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University starts program to keep state on top in business

By April Lehmebeck
C & G Staff Writer

SOUTHFIELD — When it comes to business savvy, Lawrence Tech brings the latest developments, and they've done it again with a new program.

A new Professional Development Center will work with people on keeping up in the business community.

"Michigan faces some tough economic challenges, and companies need access to the best business practices in order to compete successfully," Lawrence Technology University President Lewis Walker said. "Lawrence Tech's Professional Development Center draws on the resources of our College of Management and other management experts."

The right skills can keep someone from going out of business, according to the university.

Project management, finance and technology are some of the areas that members of the business community may need brushing up on.

"The cost of failure — going out of business or facing unemployment — means that the stakes are high," PDC Director Benjamin Benson said. "You don't address these issues with casual or 'canned' training and seminars. You do it one job at a time."

The PDC has certification programs, seminars and other professional assistance programs within the department.

"Looking for the missing skill set is key," said PDC program manager Tim Meloche. "We have a number of clients we have helped already. They describe their current challenge, and we zero in.

"We work with both businesses and individuals, so our approach is two-fold and parallel," he said.

For more information on the PDC, call Meloche at (248) 204-4055.

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