WELCOME TO WINTER TERM B 2013

WOMEN’S HISTORY MONTH

AU Staff and Faculty would like to take a moment to celebrate the accomplishments of women around the world that did not allow negative influences to keep them from succeeding and accomplishing their desired goals. Many of the women who made history were from different cultures, demographical areas, and social backgrounds. However they all held and power that ignited strength, perseverance, and purpose. This month is significant to every woman that is raising a family, working, and or pursuing her education.

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Getting to Know Our Students

Student Success Stories

Let’s congratulate the students that have passed the Comptia A+ Certification.

- Joshua Newton
- Edwin Newton
- Salvador Aristar
- Manuel Jane
- Paul Pazosio
- Raed Selah
- Marilyn Arambula

Women Inspiring Innovation Through Education:
Celebrating Women in Science, Technology and Business
Conmemorating Woman’s month we want to recognize two of our female students:

Beatriz Isaza
As Business Administration

I am an Office Administrator graduate of Atlantis University. I have been afforded several career opportunities in my chosen field. Upon graduation I achieved my professional goal, which is working in the field of business which I obtained my degree in. I am actually applying my skills, education, experience, and personality to my current position. I have been part of the AU family for more than 2 years and I am appreciative and grateful for the experience. I enjoyed my educational journey so much, I decided to continue my education with AU and pursue my A.S. Degree in Business Administration. As a Business student I am gaining a significant amount of knowledge from my professor’s here at Atlantis University. The professors bring their real-life experiences which have given me the ability to succeed in my current position. I have confidence in my education and my career path I have created with Atlantis University.

Marilyn Arambula
Computer Network Professional

I am a current CNP student I have learned many computer concepts and the details of the IT profession. I am the first woman to participate in the CNP program, which is an accomplishment for me and my family. As a CNP student I have faced some challenges that could have affected my ability to achieve my career goals. I have passed my A+ Certification and maintain an outstanding grade average. My education has been the driving force for my career. I am determined and excited about obtaining all my certifications and becoming employed in the IT Field.

Faculty Blog

"The Importance of Effective Writing"
Dr. Richard Wallach - Professor, Department of English

I have been a professional literary, music and film critic, and an editor of books and periodicals for commercial publishers and university presses for over 35 years. As an educator, I’ve been teaching college composition, critical writing, literature and business writing since the early 1980s. Prior to that, I was a licensed pilot and an aviation and aerospace risk assessment specialist running my own insurance agency.

I decided sometime during my mid-thirties, though, that I preferred the challenge of writing and teaching to the executive rat race. You might say that I was an "execute dropout," Perhaps you could say I was so precocious that I had my mid-life crisis early. You’d be right either way.

However, I have always loved to write – I enjoyed writing poetry and stories even as an adolescent. I still remember the thrill I felt when my first critical article, on the Australian Nobel Prize for Literature winner Patrick White, was published in an Australian literary journal after I had spent a few months down there doing research on him. Just as vividly, I remember when my first short stories and poems were published too. You might think that after a while you would grow accustomed to seeing yourself in print. This time, you’d be wrong. It’s always exciting, even, in my case, after more than forty years at it.

When my students ask me what I think the most important reason to write well is, I usually defer to the bigger picture: you can understand your language, how it works and why, or you can spend your life being manipulated by people who do understand it. Advertisers, politicians, manufacturers and anyone else with something to sell or an idea to which they want to bend us are constantly bombarding us with imitations and propaganda which is often not immediately recognizable for what it really is.

It’s all about instilling in you desires for things you don’t really need, or to convince you to behave in ways which are not really in your own best interests.

Language is a subtle and powerful thing. If you don’t learn how it acts upon you, it will act upon you, and you’ll rarely know that it’s doing so. If you do learn to manage it, it will open doors throughout your life to opportunities and experiences from which you would otherwise be excluded.

Learning to read skeptically and critically, and to write as clearly and precisely as possible, are the best ways I know of to penetrate into the complexity of language.

My business, as it were, is the English language, but the same would be true for any other one: Spanish, Kreyol, Portugese, you name it. I’m here to try and help you to choose your words with clarity and precision, individually and in the meaningful sequences we call sentences, paragraphs, essays. I don’t want to misrepresent to you that it will be easy.

Few things are more difficult, in fact. However, it really can be fun sometimes – and there is no more gratifying, fundamental skill that you can master.

Ethical Considerations in Accounting
Dr. Alvaro Carreras - MBA Professor.

There are a number of users of accounting information – from investors to creditors. Therefore, it is critical that accountants have the highest of ethical standards. Accountants are said to have a fiduciary responsibility to the stakeholders of an organization.

This means that their job involves the confidence or trust of anyone associated with the organization. Recent events have certainly highlighted how accountants can distort financial information and impact thousands of lives.

The responsibility for ethics does not rest solely on the Controller, however. It extends down to every employee in the organization. Sometimes employees find it very easy to just follow orders or procedures rather than ask difficult questions. Just because a form has the correct signature, it does not mean an employee should not ask questions. Just because something is legal, it does not mean it is ethical. Here is an example.

I was supervising a group responsible for the inventories totaling over $100 million. Our new Controller had just transferred from the Engineering Department and was coming to visit the office and wanted to talk to every employee.

When he approached Jane (not her real name) she said, "I was hoping I would meet you." Jane opened a drawer, pulled out an inventory form and asked him, "Can you tell me how you could lose a $90,000 forklift?"

The Controller looked at the form and agreed that his signature was on the form authorizing writing-off the forklift when he was a General Manager in Engineering.

Embarrassed, he told her, "I signed it because I trust the District Chief who approved it. But tell me, what did you do with this form?"

Jane looked at him and said, "I called the District Chief who approved it and told him he better find the forklift!"

The Controller asked, "And did he?"

"You better believe he did; it was parked behind the building!"

Jane could have very easily accepted the form, and in fact would never have been reprimanded for doing so. Therefore, I congratulated her for showing the initiative to do her job right. Then I asked her to PLEASE never embarrass the Controller again!!

This example highlights the importance of personal ethical behavior. The employee did not accept the form even though it had the correct approval and $90,000 in a base of over $100 million would not have made a material difference.

Something did not look right, so she decided that she had a fiduciary responsibility to ask some difficult, and in some cases, embarrassing questions.

Ethics is, after all, everyone’s responsibility!
Career Services Advisor “Word of Wisdom”
“Knowing the Company before Going In”

As a Career Services Advisor I have met many job seekers that do not know the basics of obtaining their desired position. Most job seekers will not take the time to research the company before applying for an available position or before conducting an interview with a company. I advise job seekers that the purpose of conducting research on a company will allow you the job seeker the opportunity to shop the employer. There are several reasons that job seeker should research the company such as; Mission statement (what does the company stand for), stability (how long has the company been in business), and location (commute). It is important that the job seeker keeps in mind that it must be a good match for the employer and employee. No matter how many applications one may submit it is vital that every job seeker understands the importance of researching the company before going in.

What Recruiters Want To See On Your LinkedIn Profile - Jaime Petkanics, Levo League

It’s obvious that LinkedIn is an important tool in the job search; we’ve all read and heard about that for some time now. As with any career-related topic that gets a lot of airtime, there is now ton’s of information, some conflicting, and it’s hard to sift through all of it. While I am not the authority on LinkedIn by any means, I have spent a lot of time looking for candidates on it (for many real, open roles at amazing companies) and I know what I like to see. So here it is-- what recruiters really want to see on your LinkedIn:

The Facts
There’s tons of advice out there about how to phrase your summary, insert a million “action” words, and other “editorial” suggestions. While correct grammar is always important, recruiters aren’t on LinkedIn to see how eloquently you can speak to your experience. They are there for the facts. The facts are the high-level details about your work experience and goals.
- Companies you’ve worked for
- The title of your role
- Dates you’ve worked for those companies
- A quick description of what that title means

A Clear “Career Story”
The facts are important, but they also have to make sense and be somewhat cohesive. To put it simply, the recruiter has to be able to figure out your career story from a few lines on LinkedIn.

When you look at your LinkedIn, think about a few things:
- Do my experiences build upon one another and show some sort of growth path?
- If I add or take out any experience, will my story be stronger?
- What does it look like my next step should be? Your profile should give off a sense of the direction of where you want to go. You can use the “headline” and “summary” to clarify this if necessary.

Your Connections
Recruiters want to see who you are connected to through your past work experiences. If they know someone who has endorsed you (or may be able to), that might go a long way. A network is not something you can build overnight, so add those connections as you go.

A Professional Picture
This is the least important of the four things mentioned in this article, but it’s worth pointing out that your picture will give off a very strong impression. Good LinkedIn pictures are:
- Photos of just you (half of your best friend’s face should not be present after cropping)
- Ones where you look polished and professional (neat hair, conservative outfit)
- Ones where you have a simple smile/friendly expression. That means no sassy face!

Here’s my rule of thumb on profile pictures if you really want to make sure you have the best one possible: Get dressed and do your hair and makeup, just like you would if you were heading off to an interview at the company of your choice. Once you’re ready, have someone take a picture of you against a white or simple background. Now you have a new LinkedIn picture!

So there you have it. Without getting fancy and diving into all of the many things you can do with LinkedIn, do make sure you hit these basics. If you do, you’ll be in good shape and can work on everything else as you get more familiar with the site. Also, check out this post on my own site to hear about the five biggest LinkedIn mistakes I’ve noticed over the years.

Read more: http://www.levoleague.com/career-advice/what-recruiters-really-want-to-see-on-your-linkedin-profile\n\nT2D

On Thursday March 21, 2013 AU students will experience Karaoke night. This night will allow our students time to unwind and sing their favorite songs with one another. Every student will enjoy refreshments while filling the room with singing and lots of laughter. This activity is to bring all the classes together in a harmonizing manner. Music is universal and it brings everyone together as one and this is why Karaoke Night at AU will be so much fun.

The new out of state and international students will be joining one another on a wonderful boat ride experience. The boat ride is to welcome our out of state and international students to Miami, FL. There is no better way to be welcomed buy a beautiful scenic boat ride that places our students in heartbeat of Miami.

This month Dr. Peter DellPiano will be guest speaking in front of our Business students. His topic of discussion is Accounting fraud in the workplace. Dr. del Piano has over twenty years of experience as a professor and has been an analysis consultant for major corporations in the State of Florida.