

THE CORINTHIAN COLUMN

STONEHILL COLLEGE MU OMEGA CHAPTER

OF BETA ALPHA PSI NEWSLETTER

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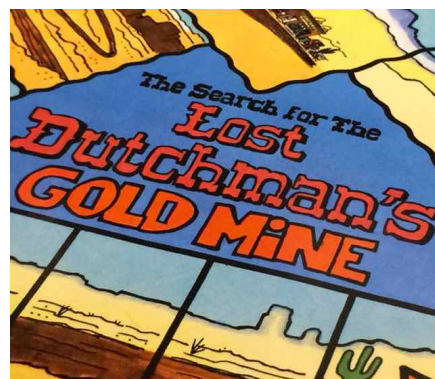
The End of a Successful Year

By Kymberly Knoph '14

With our first full year as an official chapter behind us, it is the consensus of the officers that we are now well positioned to demonstrate the highest levels of achievement relative other BAP chapters at colleges and university across the US. Much has been accomplished since winter break, some of which we hope will be recognized at the 2014 Annual Meeting. We are confident that the legacy of this year's membership will be carried forward to 2014-15.

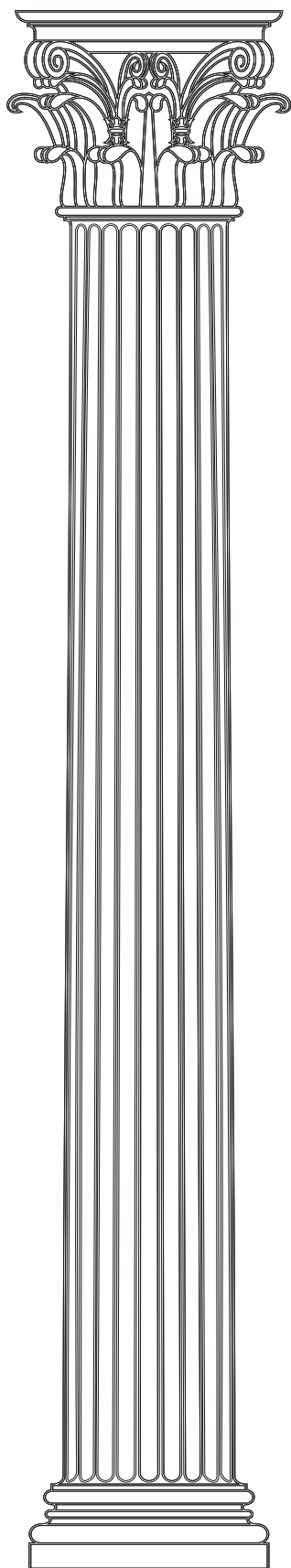
In January, our Mu Omega chapter was selected as one of the top 10 finalists for the Grant Thornton Ethics Competition, an international competition similar to the Diversity Competition we competed in and won last year. As a finalist, Grant Thornton generously funded our original idea to run a "March Madness" style competition where sixteen teams of three students each battled head to head on a series of ethics trivia questions. All Stonehill students were then invited to purchase "bracket sheets" for \$1 and support their friends in the hope of picking the winner and sharing the cash prize. Our goal here was simply to engage as many students as we could with the project and teach about ethical situations that they may encounter post graduation. The winning team received a small cash prize as well as gold and silver medals to remember the event. Observers in the audience also were eligible for fun prizes. We had an outstanding turnout for our competition and will find out how well we did with our idea at the Annual Meeting this summer. Special thanks for our "Ethics March Madness" event goes out to the business administration faculty for preparing the questions and the students of *InDesign* that helped us with advertising the three week competition. Congratulations to the "Three Amigos" for their hard fought victory and Tom Sullivan '14 for his bracket picks.

We also took a major step in our effort to be named a "Superior Chapter" according to Beta Alpha Psi's standards. All members and candidates joined together to go above and beyond the requirements and we believe that we have met the qualifications for this honor as well. With the amount of effort we've put in and the distance we've come, we are all eager to see where next year's leadership can take the chapter.



Beta Alpha Psi is a non-profit honorary and service organization for accounting and financial information students of AACSB- or EQUIS-accredited colleges and universities. The primary objective of Beta Alpha Psi is to encourage and give recognition to scholastic and professional excellence in the business information field.





New Course Offering: Spanish for Business

By Professor Virginia Cortijo

The number of Spanish speakers in the United States is growing significantly and the quantity of companies owned and operated in Spanish is on the rise. Even more important is the fact that the buying power of these Spanish speakers is increasing; it's a fact that Spanish speaking consumers are the fastest growing market in the country. In the coming years, with the increasing population and rapid economic change, Latin America will be one of the major business centers of the world. Consequently, Spanish is becoming one of the world's key business languages.

Stonehill students are well aware of the growing importance of the Spanish language in the business world. According to the information provided by the Registrar's Office, on November 20th, 2013, there were 144 business majors with an intermediate or advanced level of Spanish. However, these courses do not specifically cover the different topics related to the business environment. The course **Spanish for Business** attempts to connect the knowledge and skills acquired by our students in these Intermediate and Advanced Spanish courses to the business world so that they can build a well-rounded curriculum.

The course will cover selected topics that are of considerable interest in the current business environment. Activities and discussions will focus on many different areas of the economy such as accounting, finance, marketing, human resources, etc. To sum up, this course, which will be taught by Professor Cortijo, provides students with the most important communication tools needed in a variety of professional situations in Spanish.

The Mu Omega Chapter at Stonehill College

Executive Committee

Kymberly Knoph '14, Christina Simoes '14, Erin Hollander '14, Kristin Chuba '14

Newsletter Committee

Editor – Kymberly Knoph '14

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To Learn More About Our Chapter: www.stonehillbap.org

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A Student Perspective: Spanish in Business

By Julie Malone '15

“Accounting and Spanish; that is an odd mix” is the re-occurring statement I am faced with each time I tell someone my double major. It’s a myth that accounting majors simply must just be “good with math”. One of our critical skills has to be communication. If a person pairs their accounting major with a language, they have just opened themselves up to a whole market of people they couldn’t reach before. Spanish is the second most used language in the United States, which is evident in our TV ads (Passat Ad), local businesses in neighboring cities, and even on something as simple as your Dunkin Donuts receipt. Next time you go for your morning coffee, notice on the receipt it asks you take a survey, and underneath it, it is written in Spanish.

This prevalence of the Spanish language in the United States encouraged me to study abroad in Granada, Spain in the fall of 2013. I took a break from my accounting classes to focus on improving my Spanish language skills. In early November, I found myself on a flight back to Spain from London, translating the pilot’s English words to the Spaniard next to me. In that moment, I realized the importance of learning another language.

If knowing a second language helped one man, imagine what it could do for the business world in the States. I don’t even need to leave Massachusetts to find Spanish-speakers running businesses or firms operating in Latin America and Spain, which is why having a knowledge of their language and their culture, is a key element in successful working relations.

After grasping the basics of writing and speaking the Spanish language, I want to fine-tune those skills to the business world. The new course of Spanish for Business is an excellent addition to our class offerings. As it is now, we don’t learn the business side of Spanish in our current offered courses. Professor Cortijo has worked very hard to make this class possible and I am grateful that we are given this opportunity to enhance both the Business and Spanish major in one course.



Making an Impact and Professional Connections

By Peter Politano '15

On Wednesday, April 2nd, twelve members of Stonehill's Mu Omega Chapter of Beta Alpha Psi volunteered with employees at PricewaterhouseCooper (*PwC*). Through their combined efforts, the members and employees were able to sort through and salvage over 4,000 pounds of food to distribute to the greater Boston area. Through the hard work and commitment to actively serve the community, the members of the Mu Omega chapter of Beta Alpha Psi that volunteered for the day were able to make over 3,000 meals possible and sorted an average of 281 pounds of food per volunteer.

This event allowed the members of Beta Alpha Psi to actively show their dedication not only to advancing their own knowledge and careers but also their drive to give back to the community in order to work toward social justice. This event was truly an enjoyable and beneficial experience for all who were able to participate. The experience helped to build a sense of community and camaraderie among members as they worked toward a common goal of helping others.

