Welcome to the first edition of the College of Management (COM) Newsletter! Many of you may be very familiar with all aspects of the college and could easily pass a “spot quiz” if one was given today. However, for those of you who barely have enough time to see your family and friends while you proceed on this challenging academic journey to get a degree, our hope is that we can help you CONNECT with each other, the faculty, staff, international and domestic education centers, alumni, the university, organizations, and the community. Although the COM is over 50 years old, we started with one campus and a small student body. In just the last few years we have grown to 8 locations including 3 international, over 800 students, and 7 degree programs in undergraduate, graduate, and doctorate studies! When any organization expands this quickly, communication can deteriorate just as quickly. Our hope is that this monthly newsletter will help us all connect as if we were still a small organization or family. This is for you – students of the College of Management - so please continue to let us know what topics interest you and how we can improve our services and support.

Students leading through theory and practice!

The Teen Health Centre (THC) of Windsor Ontario met last week to hear advice from a recent COM graduate on how they should proceed with their capital campaign for a new building. Katie Derbyshire, a 2004 graduate of the Career Integrated MBA (CIMBA) program in Southfield, worked with Dr. Jerry Lindman, Director of the Center for Nonprofit Management, as a Faculty Advisor on this CIMBA research project. Katie has been a member of the Board of Directors of the Centre since 2002 and a volunteer since 2001. The Centre’s mission is to promote youth, family, and community health through service, community education, and advocacy. It has been serving the community of Windsor for over 30 years. Currently THC houses over 60 staff and numerous programs for its clients aged 12-24. Katie became aware of the need for a new facility to service its growing client base of over 17,000 and wanted to take an active role in the research needed for such an extensive initiative.

As part of her research Katie prepared a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats), a PEST Factor Analysis (Political, Economic, Social, Technological) and a competitive analysis of Windsor Essex County. In addition, she compiled data on donor giving and personally interviewed key philanthropists and community donors. Her extensive research resulted in 20 specific recommendations addressing marketing, training, and communication needs, potential partnership opportunities, availability of governmental support, development of a point system for approaching potential donors, and strengthening of existing relationships. Not only did she make recommendations, she also identified the potential impact of each
recommendation and the resources required for each. The Board of Directors is reviewing her research and strategies as they prepare for this challenging fundraising initiative. “Ms Derbyshire’s research into how THC should conduct its capital campaign has provided valuable direction to the Board of Directors at a critical stage in our planning” states Sheila Gordon, Executive Director of the Teen Health Centre.

Ms. Derbyshire received her Bachelor of Arts in Political Science from the University of Western Ontario and is currently employed as a Pharmaceutical Sales Representative with Pharmacia Canada. Katie was a member of the Vice President’s Club for Bayer HealthCare in 2003 and the Pharmacia Canada National Prestige Winner in 2001. We congratulate her on providing a perfect example of “leading through theory and practice.”

**Success…you determine the degree!**

On July 13 the College of Management announced the launch of a new degree, the Master of Science in Operations Management (MSOM). After an intensive review by the college’s faculty and advisory board, the Industrial Operations program was restructured to include a modified core and new concentrations in service operations and project management. With this new structure and new name, the MSOM program remains relevant to the manufacturing industry and becomes responsive to the growing needs and demands of the service sector that comprise approximately 70% of businesses. Current students were given the option to remain in the MSIO program or to switch to the new degree program without taking any additional coursework. This 30 credit hour program, which can be completed in as little as 18 months, prepares students to participate as highly skilled members of a professional operations management team in a manufacturing firm or to function as high-level project managers for consulting firms, start-up companies, and large scale construction projects. Any questions about this new degree can be directed to Dr. Sri Raghavan at Raghavan@ltu.edu or view program detail at www.ltu.edu/management/masters/operations_mgt.asp.

**Location, location, location.**

The Northern Michigan Education Center at Northwestern Michigan College University Center celebrated its first anniversary by starting their second cohort this fall. The initial MBA cohort was launched in September 2003 with 17 exceptional students with varied backgrounds. The accelerated program delivered in Traverse City can be completed in 24 months and has a unique structure that includes pre-core coursework delivered through a series of seminars, class sessions that meet one-to-two weekends per month, a high percentage of coursework delivered online, and strong administrative support onsite to handle many of those registration details. The Northern Michigan Education Center is currently accepting applications from those interested in joining Cohort II with class starting on January 7. Check out student quotes that show once again the COM has developed a program to satisfy student needs:
“After researching all the MBA options in northern Michigan, Lawrence Tech was and is still no doubt my hands down choice for a graduate degree! The program structure is challenging, encourages team and community involvement, while integrating a global perspective. I was enrolled and planned on commuting downstate until I learned about Lawrence Tech in Traverse City. Each class leaves me feeling enriched and prepared for a complex business environment in our diverse world.” Sheri Westbrook, CPA, CFO & Operations Manager Traverse Bay Woolen Co.

“Lawrence Tech’s MBA program offers the appropriate mix of classroom and online instruction to provide a quality education while allowing you convenience and flexibility when scheduling much of your learning time.” Barbara Wilson, Controller, FIM Group

“The professors at Lawrence Tech teach leadership skills that can be immediately put to practical use.” Ed Mende, President, CFO-Controller Group, Inc.

Faculty in the news:

- Lawrence Technological University has appointed Dr. Benjamin Benson as College Professor in the College of Management. Dr. Benson currently teaches Strategic Management at our Southfield campus and will continue to teach courses in Project Management and Leadership. He has served as an Adjunct Faculty Member since 2001. Recently, Dr. Benson served as DaimlerChrysler’s Global Account Manager for Development Dimensions International, a global Human Resource consulting firm based in Pittsburgh with more than 70 offices around the world. Previously Benson held senior leadership posts as Sales and Engagement Director for Spherion Technology and as an Associate Partner for Accenture, where he worked for eight years leading large-scale consulting initiatives such as mergers, systems integration, and organization restructuring. Dr. Benson earned a Ph.D. from Wayne State University in Organization Design. He has consulted for 20 years in the automotive industry, from shop floor execution to corporate strategy at organizations such as Ford Motor Company, General Motors, Nissan, Mazda, Caterpillar, and the UAW. Ben is active in the Troy community with his wife Dawn and his son Benjamin.

- Crain’s Detroit Business has again selected Dr. Robert Inskeep, Executive Director COM Support & Services and Deanna McGraw, Adjunct Professor, to be judges in Crain’s annual “Best Managed Nonprofit Contest-2004”. This contest is open to nonprofit organizations in Wayne, Oakland, Macomb, and Livingston counties. Winners are selected in two categories: agencies with annual operating budgets over and under $3 million. The top nonprofits will be recognized in the December 20 issue of Crain’s Detroit Business and will be honored at the annual “Newsmaker of the Year” luncheon in February.
Special events:

- The Center for Leadership and Executive Development cordially invites you and your guests to the Second Annual Strategic Leadership Symposium on Friday, November 19 from 1-3 p.m. in the University Technology and Learning Center Gallery. This event is held in conjunction with the orientation of students in the Doctor of Business Administration Cohort II. This year’s panelists include: Dennis Archer, Chairman, Dickinson Wright PLLC, Mary Kramer, Associate Publisher/Editor, Crain’s Detroit Business, Deb Schumar, Senior Vice President, Quality, Whirlpool, and David Scott, President, Midwest Division, Comcast. Who should attend???? Current and aspiring leaders! Learn about the impact of outsourcing on the economy, organizations, communities, and the workforce; leveraging diversity in the global environment; ethical leadership and corporate governance; strategic implementation and key factors for success in the year 2020. RSVP to 248.204.3050.

- The Plymouth Education Center will be hosting a special workshop and continental breakfast for Human Resource Managers on November 17 from 8:30-10:30 a.m. “Build Successful Partnerships” will be presented by representatives from the College of Management and the College of Engineering. Please invite the HR team at your organization to this informative event. RSVP to 1-800-CALL-LTU, Ext. 1.

- Students in the tri-country area are invited to participate in an interactive presentation on Corporate Social Responsibility on Wednesday, November 17 from 6-8 p.m. in M336. Gary J. Mayo, Director, Corporate Social Responsibility for the Visteon Corporation will be the guest presenter in the Strategic Nonprofit Management class. Gary’s presentation: “The Good, the Bad and Ugly – Everything You Always Wanted to Know About Social Responsibility” has a well-crafted format that involves intensive table discussion. RSVP to lindman@ltu.edu.

- The Northern Michigan Education Center team will be hosting a display at the upcoming 2004 Traverse City Area Chamber of Commerce Business Expo at the Grand Traverse Resort & Spa on November 9 from 9 a.m.-7 p.m. For more information, check www.tcchamber.org.

- Upcoming Career Events: Applied Manufacturing Technologies – Information Session on November 3, noon-1:00 p.m. in the Lear Auditorium and 4:30-5:30 p.m. in S100. Applied Manufacturing Technologies is interested in students seeking careers in the robotics industry. Interested students will have a chance to hear a presentation on AMT and speak with members of their recruitment team.
Connecting with industry leaders:

The Michigan Council of Women in Technology (MCWT) provides leadership, mentoring, outreach, professional development and service to professional women within the Michigan technology community. The organization is committed to the open sharing of ideas among peers and fosters growth and continued development for tomorrow’s technology leaders – male and female. Lawrence Tech joined MCWT as a recipient of a grant from AT&T that resulted in a Young Women in Technology Camp held on campus this summer. The program, designed to introduce young women to computer and Internet technologies through hands-on activities, was attended by 40 Detroit-area fourth through seventh grade girls selected through an application process.

“Promoting IT Excellence Through Women In Leadership” is being presented by MCWT on Monday, November 8 from 5:30-8:30 at the Westin Hotel in Southfield. Professional opportunities for women in Information Technology and the workplace in general have improved in recent years. However, statistics still show discrepancies in salary and promotional advancement. While women continue to balance the demands of career and family, organizations also continue to experience internal obstacles that prevent women from advancing to upper level management positions. MCWT is excited to offer an opportunity to hear from a few companies who identify with these demands and have instituted successful initiatives and programs to close the gap on this important issue. Click on www.mcwt.org/1.php to learn more and register for this event.

In response to your requests:

➢ The Office of Career Services is pleased to announce the availability of CareerLeader, an online business career self-assessment program for our graduate students. CareerLeader provides information on your interests, values, and abilities as they relate to business careers. BSIT students interested in learning more about how their interests relate to occupations are encouraged to complete the Strong Interest Inventory. If you are interested in completing either of these online assessments, please contact Kevin Finn at k_fin@ltu.edu or 248.204.3143. The COM will keep you informed about future on campus career fairs as they are scheduled.

➢ Students have inquired about the availability of discounts on software for use in the classroom. The COM is a member of the Microsoft Developer Network (MSDN) Academic Alliance Program. As a benefit of the MSDN Academic Alliance membership, COM students can obtain software development tools such as Visio, Visual Studio, and Fox Pro at no cost for use in their courses. Check out our IT Services site at www.ltu.edu/management/currentstudent or email wp_bo@ltu.edu for further information.

Send questions or ideas for future issues to: kirkwood@ltu.edu.