTED AND CAPABLE YOU WILL LOOK.
What is Coyote:
A leading transportation and logistics service provider that is constantly innovating.

Mission Statement:
“To do the right thing every time."

Externship Description:
The purpose of the Coyote Logistics Externship is for current college students to explore all aspects of our growing 3PL. This half day-long program will give you the opportunity to learn about and apply business and communication skills in numerous fields within our company. The job shadow will begin with a general Coyote informational session in which you will learn about our proprietary internal software program. After learning the basics of the industry, you will have the opportunity to explore different roles by shadowing current Coyote Representatives!

EXTERNALSHIP LENGTH: 1 DAY

DAILY TIME: 9:00 A.M. TO 12:00 PM

EXTERNALSHIP DATES: MAY 6

GROUP SIZE: LARGE

ATTIRE: CASUAL
**Company Description:**
DPP provides comprehensive corporate finance advisory services to both public and private companies, including merger and acquisition advisory, capital raising, and general financial advisory services such as fairness opinions and valuations.

**Externship Description:**
Externs will meet, interview, and shadow several employees at all levels of the company in order to become familiar with their respective roles. They will learn about investment banking and experience the culture of our small firm. Students may be given the chance to participate in client conference calls and/or meetings. The extern might be assigned a minor project or task for hands-on learning.

**Company Values:**
- Industry Specialization and insight
- Innovation and Idea Generation
- Integrity
- Teamwork

**EXTERNSHIP LENGTH:** 1 DAY
**DAILY TIME:** 9:00 A.M. TO 5:00 PM
**EXTERNSHIP DATES:** TBD
**GROUP SIZE:** SMALL
**ATTIRE:** BUSINESS CASUAL
8 CAREER COMPETENCIES

1. CRITICAL THINKING AND PROBLEM SOLVING
2. ORAL/WRITTEN COMMUNICATIONS
3. TEAMWORK/COLLABORATION
4. LEADERSHIP
5. PROFESSIONALISM/WORK ETHIC
6. CAREER MANAGEMENT
7. GLOBAL/INTERCULTURAL FLUENCY
8. DIGITAL TECHNOLOGY
What does Dow do?

Dow’s portfolio of performance materials, industrial intermediates and plastics businesses delivers a broad range of differentiated science-based products and solutions for our customers in high-growth segments, such as packaging, infrastructure and consumer care. With more than 3,500 product families manufactured at over 113 sites in 31 countries across the world, Dow features more than 38,000 people working together to passionately innovate the essentials necessary for human progress.

Externship Description:

Dow’s Business Externship offers participants the opportunity to experience the various responsibilities of a corporate accountant firsthand. Externs will also learn about the different accounting roles by hearing directly from Dow accountants as they explain their roles and responsibilities. In addition, they will be able to meet with several recent hires regarding the transition into full-time employment.

Our Ambition:

We want to become the most innovative, customer-centric, inclusive and sustainable materials science company in the world. Our goal is to deliver value growth and best-in-class performance.
E&J GALLO WINERY

www.gallo.com

Locations:
-Lisle, IL

Desired Major Groups:
-Food Marketing
-Sales

Company Description:
E. & J. Gallo Winery is the world’s largest family-owned winery and the acclaimed producer of award-winning wines and spirits featured in more than 90 countries around the globe.

Externship Description:
Externs will travel to our corporate office in Lisle, IL (just outside of Chicago) for a full day’s worth of experience learning about all things related to our Sales Leadership Development Program. We will walk through each of the phases of the program, detail the internship, cover Gallo’s history and the industry, and hear from talented managers throughout. After a dinner on the first evening, externs will have the opportunity to shadow sales representatives in the field on day two to get a feel for what phase one of the program is truly like.

Values:
- Integrity
- Respect
- Humility
- Innovation
- Commitment
- Teamwork

EXTERNSHIP LENGTH: 2 DAY

DAILY TIME: 9:00A.M. TO 5:00 PM

EXTERNSHIP DATES: MAY 11 &12

GROUP SIZE: LARGE

ATTIRE: BUSINESS CASUAL
DONT LET YOUR PROFESSIONAL MENTOR(S) THINK YOU DISAPPEARED INTO THIN AIR AFTER THE EXTERNSHIP. KEEP IN TOUCH! LET THEM KNOW ABOUT YOUR NEW ACCOMPLISHMENTS. VISIT THEM WHEN THEY ARE ON CAMPUS TO SAY HELLO AND CONTINUE TO BUILD THE RELATIONSHIP.
**Locations:**
- Remote/Virtual

**Desired Major Groups:**
- Accounting
- Finance

**Company Description:**

At Eaton, we’re dedicated to improving people’s lives and the environment with power management technologies that are more reliable, efficient, safe and sustainable. Because that’s what really matters. And we’re here to make sure it works.

**Vision:**

To improve the quality of life and the environment through the use of power management technologies and services.

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**Externship Length:** 1 Day

**Daily Time:** 9:00 A.M. to 3:00 P.M

**Externship Dates:** TBD

**Group Size:** Large

**Attire:** Business Casual
GREENLEAF HOSPITALITY

Locations:
- Kalamazoo, MI

Desired Major Groups:
- Finance
- Marketing
- Sales
- Management
- Human Resources
- IT

Community Description:
Greenleaf Hospitality Group operates Radisson Plaza Hotel, Wings Event Center, and Wings West located in Kalamazoo, MI with nearly 600 team members working everyday to differentiate us in the market and create memorable moments with our Customers.

Vision:
Create the new standard of inspired hospitality, dining, sports, and entertainment.

Mission:
Empower each other to ignite a story through memorable experiences in Kalamazoo.

Externship Description:
The Externship will allow you to shadow many departments within our organization. During the 1 day Externship you will get to meet our Executive Team, sit in part of our new hire orientation to learn more about Greenleaf Hospitality Group, be treated to lunch, and shadow the departments that you are most interested in!

Externship Length: 1 Day
Daily Time: 8:30 A.M. to 3:00 P.M

Externship Dates: May 7

Group Size: Small
Attire: Business Casual
PROFESSIONAL BEHAVIOR TIP

ROLLING UP 10 MINUTES LATE IS NOT GOING TO IMPRESS ANYONE. ARRIVE AT YOUR EXTERNSHIP SITE 10-15 MINUTES EARLY, DRESS INAPPROPRIATE ATTIRE, AND TURN YOUR CELL PHONE OFF! WHEN YOU MEET YOUR PROFESSIONAL MENTOR(S), MAKE EYE CONTACT, SMILE, INTRODUCE YOURSELF, AND OFFER A FIRM HANDSHAKE.
HAWORTH, INC.

Locations:
- Holland, MI

Desired Major Groups:
- Finance
- Accountancy
- Advertising
- Management
- Marketing
- ISM
- Human Resources
- IT

Mission:
We partner with our clients to create environments that reflect their unique culture and evolve with their business over time. Using our products, services, and knowledge, our mission is to provide each of our customers a tailored interior that enhances their business, stirs their spirit, and sustains the planet in line with Haworth’s values.

Externship Description:
Each day of Haworth’s externship will provide a different learning experience. During the externship, students will be paired with individuals from their specific areas of interest for job shadowing. They will have the opportunity to meet many professionals within their field, including those in upper management. Externs will engage in discussions concerning various aspects of their field. They will also receive tours of our headquarters and manufacturing facilities, and participate in several professional and personal development activities. The externship will show students what it takes to be a successful global company.

Values:
- Integrity
- Results
- Members

Externship Length: 3 Days

Daily Time: 9:00 A.M. to 3:00 P.M.

Externship Dates: May 4, 5, & 6

Group Size: Large

Attire: Business Casual
External Description:
Externs will gain exposure to multiple areas of supply chain integration including new product development, cost management, logistics, strategic sourcing, and indirect materials. The externship will include shadowing, as well as individual meetings. Participants will visit two different factories in two separate Divisions (Ag & Turf and Construction). A business dinner will be held the first evening.

Diversity:
“We embrace a culture that is accepting and understanding. And we work to include individuals and companies that fit with that culture. It’s a culture that reflects our global market, widens our business opportunities, attracts the best talent, and breathes life into the best teamwork.”

Values:
- Integrity
- Quality
- Commitment
- Innovation

EXTERNSHIP LENGTH: 2 DAYS

DAILY TIME: 8:00 A.M. TO 4:00 PM

EXTERNSHIP DATES: MAY 13 & 14

GROUP SIZE: MEDIUM

ATTIRE: BUSINESS CASUAL
PROFESSIONAL DEVELOPMENT TIP

TAKE EVERY OPPORTUNITY TO CONNECT WITH EVERY EMPLOYEE OF THE COMPANY THAT YOU ARE ATTENDING. YOU NEVER KNOW WHO MAY BE INTERVIEWING YOU IN THE FUTURE.
**Locations:**
- Grand Rapids, MI

**Desired Major Groups:**
- Human Resources
- Accountancy
- IT

**Externship Description:**
Grow with us! Kellogg’s externship provides experiential learning in a hands-on environment working with the most prestigious brands in the industry. You will witness how a global company works together to achieve success! Based on your area of study, you’ll have the chance to work closely with several of our Kellogg family members who will provide you first-hand insight into the responsibilities, competencies, and daily work initiatives of the department.

**Vision:**
To enrich and delight the world through foods and brands that matter.

**Purpose:**
Nourishing families so they can flourish and thrive.

**Values:**
- Integrity & Respect
- Accountability
- Passion
- Simplicity
- Success
- Humility and Hunger

**Externship Length:** 1 Day

**Daily Time:** 9:00 A.M. to 4:00 P.M

**Externship Dates:** May 4

**Group Size:** Large

**Attire:** Business Casual
What does Navistar do?
What we make makes a difference. Our vehicles and engines keep economies moving. They deliver more children to school every day. They keep our troops safe. That’s why we say without hesitation that we’re driving America forward - safely, smoothly and with the same dedication that we’ve had for more than 180 years.

Externship Description:
For the day, the students will tour our headquarters and distribution center. We’ll also have multiple presentations throughout the day from upper management and current rotational program associates. These presentations will help the students understand a typical day at Navistar and learn more about Supply Chain processes.

EXTERNSHIP LENGTH: 1 DAY

DAILY TIME: 7:45 A.M. TO 4:30 P.M

EXTERNSHIP DATES: MAY 20

GROUP SIZE: LARGE

ATTIRE: BUSINESS CASUAL
Professional Behavior Tip

Make sure that you are experiencing the entire externship opportunity! Even if you realize that you are not interested in the content of the opportunity, take all of the knowledge and information that you can.
What is Parker Hannifin?

Parker Hannifin is a Fortune 250 global leader in motion and control technologies. For 100 years the company has engineered the success of its customers in a wide range of diversified industrial and aerospace markets. Parker’s engineering expertise and a broad range of core technologies uniquely position the company to help solve the world’s greatest engineering challenges.

Parker Hannifin on Diversity and Inclusion:

Together. It’s a word we use quite a bit at Parker, because it exemplifies our culture and environment. We work together to produce results, and to leverage the diversity of our workforce in support of our goals.

Values:

- Creativity
- Innovation
- Personal Accountability

EXTERNSHIP LENGTH: 2 DAYS

DAILY TIME: 9:00 A.M. TO 3:00 P.M

EXTERNSHIP DATES: APRIL 13 & 14

GROUP SIZE: LARGE

ATTIRE: BUSINESS CASUAL
PATRICK INDUSTRIES

Locations:
-Elkhart, IN

Desired Major Groups:
-ISM

Description of Externship:
The Patrick Industries Externship will include multiple tours and interactions with manufacturing facilities and their leaders as well as a panel interview with Sr. Leader and other diverse business influence.

Our Mission:
To manufacture and distribute quality products that exceed our customer’s expectations and to provide continued opportunities for our team members who excel in their position. The way we are successful at accomplishing our mission is to develop and foster relationships both internally and externally which are built on trust and proven performance.

Our Vision:
Patrick Industries is structured with independent business units, which allow our leaders and sales team to have the entrepreneurial spirit of a small company. This enables our teams to specialize in the products they manufacture and distribute, all with the underlying culture of putting our customer first.

EXTERNSHIP LENGTH: 1 DAYS
DAILY TIME: 8:00 A.M. TO 5:00 PM
EXTERNSHIP DATES: MAY 11
GROUP SIZE: SMALL
ATTIRE: CASUAL
VOLUNTEER ON COMMITTEES OR RUN FOR LEADERSHIP ROLES AT ORGANIZATIONS WHERE YOU CAN DEVELOP SKILLS THAT NOT ONLY BENEFIT THE GROUP BUT ALSO ARE APPLICABLE TO YOUR INDUSTRY AND FUTURE JOB.
PepsiCo Mission:

As one of the largest food and beverage companies in the world, our mission is to provide consumers around the world with delicious, affordable, convenient and complementary food and beverages from wholesome breakfasts to healthy and fun daytime snacks and beverages to evening treats.

We are committed to investing in our people, our company and the communities where we operate to help position the company for long-term, sustainable growth.

Vision:

At PepsiCo, we aim to deliver top-tier financial performance over the long term by integrating sustainability into our business strategy, leaving a positive imprint on society and the environment. We call this Performance with Purpose.

Locations:  
- Howell, MI

Desired Major Groups:  
- Sales  
- ISM

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EXTERNSHIP LENGTH: 2 DAY

DAILY TIME: 10:00 A.M. TO 4:00 PM

EXTERNSHIP DATES: MAY 4 & 5

GROUP SIZE: LARGE

ATTIRE: BUSINESS CASUAL
About Plante Moran:

Plante Moran is among the nation’s largest certified public accounting and business advisory firms. We have 3,100 staff across 25 locations in Colorado, Illinois, Michigan, Ohio, and internationally in China, India, Japan, and Mexico. We help clients around the globe make the mark, providing audit; tax; risk management; financial, technology, and business consulting; and wealth management services. We’re consistently ranked as one of Fortune magazine’s “100 Best Companies to Work For.” Our culture translates into an extraordinary client experience, allowing us to attract and serve the best organizations, and gives you the opportunity to grow your expertise and help pave your pathway to professional excellence.

Locations-
-Virtual

Desired Major Groups-
-Accountancy
-Finance

EXTERNSHIP LENGTH: 1 DAY

DAILY TIME: 9:30 A.M. TO 4:00 PM

EXTERNSHIP DATES: MAY 20 & 21

GROUP SIZE: LARGE

ATTIRE: BUSINESS CASUAL
THE MOST SUCCESSFUL NETWORKERS ARE GOOD AT MAKING OTHER PEOPLE FEEL SPECIAL. LOOK PEOPLE IN THE EYE, REPEAT THEIR NAMES, LISTEN TO WHAT THEY HAVE TO SAY, AND SUGGEST TOPICS THAT ARE EASY TO DISCUSS. BE A LISTENER, NOT A TALKER.
Publicis Media
www.starcomww.com

Locations:
-Chicago, IL

Desired Major Groups:
-Advertising

Company/Organization:
Harnessing the power of the modern media landscape to drive one-to-one consumer engagement at scale, Publicis Media creates values for clients through global media agency brands and scaled capabilities across investment, strategy, insights and analytics, data and technology, commerce, performance marketing, and content. Publicis Media is one of the four solutions hubs of Publicis Groupe alongside Publicis Communications, Publicis, Sapient and Publicis Healthcare. Led by Steve King, CEO, Publicis Media is comprised of Starcom, Zenith, Digitas, Spark Foundry, Blue 449, and Performics, powered by digital-first, data-driven global practices that together deliver client value and business transformation. Publicis Media is committed to helping its clients navigate the modern media landscape and is present in more than 100 countries with over 23,500 employees.

Externship Length: 1 Day

Daily Time: 10:00 AM to 4:00 PM

Externship Dates: May 7

Group Size: Large

Attire: Casual
QUICKEN LOANS

Locations:
-Detroit, MI or Remote

Desired Major Groups:
-Finance
-Management
-Sales
-Marketing
-Advertising
-Human Resources
-IT

Quicken Loans ISMs:
-Always raising our level of awareness
-Responding with a sense of urgency
-Every Client. Every Time. No Exceptions. No Excuses.
-Obsessed with finding a better way
-Ignore the noise
-It’s not about WHO is right; it’s about WHAT is right

Externship Description:
Learn and grow with an externship in one of the following areas: Marketing, Human Resources, Accounting, Public Relations, Technology, Client Relations or Banking. Activities will vary by area, and students will rotate through any area in which they express interest. Gain knowledge about the mortgage business and see what it is like to work at Quicken Loans. Externs will meet with leaders, shadow team members, attend meetings, and participate in team building activities. Experience downtown Detroit while taking a mini tour of the city. Visit several Quicken Loans locations and see how we are positively affecting the city around us.

EXTERNSHIP LENGTH: 1 DAY

DAILY TIME: 12:30A.M. TO 4:00 PM

EXTERNSHIP DATES: TBD

GROUP SIZE: LARGE

ATTIRE: BUSINESS CASUAL
Mission Statement:

Founded with the vision of helping clients achieve their goals; committed to the principle of excellence; and dedicated to the attitude that our client’s success is our success.

Externship Description:

Observe and interview Seber Tans staff as they complete their daily responsibilities. See what goes into tax preparation and financial statement preparation, as well as possible business evaluations, bookkeeping duties, and client consulting. Learn about the accounting software Seber Tans uses to serve its clients. Students will shadow Certified Public Accountants (CPAs) and get an honest view and opinion of the work they do on a daily basis.

EXTERNSHIP LENGTH: 1 DAY

DAILY TIME: 9:00 A.M. TO 3:00 PM

EXTERNSHIP DATES: MAY 19 OR 20

GROUP SIZE: SMALL

ATTIRE: BUSINESS CASUAL
**Locations:**
- Portage, MI

**Desired Major Groups:**
- ISM

**Company Description:**
Stryker is one of the world’s leading medical technology companies and together with our customers, we are driven to make healthcare better.

**Externship Description:**
Stryker is one of the world’s leading medical technology companies and, together with our customers, is driven to make healthcare better. We offer innovative products and services in Orthopaedics, Medical and Surgical, and Neurotechnology and Spine that help improve patient and hospital outcomes. Our Early Talent Program is a critical component to our talent offense and an integral part of our company strategy. Our internship and new graduate programs are committed to building a diverse talent bench of future leaders within our organization. We’re focused on creating a great place for current students and new college grads to thrive, which allows you to discover and follow your passion while managing your own career. Join the Stryker WMU ISM Externship to learn more about Stryker and the various supply chain functions within. In addition to hearing from leaders in procurement, manufacturing, and freight/transportation, Jill Pearrow, University Recruiter, will speak about recruitment and our early talent programs, which offer an opportunity to leverage the power of your degree with real-world momentum. There will also be a working session on a case study that involves real-world business problems being faced at Stryker. The event will conclude with a panel of WMU alumni who are current Stryker employees. Come prepared with questions as this will be an open forum!

**Externship Length:**
1 Day

**Daily Time:**
9:00 A.M. to 12:00 PM

**Externship Dates:**
May 6

**Group Size:**
Medium

**Attire:**
Business Casual
BUSINESS PROFESSIONAL

When a company requires employees to dress business professional they are usually looking for a blazer, dress pants or skirt (length should be between mid-calf and knee-length), blouse, heels (comfortable), or a nice dress flat. The key is to look nice, clean, and pull together. Also, it is best to dress more conservatively when going to an office.

BUSINESS CASUAL

When you hear the word business casual think business professional without the blazer. Traditional business casual is a nice dress pants or long skirt and a blouse or sweater. It is true that every office has a different definition of business casual but it is best to air on the more traditional side when going into an office for the first time.
BUSINESS PROFESSIONAL

When a company requires employees to dress business professional they are usually looking for a blazer, dress pants, button-up or a sweater, belt, tie, and a nice dress shoe. The key is to look nice, clean and pull together, and professional. Your hair should be neat and well-groomed and little to no cologne.

BUSINESS CASUAL

When you hear the word business casual think business professional without the blazer. Traditional business casual is a dress pant with a button-up, sweater, a knit pullover, sweater, belt, and a dress shoe. Business Causal work style is pretty straight forward for men in the workplace. Also, it is good to have neat well-groomed hair.
SAMPLE APPLICATION COVER LETTER

Your Address
Kalamazoo, MI 49008

February 6, 2014

Ms. Geralyn Heystek
Director of HGoB Zhang Career Center
Western Michigan University
1903 W. Michigan Ave.
Kalamazoo, MI 49008-5470

Dear Ms. Heystek:

I am writing to you today to express my interest in becoming a Haworth College of Business Extern for this upcoming summer. I received the honor of participating in the Business Externship Program last summer where I went on two externships, one to the 8th District Court of Kalamazoo and the other to the State of Michigan Department of Corrections.

I am currently a sophomore in the Haworth College of Business and just applied to be a junior for the upcoming fall semester. However, at the moment I am a little confused about which major I should pursue. Through my experience as an extern last year I discovered that my previously chosen field of accounting was not for me. When I came back to school this year I started searching for something else that sparked my interest. Sadly, I have been unable to discover my niche. I am hoping that by participating in the Business Externship Program again this summer I will be able to explore some different opportunities and find my true passion.

I want to thank you for your consideration of allowing me to participate in the program and hope to hear from you soon. I can be reached by email at your.name@wmich.edu or by phone at (269) 555-0123.

Sincerely,
Your Name

Your Address
Kalamazoo, MI 49008

February 6, 2016

Ms. Geralyn Heystek
Director of HGoB Zhang Career Center
Haworth College of Business
Western Michigan University
1903 W. Michigan Ave.
Kalamazoo, MI 49008-5470

Dear Ms. Heystek:

I am writing to you today to express my interest in becoming a Haworth College of Business Extern for this upcoming summer. One of the Externship Peer Mentors roused my interest in this program at a presentation during my BUS 1750 class. From the moment they began talking I was hooked.

I am currently a freshman in the pre-business program at Western Michigan University with a major in pre-management. But as I have quickly learned, management is an extremely broad field of study and I have no idea what specific career I would like to pursue. The Business Externship Program offers an opportunity for me to gain a better understanding of the different fields available in management and will help me narrow my career choices. The program offers such a wide range of companies, I can definitely see how it would be of use in providing more information about what life is like outside college in the business world for my major.

Thank you for your consideration and I hope to hear from you soon. I can be reached by email at your.name@wmich.edu or by phone at (269)555-0201.

Sincerely,
Your Name
"No Call No Show" (NCNS) is when a student does not attend an interview, advising appointment, program, and/or event without advanced notice. "Late Cancellation" is when a student gives very short notice, typically less than two days, to cancel an interview, advising appointment, or event/program registration.

This behavior is costly in terms of lost corporate time and expenses, loss of valuable staff time and resources, and is detrimental to other WMU business students' ability to arrange employment interviews or advising appointments. This is applicable to all professional commitments outside of the university.

See Professional Guidelines for Students resource at www.wmich.edu/business/career

Canceling and On-Campus Interview or Reservation to Attend a Career Program

If you need to cancel an on-campus interview, advising appointment, or attendance to a career program, call the Zhang Career Center (269) 387-2711 to give at least two days in advance.

*Special Note for On-Campus Interviews: Regardless if the interview was scheduled online or in person, it is very important that you call the Zhang Career Center to cancel your scheduled interview - even if you have notified the employer.
NO SHOW POLICY

Interview/Advising Appointment No-Show and Late Cancel Procedure

NCNS and Late Cancellations, outside of due cause, for on-campus interviews, career advising appointments, and career events/programs are considered unprofessional behavior. The Zhang Career Center will address such behavior by doing the following:

Upon notification that an NCNS or late cancellation has occurred, the student is immediately blocked from accessing the BroncoJOBS website powered by Handshake.

A staff member will contact the student, notifying him/her of the temporarily blocked status on BroncoJOBS and the actions required to correct the situation.

Action Steps

The student’s account is blocked by the Zhang Career Center and the student is notified. Further participation in interviews, advising appointments, and career center programs will be temporarily terminated until the following steps are completed and approved by a career center staff member:

Schedule an appointment with the staff member listed in the notification email.
Email/bring a draft of an apology to your appointment.

A staff member will approve the content of the apology. The student will send the approved email to the employer/interviewer/advisor and carbon copy (cc:) the staff member. If the student fails to send this email within two weeks the student will be blocked from the system for one year.

Subsequent Offense
The student is barred from all Zhang Career Center services, including BroncoJOBS

Appeal
Any student who feels he/she has been incorrectly identified as a no-show or late cancellation may request an individual review of the circumstances by Geralyn Heystek, the director of the Zhang Career Center.
Zhang Career Center

Information

Director:
Geralyn Heystek

Career Development Specialist:
Bob Stewart

Employer Relations Specialist:
Jennifer Palmatier

Phone: (269) 387-2711
FAX: (269) 387-2760
Email: careercenter-hcob@wmich.edu
Web: www.wmich.edu/business/career

Address: Western Michigan University
1903 W. Michigan Avenue
Kalamazoo, MI 49008-5470

Campus Site: Haworth College of Business
3020 Schneider Hall

Catalog Designed By: Samantha Morehead