Diversity Matters

The Pamplin Multicultural Diversity Council (PMDC) is a student club that formed in the Fall of 2005. Its mission is to prepare for the workplace by developing skills and sensitivities to manage and work in a multicultural and multithematic environment. In addition, PMDC holds an annual diversity workshop conference where corporations are invited to conduct workshops and share their industry experience on diversity in the workplace.

The Fourth Annual Diversity Workshop for students will be held on February 21. The theme is “Diversity Success Stories and Benefits” with KPMG, Target, and Philip Morris. Last year approximately 100 attendees participated in the interactive workshops.

The group sponsors speakers which this year include US Cellular and Ernst & Young.

The group also volunteers, including recruitment weekends, the Big Event, and last year they organized a diversity workshop for the Boys and Girls Club at the Blacksburg Middle School. They were invited back and plan to continue this as a yearly volunteer activity.

Teaching Workshops
The Business Diversity Center offered a Fall Faculty Workshop - “Increasing Diversity Awareness.”

A workshop for graduate students and instructors will be held in the Spring.

Business Diversity Minor
Given that the Business Diversity Minor is one of the first of its kind, it is being benchmarked by other colleges of business throughout the country.

Objectives for the Business Diversity Minor
- Develop a readiness and ability to take a leadership role in managing diversity and multiculturalism in students’ careers and workplaces;
- Develop a vocabulary so that students can more effectively develop ideas around issues of gender, ethnicity, disabilities, age, and cultural difference within a corporate context;
- Gain a self-awareness of students’ own cultural values, attitudes, and beliefs, and an understanding of how those influence behavior and interactions in the workplace;
- Respect all individuals;
- Explore organizational opportunities and challenges created by increased diversity and multiculturalism of the U.S. workforce;
- Identify organizational factors that hinder and those that promote diversity in the workplace.

Courses
- Required (6 credits)
  - MGT 3434: Diversity in the Workplace: Issues for Individuals
  - MGT 3444: Diversity in the Workplace: Issues for Organizations
- Student Choice (3 credits)
  - HTM 3484: Socio-cultural Impacts of Tourism
  - MGT 4224: Ethical Issues in Business Diversity
  - FIN 4024: Legal Aspects of a Diverse Workplace
- Elective (3 credits)
  - A list of approved electives can be found on the application form available in the Undergraduate Advising Office in 1046 Pamplin or online at www.diversity.pamplin.vt.edu.

Experiential Activity
- Student Choice (3 credits)
  - MKT 2964 or 3964 or 4964: Field Study
  - MGT 3464: Diversity Related Internship and Professional Development

Research
A sampling of Diversity-Related Research conducted in the Pamplin College of Business


