BELIEF and its LEADers:
- BELIEF, established in 2006: the COB’s integration of ethics into its curriculum
- LEAD, established in 2009: a component of the BELIEF Program, and the student voice for ethics

LEAD’s Latest...

BELIEF Day recognizes the integration of ethics throughout the NIU College of Business Curriculum. Melvin Flowers, the Vice President of Microsoft’s Internal Audit Department, was the keynote speaker. This year’s BELIEF Day was a big success with over 1,000 students and 20 corporate speakers participating in the events.

LEAD Discussion Series is one of the means to promote ethical awareness among College of Business students. Our Discussion Series presents opportunities for business students to interact with and learn from professionals about ethics in the workplace.

In the Spring of 2012, our goal is to partner with student groups in the Finance and Marketing departments. As a part of our long-term plan to grow the Discussion Series, we are creating a five year schedule that specifies which student groups to target. This will lay a foundation as we reach out to other departments and students.

LEAD’s second annual Case Competition will take place on Friday, April 13, 2012. The competition will be composed of a college track and a high school track, with two separate cases for each track. We are excited to have Dennis Barsema as the Competition’s keynote speaker. More information will become available during the spring semester.

Alum Spotlight

Jill Swegle graduated from NIU in December 2010 with a Bachelor of Science in Accountancy. Through participating in clubs and campus activities, Jill became a more positive, motivated student during her time at Northern. LEAD was one group that appealed to Jill because of its progressive and “change agent” mentality that it was hoping to bring to NIU’s College of Business. Jill states, “LEAD is a high-energy group of individuals with a great work ethic and lofty vision for the future.” Currently, Jill works in Indianapolis for American Structurepoint as a part of the engineering firm’s accounts payable and billings group. The BELIEF Program encouraged Jill to develop her own personal ethical code of doing what is right for her and for others. One of Jill’s favorite memories from her time in LEAD was attending the group’s weekly meetings. The meetings allowed Jill and the other LEADers to establish goals and to set a foundation for LEAD. Now, Jill stays connected with LEAD by following the group’s emails and connecting with BELIEF on LinkedIn. To help keep LEAD alumni involved, Jill suggests that the current LEAD members should invite the alumni to board alumni relations programs with the current members.

BELIEF Briefings

Follow the LEADers at:
leadstudentblog.tumblr.com

Email: lead@niu.edu

BELIEF Site: cob.niu.edu/belief

LEAD Briefings

NIU Business 50
Celebrating Our Past, Building Your Future

LEAD Discussion Series:
LEAD Discussion Series:
February 16, 2012
March 21, 2012

NIU Ethics Case Competition
April 13, 2012

BELIEF Itinerary:
Follow the LEADers at:
leadstudentblog.tumblr.com

Email: lead@niu.edu

BELIEF Site: cob.niu.edu/belief
The BELIEF Program’s roots go back to 2004, when the Strategic Planning Council of the College of Business formed the Ethics Task Force and charged it with exploring ways to increase the coverage of ethics in the COB curriculum and overall student experience. While ethics had long had a place in the college’s programs and courses, the charge was to integrate ethics more systemically and effectively. Out of that beginning, the BELIEF Initiative (now the BELIEF Program) was born and has continued to grow.

Corporate Crossings

Steve Hajdukovic is an Audit Partner at KPMG and one of the BELIEF board members. Steve graduated from NIU in May 1990 with Bachelor of Science in Accountancy Cum Laude. While at Northern, Steve joined the Summer Orientation Team and also worked in the College of Business’ Undergraduate Office. When the COB reached out to KPMG to help support BELIEF, Steve volunteered to sit on the board because the BELIEF framework was consistent with the culture present at KPMG.

At KPMG, Steve is the Midwest area Partner-In-Charge of Campus Recruiting and the Middle Market Channel Leader for the Chicago Office. On a day-to-day basis, Steve reviews the work of his team, meets with his clients, and presents to new recruits of KPMG. Outside of work, Steve coaches baseball for his sons’ 14-U and 11-U travel baseball teams. Last year, Steve coached over 100 games as third base coach for the two teams.

When I asked Steve how BELIEF can impact NIU students, he stated that the program gets students to start thinking about ethics in an early stage in their career, so that the students are consistently making the right decisions. “There are a lot of opportunities to start doing the right thing, and they don’t start after you graduate.” Steve said.

Director’s Take

Welcome to the first issue of the newly-formed BELIEF newsletter! As the director of BELIEF, it is a pleasure to work with the students, faculty, corporate sponsors, and alumn of the program. The conception of this newsletter lies in our desire to keep in touch with our alumni. From that initial idea, a larger mission began to take shape – an informational tool to update and inform those concerned and affiliated with business ethics at NIU. The newsletter will undoubtedly change for the better over the course of time, but from humble beginnings we embark upon a journey of knowledge-sharing. Please enjoy the labors of the publication’s first editor – Leo Berrun. Special thanks to all BELIEF participants, especially Dean Denise Schoenbachler – our strongest supporter.

~Dr. Bill McCoy
Director of the BELIEF Program