Historic Alliance Announced!

On November 10\textsuperscript{th}, the College of Management signed an historic agreement with Shanghai Jiao Tong University (SJTU), commonly referred to as the Harvard of China. Founded in 1896, it is one of the oldest universities in China and has nurtured large numbers of outstanding figures and made significant contributions to the prosperity of the nation and the development of science and technology. “Very few universities in the United States are privileged to associate with SJTU, known for Nobel Laureates among their faculty. We can now proudly count ourselves among this elite group,” said College of Management Dean Louis DeGennaro. Professor Chin Ling Lin, Executive Director International Programs, did the tireless groundwork for this historic occasion and is to be commended for such an accomplishment. In collaboration with SJTU, the college will be offering its MBA and MSOM programs in Shanghai to the next generation of China’s leaders and managers. COM faculty will travel to Shanghai to deliver the program coursework to Jiao Tong’s students who are working full-time in industry.

Since Professor Lin started our international programs eight years ago with just seventeen students, the college has graduated over 1,200 alumni from Asia. As a result of the success of our international efforts, the college recently established its International School for Graduate Management Studies. Students throughout international communities can now attend the college’s day programs including its doctorate degrees in Business Administration and Information Technology. This new collaboration reflects recognition of the high caliber of our graduates and their ability to make significant contributions to their companies and communities whether they remain in the United States or return to China or Taiwan.

Students leading through theory and practice!

Anene Nnolim is a Cohort II student in the Doctor of Management in Information Technology (DMIT) program. In the fall of 2003 he began work with Dr. Lerine Steenkamp, DMIT Program Director, to investigate the feasibility of a southeast Michigan chapter of the Association of Business Process Management Professionals (ABPMP). ABPMP is a national organization of business process management professionals with chapters in major cities in the U.S., Canada, U.K., and Australia. “I believe that business process management is an important component of an organization’s governance structure and that membership in ABPMP elevates awareness of the high level of professionalism in the field,” states Anene. Thanks to the collaboration of Dr. Steenkamp, DMIT student Kevin Schiller, and Anene, the College was pleased to announce the launch of a new Michigan chapter in August 2004. As president of this chapter, Anene is developing plans for expanding membership,
organizing educational activities, and inviting industry leaders to participate at chapter meetings.

Mr. Nnolim believes that “a great part of good leadership comes from the strengths of those around the leader and those that he or she works with. One of the things that I have learned from the DMIT program at Lawrence Tech is the importance of diversity of ideas, strategies, and solutions when solving business problems in organizations, and that IT issues are business issues that are organizational issues. Diversity is important in any business environment and when managed well will actually provide some competitive advantage.” His strong belief in diversity is also reflected in his education and professional background. He received his Bachelor of Science degree in Business Administration from the State University of New York in Buffalo and an MBA from Stephen F. Austin State University, Nacogdoches, Texas before he moved to Toronto, Canada. He has a Certificate in Human Resource Management from the University of Guelph in Ontario and is a Microsoft Certified Systems Engineer.

While living in Toronto, he started as an Internal Auditor at Bell Canada and went on to hold various management positions in the Comptrollers Group, Corporate Systems Organization, and INFO PRO Division of Bell. He later joined the Government of Ontario, Canada where he held several management positions including Senior Policy Advisor in the Management Board Secretariat (a policy and decision making body) and Senior Manager-Administration at the Premier’s Council (a policy and strategy think-tank). Anene is currently a professional services consultant with Compuware Corporation in Detroit where he collaborates with clients on IT technical support, application development, and governance. He is married to Mary and they have three adult children, Obi, Nneka, and Udoka.

Success…you determine the degree!

Don’t believe all you read in the headlines – the entire IT industry has not been outsourced to some far away country! In fact, many segments of IT are expanding and require new skills. Since the College of Management is committed to meeting the challenges of this rapidly changing economy, earlier this year, the dean, faculty, and staff established a Program Review Committee that was charged with conducting a thorough review of the Master of Science in Information Systems (MSIS) program and recommending program enhancements to meet the demands of these changes. The review included a restatement of the program mission and key characteristics, revisions to the program structure, revisions to admission requirements, improvements to delivery methods, and improved expectations for full-time and adjunct faculty. The Committee received input from current students, adjunct and full time faculty, and industry representatives. The recommendations have been presented to the university and will be implemented in a phased approach.

The MSIS program now focuses on advanced experience that will help three key areas of professional, technical, and personal development: management focus combines the managerial and technical skills to plan and develop IT solutions; technical focus
analyzes and evaluates current and emerging technologies to design, implement, and improve IT systems in support of business processes in the enterprise; **standards/practices focus** utilizes international standards, nationally focused processes, and industry “best practices” to assure quality through measuring, testing, and validation. These key areas are true to the COM motto of “leadership through theory and practice.”

The program now consists of 18 core course credit hours and 12 concentration elective credit hours.

Effective fall 2004 the concentrations have been expanded to include enterprise security management, enterprise resource planning, e-business technologies, database systems development, project management, and a tailored concentration. Students in the tailored concentration will work with their advisor to select four elective courses designed to meet their individual needs. As part of the revised MSIS curriculum, a new course in **Network Security** was offered in fall 2004 in collaboration with the College of Engineering. Another new course in **Enterprise Systems Security** (MIS7223 CRN 2891) is being launched in spring 2005. This course will focus on management issues related to designing and implementing policies and procedures in the growing field of enterprise security. In addition to being one of three security-related courses that form the new security concentration for the MSIS curriculum, it may also be an appropriate elective for MBA, MSOM, and DMIT students seeking a deeper background in security issues. Students with questions regarding the enhancements to the MSIS program can contact Dr. Vernon Hoffner at hoffner@ltu.edu or Dr. Al McCord at mccord@ltu.edu.

**Location, location, location.**

Ever question how the College of Management started the **Warren Education Center**??? The unique partnership with the **U.S. Army Tank-Automotive and Armaments Command (TACOM) Learning Center (TLC)** and Lawrence Tech’s College of Management was born out of an informational session provided at the Warren facility on August 28, 2000. Dr. Priscilla Hines, Human Resource Generalist at TACOM, vividly recalled the first meeting. “Dean Louis DeGennaro shared information about the university and its founders, including its initial location in Highland Park, Michigan and the subsequent move to its current site in Southfield. He stated, ‘An education that ties theory with practice produces leaders who are capable of making decisions, solving problems, and who motivate others to embrace change.’ After responding to all questions, he spoke about the possibility of bringing the program to TACOM’s facility, discussed requirements to make the possibility a reality such as pre-core and GPA criteria, start-up numbers, and related parameters. After several visits and many discussions between TLC and COM, it was determined that the program was feasible.”

Dr. Hines states, “The program was announced to the TACOM community in September 2000 to determine how many associates would express an interest in the on-site MBA. The response was overwhelming - fifty-two associates responded. Of the fifty-two respondents, thirty-eight signed up for the start-up program, which began January 9, 2001. Thus began the start of a strong partnership between TLC and the College of Management. Due to a number of circumstances such as 9/11 and Iraq combat,
enrollment declined after the first few courses. Family, work, and related initiatives also took a toll on the group.” However, on February 4, 2004, COM faculty and staff joined EVP and Provost Dr. Lewis Walker, Dean Louis DeGennaro, TACOM’s Chief of Staff Gary Carney, and administrators of the TLC in a Recognition Ceremony honoring the twenty-four students who triumphed over these challenges and successfully completed the program.

**Patty Riney, Manager Warren Education Center**, recently announced that there are now two MBA cohorts with a total of 73 high-caliber students at this location. The TACOM alliance has been extremely successful for all involved and we look forward to the next recognition ceremony for the December 2005 graduates!

**Faculty in the news:**

- **Dr. Jackie Stavros**, Associate Professor, is the co-author of *The First Appreciative Inquiry Handbook: For Leaders of Change*, which was featured at a writers’ event in San Francisco during November. Dr. Stavros possesses eighteen years of strategic planning, marketing, international, and training experience. She has conducted business in over a dozen countries in Asia, Europe, and North America and has spent the last ten years incorporating Appreciative Inquiry (AI) methodologies into her training and consulting work. Appreciative Inquiry recently won the American Society of Training and Development (ASTD) 2004 Award for the most innovative change approach for workplace performance.

*****READER ALERT***** Dr. Stavros saw an opportunity to combine the writers’ event with an exciting conference and decided to invite her entire DBA class to go with her! Watch for next month’s COM Connection to learn about the “MAD” conference she and the students attended. You’ll hear from the DBA students on how this conference impacted them and their employers.

- As part of the Lawrence Technological University Strategic Plan, the university identified Applied Research as a key initiative for 2004-2005. The College of Management is proud to announce that **Dr. David Allardice** was selected to chair the university Task Force established for this initiative. Dr. Allardice will be forming a multi-college team that will address the university’s intellectual property policy and will recommend strategic areas of excellence for applied research that will be integrated into the undergraduate and graduate academic programs. The goal of the group is to have its recommendations in place by mid 2005. Dr. Allardice’s extensive experience as Vice President and Assistant Director of Research, Federal Reserve Bank of Chicago, makes him an excellent choice for this critical project.

- Matt Roush, editor *Great Lakes IT Report* and *WWJ Newsradio 950* commentator recently called upon **Dr. Ben Benson** to participate in the Detroit Regional Chamber of Commerce Small Business Conference in Dearborn. Over 1,400
attendees had the opportunity to hear Dr. Benson offer a tech veteran’s perspective on how small business owners can integrate technology to improve their business. In addition, Dr. Benson provided Matt with a follow up article espousing the benefits of Mindjet’s (www.mindjet.com) MindManagerX5Pro software. Dr. Benson stated, “There’s a helpful software on the market that smaller organizations are now picking up on the same way 60% of the Fortune 100 have to better capture, organize, and communicate the ideas and actions that come out of meetings. These ideas or meeting ‘maps’ capture individual and group information and make it easy to modify and structure, from literal brainstorming sessions through the details of project planning.”

Dr. Lerine Steenkamp, DMIT Program Director and David Van, DMIT Cohort I student employed at IBM, received the Distinguished Paper Award at the Information Systems Education Conference (ISECON) in Newport, Rhode Island for their paper titled Approach to Teaching IT Life Cycle Processes. This conference attracts educators from all over the United States and other countries. This is the second consecutive year that Dr. Steenkamp has achieved this distinction, which is truly remarkable in that only three papers out of two hundred submitted each year receive this honor. Dr. Steenkamp has also been working with fourteen students in Cohort I who have been analyzing a real-world case study provided by a local Tier 1 supplier. She and three team leaders will present their perspectives at the International Conference on Infomatics Education and Research in Washington, DC, December 10-12.

Special events:

- The University Graduate Open House will take place on Thursday, December 2 from 5:30-7:00 p.m in the Buell Management Building. The dean and faculty of the College of Management extend an invitation to you to bring your friends and colleagues interested in graduate or doctoral programs. New students are also encouraged to attend Orientation and Registration on Wednesday, December 15 from 4-7p.m. in M331.

- Dr. Jamie Hsu will be conducting a seminar on Saturday, December 4 from 4:30-5:30 p.m. in Toronto, ON. The topic of the seminar is “Success in the Changing World.” Dr. Hsu is the Executive Director of Global Technology Management, General Motors Corporation and a professor in the College of Management and the College of Engineering. Seating is limited for this event so please RSVP by December 1 by calling 905.513.2772 or email cis_Toronto@bellnet.ca.

- The Office of Admissions and the Office of Financial Aid are hosting Financial Aid Night on Wednesday, December 8 from 6:00-8:30 p.m. the Science Building Auditorium S100. Guest speaker Mark Martin, Director of Financial Aid, will discuss outside sources of scholarships, private, state, and federal programs, and the Free Application for Federal Student Aid (FAFSA).
The Northern Michigan Education Center team will be hosting an On-the-Spot Credential Review in Traverse City for applicants interested in joining Cohort II in January 2005. Teri Goodman, Manager, and Gerry Morris, Representative, will be available at the NMC University Center on Thursday, December 9: 8 a.m.-8 p.m.; Friday, December 10: 4-8 p.m.; and Saturday, December 11: 9 a.m.-1 p.m. Those interested in attending should call 231.995.1725 or email northernmi@ltu.edu.

The second program in the BoardWALK series will be held on Friday, December 10 from 9 a.m.-12 p.m. in M336. The topic for this session is “Financial Responsibilities of the Board.” This affordable, effective education for board members and chief staff executives of nonprofit organizations attracted twenty-five current and prospective board members for Session I. Those interested in participating in the next session should contact lindman@ltu.edu.

Connecting with industry leaders:

You don’t need to be enrolled in an Information Systems course or program to appreciate the growing importance of system security. A recent column in Crain’s Detroit Business reported, “Oakland University worked to recover from a November 6 cyber-attack to several of its servers. The intruder gained control of about 50 servers and desk-tops and deleted system files and other data”. Whether it is part of your responsibility on the job or you’re just interested in protecting your own personal system at home, you may be interested in a growing professional organization. The Information Systems Security Association (ISSA-Motor City) was founded in January 2000 with the mission to:

- Provide a local forum for information Security Professionals to meet and share their knowledge, skills, and experience
- Provide continuing education for InfoSec Professionals through monthly meetings, seminars, and conferences
- Promote career growth of IS professionals through job postings

The members have distinguished themselves in various fields of information services and security. They represent leading Michigan organizations including Borders, EDS, Ford Motor, Hewlett-Packard, General Motors, DTE, and Federal Mogul to name just a few.

The College of Management will be co-hosting the ISSA Motor City Chapter meeting on Thursday, December 16 from 6-8 p.m. in the Lear Auditorium. Learn more about this organization by attending the presentation on “Wireless Local Area Networks” by Clark Crain, Enterprise Network Security Architect, Delphi Corporation. Although many companies have installed wireless local area networks within their buildings, FBI statistics show that approximately 54% of these have little or NO security measures deployed with the network. This talk will describe WLANs, different types of methods of securing these deployments, and methods that hackers use to access these networks. Mr. Crain will discuss the latest prevention measures that have been developed to mitigate vulnerabilities. Mr. Crain is a Certified Information Systems Security Professional.
(CISSP), a Certified Information Security Manager (CISM), and Cisco certified. This free event starts with a light dinner and networking, followed by the presentation. It is a wonderful opportunity to connect with industry leaders! Please RSVP to 248.204.3050 or email kirkwood@ltu.edu.

In response to your requests:

Registration for spring 2005 open NOW! Since many of you have been busy with the holidays, finals, and more holidays, you may have pushed next semester out of your mind. Don’t delay. Classes fill up quickly! Check when the classes at your location start by viewing www.ltu.edu/management/academic_calendar.asp or your off-campus page today. COM students are able to register online through BannerWeb. The Office of the Registrar recommends that you view your account on BannerWeb before registering. Your account information will reflect any holds you have which might prohibit your registration. Holds could be due to some needed documentation or tuition balances due. Questions regarding tuition balances can be directed to the Cashier’s Office at 248.204.2104. For assistance logging into BannerWeb, please contact the Office of the Registrar at 248.204.3100 or the Help Desk at 248.204.2330.

New Customer Relationship Management (CRM) course: As part of the revised Master of Science in Operations Management (MSOM) curriculum, a new course in Customer Relationship Management (MKT7123 CRN2835) is being offered in spring 2005. This elective course explores the principles of designing, implementing, and managing CRM systems in the service sector. The course will examine needs in various settings like financial services, health care, information systems, retail, and transportation. Unique requirements within each of these segments will be discussed in addition to the information systems requirements to support a successful CRM system. This course may be of interest to MBA, MSIS, and DMIT students seeking to round out their elective choices.

Volunteerism: Do you have an interest in being a member of the board of directors of nonprofit organizations? Or, do you know someone who does? If so, then Dr. Jerry Lindman, Director of the Center for Nonprofit Management, wants to talk with you. This board matching initiative was recently launched at the Center as a result of the demonstrated need of nonprofits in southeast Michigan for skilled persons to participate in the leadership of their boards. Dr. Lindman will help assess your interest and help you connect with nonprofits that may be the right match. No commitment is necessary. All that is needed is the desire to explore a possible match between your passion to volunteer and the right nonprofit. For more information email lindman@ltu.edu.

Copies of this newsletter available at www.ltu.edu/management/_newsletter.asp

Send questions, ideas, or requests to be deleted from this communication to: kirkwood@ltu.edu.