



BUS4U

Volume 1, Issue 2
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SPRING INTO ACCELERATED LEARNING

7-Week Management & Marketing

MGT 140-050 Supervisory Development

MGT 228-050 Change Management

MGT 156-050 Intro to TWL

MGT 205-050 Organizational Behavior

MGT 222-050 Conflict Mgt

MGT 225-050 Leadership

MGT 268-050 HR Law

MGT 263-050 Green Event Planning

MKT 142-050 Green Marketing

MKT 244-050 Adv PR and Events

MKT 271-050 Brand Marketing

For more info contact Sue Cisco
scisco@oakton.edu

Global Business Studies Program Goes to Sao Paolo, Brazil March 14-21, 2008



Join us as we explore Brazil from an International Business perspective. This program will offer participants a range of business and cultural experiences in Sao Paolo.

Through a series of lectures, discussions with business leaders, government officials

and non-governmental organizations, the participants on this trip will have an opportunity to witness how business is conducted within Brazil and Latin America.

Come enjoy seven outstanding days and six memorable nights.

Time is of essence, there are a limited number of spots. Cost is \$3030 for trip only or \$3265 for trip and 3.0 college credit. Deposit of \$500 is due Jan. 30, 2009. Final balance is due March 6, 2009. This is a once in a lifetime opportunity to visit Brazil in a learning environment. The trip includes: roundtrip airfare, hotel (double occupancy room), most meals, and entrances fees. For more information on the Brazil Trip please contact Sue Cisco, Business Department Chairperson at scisco@oakton.edu. Or check the online brochure at the [Global Business Studies](#) program online.



Oakton Students Makes it to New York on Skateboards and Create a Film to Tell Story



On June 2nd, 2008 a four man team embarked on what became a journey of a lifetime. Arthur Swidzinski and Michel Kosciesza traveled from Chicago to NYC on skateboards.

Tony Michal and James Lagen followed on bicycles pulling baby trailers. They turned the story of their journey through the states into a film

called Shred America. Mike and Arthur Oakton College filmmaking students. The story made it on Good Morning America, the Daily Herald, Fuji TV, TVN24, Oprah & Friends, Fearless Radio and WOR Radio 710 HD. Great job guys!

To learn more visit www.shredamericafilm.com



Hello! from Sue



As the new year is around the corner, many students start thinking about their future.

Many questions come to mind...

What classes should I take for spring?

What is a good business school to transfer to?

How do I get an internship?

I want to start a business, how do I begin?

What does supplemental work required mean?

What courses should I take to go to _____?

How do I decide upon a business major?

Who should I ask for a letter of recommendation?

What business classes are best for me?

I have the answers!

Make an appointment and let's talk.

Sue Cisco

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Upcoming Dates

Spring 2009

January 1 — College Closed

Happy New Year!

Now Until January 20—Registration

January 19 — College Closed

January 20 — Spring 2009

Classes Begin

April 23 - Oakton Green Conference

New 'Green' Courses...

Look around... it seems as if everything is going green these days. Not only is being eco-friendly good for the earth, but it is good for your future. Don't be left behind. Oakton has put together a complete series of Green classes to get you there. Check them out...



MKT263 Green Events Planning

Recommended: MKT 142 or MKT 260

This course focuses on the skills necessary to design, implement and manage green special events (either as stand-alone or within the context of other meetings). Topics include the planning and marketing of green events, from concept to conclusion, including catering and menu design, zero-waste kitchen, and selecting green venues while working with outside green vendors. In Green Events Planning you will learn to:

- Identify the five critical stages for all successful events and implementing green practices
- Design a green event environment.
- Develop a budget and other financial plans necessary to the success of a green event.
- Recognize the need for quality event leadership for both staff and volunteers.
- Develop a green menu and secure a green caterer for the event who practices zero waste in the kitchen or composting.
- Develop and implement green marketing plans and green promotions for the event.
- Determine legal and ethical obligations of the event including the impact of the Americans with Disabilities Act (ADA).
- Determine the right green vendors for the event.
- Develop a plan for the refuse left from the event
- Create relationships with nonprofits for donations of remaining materials after the event.



MKT 142 Green Marketing

This course examines how the green movement is impacting the marketplace and how businesses, nonprofits and government agencies are striving to meet growing consumer demand for eco-friendly products and services.

In Green Marketing you will learn to:

- Identify issues associated with developing environmental sensitive offerings, bringing them to market, engaging consumers with environmental programs, along with the best practices for substantiating, reporting and communicating environmental gains and outcomes are explored.
- Construct a green marketing program for a business, a product or service.
- Distinguish between green programs and greenwashing
- Write an environmental gains report.
- Evaluate green products and their impact on consumers, investors and employees.
- Assess practical tools and resources marketers need to appropriately market products, practices and services

Go with Green Classes this Spring!



Letter from GBSP Student

Dear Professor Rubly,

I was aware of the development of the Global Business Studies Program while I was still at Oakton, I'm so happy to hear it's now available to students online! It wasn't until I got to China that I actually realized how crucial it is to understand other cultures and how they do business in order to be successful in the future. I first learned the term Guanxi from your class, and it has come up in every business class I'm enrolled in. Guanxi is described here as THE most important tool in doing business with China. It's great to hear that students will get the opportunity to study for their certificate online as well. UIBE is growing rapidly among the top choice for students taking their college examinations. Great to hear from you!

Christina Ohanian
Beijing University

Get Ready for a New Year with New Time & Stress Management Course



MGT 106, Time & Stress Management

Are you living your best life?

If a camera crew followed you around for 24 hours straight, recording everything you did, would your daily tasks be in alignment with what is most important to you? Do you spend most of your time doing what you love? Would you like to create a life with less stress and more time to spend doing things you love?

Register for MGT 106, Time and Stress Management and learn to be more effective in every area of your life.

MGT 106 will teach you tools and skills to decrease stress, increase your personal and professional productivity, and build a more integrated and successful life.

Register today.



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Start Here, Work Globally

Happy Holidays!
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See you in 2009!

End of Semester Tips...

The end of the semester is filled with exams and projects, friends and family, holidays and parties. Life is busy and with all the excitement, it's very challenging to find the time to get it all done. Here are three tips to accomplish your goals and glide into Spring Semester.

1. Make a List.

Create a comprehensive list of everything you need and/or want to do. Short-term memory can only hold approximately seven items.

If you don't write it down in a place you can trust, you are likely to forget it and that causes more stress!

2. Prioritize the List.

Do the things on the list that are both urgent (time sensitive) and important (add value to your life). Don't waste your time doing things that have no immediate impact

3. Ask for help.

No one can get it all done without help. Ask for others to take things off your list that you can't do. They will feel needed and you will have one less thing to worry about!



Are You as Green as You can be?

Make a resolution to be green in 2009.

Here are several tips to make living green easier...

Save Energy. Switch off computers, unplug chargers and unnecessary appliances and be sure your light bulbs are compact fluorescent or LED.

Water. Get a stainless steel water bottle and avoid the plastic bottles.

Save Trees, Rubber. Use pencils using wood from sustainable forests, notepads made from juice cartons, pens from plastic cups and car parts, pencil cases and mousemats from tires.

Conserve Clothing. Vintage is not only chic, it is eco-friendly; shop the resale shops when you can.

Drive Less. If possible bike or walk to local places. Otherwise if shopping for a car go hybrid, use biofuel, rideshare and use public transportation.

