**COM Connection**

**The College of Management Newsletter – January 2005**  
**Lawrence Technological University**

New Year Message from Dean Louis DeGennaro  
The College of Management: Over Fifty Years of Academic Achievement

For many outsiders, it seems that the COM has been some well-kept secret, despite the fact that the college can trace its roots all the way back to 1932 when the Lawrence brothers opened the doors to what was then called Lawrence Institute of Technology. The college began as a department of industrial engineering that was later formed as the College of Industrial Management in 1952. In the 1980’s, the college’s evolution into a management school continued when it became the **College of Management**. In 1989 the college underwent its first major transformation when Lawrence Institute of Technology became Lawrence Technological University. The COM was then empowered by its new charter to offer degree programs beyond the baccalaureate level.

The first such graduate program was the college’s **Master of Business Administration (MBA)** program with distinctive concentrations in industrial operations and information systems. Five years later, these two majors evolved into their own master degree programs, a **Master of Science in Industrial Operations (MSIO)** and a **Master of Science in Information Systems (MSIS)**. Recently the MSIO developed into the **Master of Science in Operations Management (MSOM)** with three distinct concentrations in manufacturing, service, and project management. These programs became the underpinning of a first class graduate school, which saw its enrollment almost triple since 1995. The transformation did not end there - it was only the beginning!

Five years later the college launched its distinctive executive style MBA program, the **Career Integrated MBA (CIMBA)**, for the mid-level manager identified by employers as the fast tract career individuals who would soon join the next generation of strategic managers and leaders. The CIMBA program, with the integration of the subject matter into modular themes, would soon find itself with a waiting list of applicants. Simultaneous with the start of its executive program, the college launched its pre-graduate degree in information technology, the **BSIT** degree, for individuals who aspired to be the next generation of IT managers. This program was not only unique in its hands-on application of IT principles, but also enabled qualified students to continue on into the college’s MSIS program by taking graduate coursework while completing their undergraduate program. Beginning with a modest enrollment of 18 students, the BSIT program today has over 70 students.

The capstone to the IT discipline took place in 2002 with the launch of the college’s first doctorate degree, the **Doctor of Management in Information Technology (DMIT)**. This program, specifically designed for the practitioner-scholar whose research will integrate IT knowledge with industry practices, has 40 students destined to become the next
generation of IT leaders. Two years later, the college launched its second doctorate program, the Doctor of Business Administration (DBA), again designed for the practitioner-scholar. This past fall, over 30 applicants vied for one of the program’s 18 seats in Cohort II.

Your COM has not chosen to rest on its past successes. Since 1996, the college has extended its outreach to the international community with education centers in Vancouver, B.C., Toronto, Ontario, Taipei, Taiwan, and Shanghai, China. Its newly formed International School for Graduate Management Studies has over 165 international students attending the COM and over 1,200 international alumni located throughout the world. Beginning in 2002, your college opened education centers in Plymouth, Warren, Clinton Township, and Northern Michigan. Today, over 200 students attend these regional extension centers.

Our number one commitment to you, wherever you may be attending our programs, is to create a learning environment that is focused, flexible, friendly, and fun. All of us in the College of Management take great pride in what our students tell us about the quality of their learning experience. Next month we will provide the exciting results of a national survey in which our students participated and did just that – told us what they think. When the day comes when you will cross the stage to receive your diploma, we want you to be as proud of having chosen us as we are in having chosen you.

Students leading through theory and practice!

DBA Students Go MAD!!! Last month’s COM Connection alerted you to the fact that Dr. Jackie Stavros participated in a writer’s event in San Francisco and decided to invite her entire DBA class to go with her! Karen Sanborn, Lawrence Tech News Bureau Managing Editor, captured the excitement of this event in the following article recently printed in the Tech News:

One weekend in early November, the first cohort of Doctor of Business Administration (DBA) students met in San Francisco instead of Southfield. They were there to attend the Berrett-Koehler Positively Making a Difference (MAD) conference as part of the DBA class, Organization Development and Transformation: Leading Organizational Change. At this premier event, which focuses on how to bring about positive and sustainable change, the students had the opportunity to select from among 40 speakers who shared their innovative theories, methods, and tools for creating change on a number of levels—individual, organizational, community, national, and global. Another aspect of the conference was made clear through the inclusion of the word positively in its title: participants were encouraged to remain optimistic and purposeful in seeking possibilities for change and to take bold action to realize those possibilities.

The keynote speaker at the conference was best-selling author Peter Block, who spoke about creating a culture of accountability. DBA student John Neff reports that Block “was both thought-provoking and humorous. He reminded us that we can make a difference by engaging in groups and bringing our thoughts for change into a public
Steve Welsh gleaned this from Block’s presentation: “As an organization development professional, the important point is always to listen to the other side even if you don’t agree. I learned that doing this helps to clarify their message whether you accept it or not.” Kathy Schroeder and Roman Bieniek enjoyed the session “Change Your Questions, Change Your Life.” Author Marilee Adams spoke about choosing to ask learning questions versus judging questions and the importance of active listening. Schroeder summarized what the conference meant to her: “This conference confirmed that reinventing organizations is very much about risks, relationships, and recognition ... and I will look for ways to recognize and appreciate the people around me.”

Derek D’Angela and Ken Burns attended the Personal Change Track. Ken observed that the authors used “straightforward language and stressed the importance of looking at yourself from a distance. The featured speakers were illuminating!” Patricia Malone experienced a profound shift in her thinking as a result of the conference. “You don’t need a big, save-the-world job to make a difference. You just need to get started in some area that you care about,” she said. “Imagine how powerful our world would become if everyone took responsibility for making a difference in countless small ways every day.”

The conference was highly interactive and provided many opportunities for students to connect with leading authors in their field of study. Conference participants were encouraged to discuss, debate, and take action on the ideas presented, and each received a complimentary advance copy of Positively MAD, a collection of inspiring real-world stories about making a difference, written by Berrett-Koehler authors. Students are integrating what they learned at the conference into deliverables required for their courses. Sue Glover, for example, spent time with Robert Jacobs, author of Real Time Strategic Change. For a class assignment, Glover is researching and evaluating the principles and application of Jacob’s large-group method for shaping the future. In summary, Rosa-Maria Segovia-Luther said, “This conference provides a memory that is going to stay with us long beyond the requirements of this course.” Thanks to Dr. Stavros for such a great idea!

Success…you determine the degree!

As Dean DeGennaro stated in the introduction of this month’s issue, the Master of Business Administration (MBA) was the inaugural program that moved the College of Management from offering strictly undergraduate programs to a college of both pre-graduate and graduate degrees in 1989.

Four fundamental goals dictate both the overall design of the Lawrence Tech MBA curriculum and the learning/teaching philosophy of the faculty:

- To develop and demonstrate student competencies in innovative problem solving, oral and written communication skills, team-building techniques, and establishing assessment and accountability within the organization;
- To provide learning experiences that prepare graduates for leadership positions;
To encourage a contemporary, cross disciplinary approach to developing and retaining people while managing and monitoring the multiple environments of the organization; and
To promote the intellectual curiosity, commitment, and integrity necessary to effectively address the needs of the business community.

The Lawrence Tech MBA is a 36-credit program consisting of nine core classes and three electives. Students can select one of six areas of concentration to help expand their experiences and meet future goals: operations management, information systems, human resources, international business, project management, and finance. This popular program can be completed in as few as two years of evening and/or weekend study. Some COM Education Centers deliver the program as a cohort where students remain together in six modules and move consecutively through the program without a concentration.

The College of Management now offers a new elective within the MBA program, Strategic Nonprofit Management (MGT6073 CRN1888). This course is designed to provide students with a strategic and comprehensive approach to nonprofit management. It reviews such essential areas as governance, fund development, financial accountability, social marketing, human resource, and volunteer management. This course is taught in three modules including Building a Nonprofit Organization, Managing the Nonprofit, and Collaboration and Partnerships.

A recent article entitled “Nonprofit Organizations Are Hiring Workers at a Faster Pace than Government and Business,” stated that “the number of Americans who work at nonprofit organizations now exceeds 12.5 million, and hiring by such groups has been rising faster than in business or government, according to a new report by two Washington organizations that study charities.” Learn more about the Center for Nonprofit Management and this elective course starting on January 10 by contacting Dr. Jerry Lindman at lindman@ltu.edu.

Location, location, location.

“While enrolled in the Master of Science in Industrial Operations degree at the Plymouth Education Center, I found myself using my newly acquired knowledge daily on my job at Ford Motor Company,” states John Shevlin, 6-Sigma Black Belt, Product Engineer-Executive Fleet. “In fact, by the time graduation transpired, several of our upper-level executives had noticed a significant increase in my technical skill set and leadership abilities. The program really tied together the inputs that occur at the higher levels of management, the decision making process that occurs, and exposed the in-depth knowledge relating to Industrial Operations. Acquiring an MSIO degree really provided me with a springboard to further advance my career in manufacturing. In fact, I find myself staying in touch with my fellow Plymouth graduates both personally and professionally, which has allowed me to expand my professional network. It also renewed my passion for manufacturing, which shows every day in my performance at work.”
The Plymouth Education Center offers both the MBA and the new MSOM program at the state-of-the-art facility in the Michigan Manufacturing Technology Center within the Metro West Technology Park. Classes are held on Saturdays and are the same coursework taught by the same professors with the same expectations as those offered on the main campus in Southfield. Students who enroll at the Plymouth location typically enjoy the camaraderie found in cohort programs and form lasting connections. Although the location is in the heart of manufacturing offices in Plymouth, the convenient location, day, and time of the classes make these programs appealing to those in any industry.

Cori Blanchard, Manager of the Plymouth Education Center points out that “extra” services are available to students at the off-campus locations. She will personally purchase and deliver textbook, process tuition payments, and has been known to throw in a picnic or two every now and then! Always looking for opportunities to service the community, Cori is currently working with the Office of Admissions and the Colleges of Engineering and Arts and Science to expand the program offerings at this location. Lisa Kujawa, Assistant Provost, recently stated, “We think the Bachelor of Science in Business Management would be a perfect program for all those employees near the MMTC facility who are working in manufacturing or service firms but do not have a bachelor’s degree. Dr. Rogers, College of Arts and Science, and Dr. Johnson, College of Engineering, have created a cohort approach with a hybrid delivery of the courses. This will ensure convenience, flexibility, and quality for the students who choose to pursue the program.”

Faculty in the news:

- **Dr. Lerine Steenkamp**, DMIT Program Director, and **Dr. Patty Castelli**, DBA Program Director, are thinking global! They have been working with **Patty Riney**, Manager Warren Education Center, on coordinating an *International Doctoral Seminar for Summer 2005*. The theme of the seminar is Globalization and International Business. The purpose of the seminar is to obtain insight in the European perspective of globalization and international business from academics and leaders in multi-national enterprises. Students will travel to London, Oxford, and Amsterdam and visit the distinguished Oxford University and the University of Greenwich. Travel is planned for May 8-13 and forms part of three credit hour courses. Students will be able to choose their study topics for the course assignments under guidance of the course faculty. Assignments include a study proposal and final report. Ms. Riney will also be working with other faculty to coordinate a Summer 2006 MBA International Seminar open to all MBA students at all locations.

- **Dr. Barbara Kouskoulas** and **Dr. Vernon Hoffner** were selected by Dean DeGennaro to coordinate a self-study report on the college programs and activities in preparation for the accreditation review by the **Association of Collegiate Business Schools and Programs (ACBSP)**. Accreditation is the primary method used by colleges and universities to verify the quality of their programs. ACBSP provides specialized accreditation for business schools and
focuses on teaching excellence. The ACBSP board requires a review every ten years and will be visiting our college in March to ensure that our programs and faculty continue to meet their high standards.

- **Dr. Jerry Lindman, Director Center for Nonprofit Management**, recently met with the staff in charge of the statewide Michigan AmeriCorps program at the offices of the State of Michigan’s Community Service Commission in Lansing. AmeriCorps is a federally funded network of national service programs that engage more than 50,000 Americans each year in community service. Volunteers ages 17-24 meet community needs in education, public safety, health, and the environment. Dr. Lindman will be speaking to a group of AmeriCorps members on January 20 in Lansing. He will be introducing Lawrence Tech, the value of learning basic nonprofit management competencies, and the growing trend of universities providing nonprofit education.

**Special events:**

- The spring semester for graduate programs in Southfield begins on **Monday, January 10**. Check with your domestic or international education center manager for your specific start dates. Register today to ensure you are enrolled early and avoid late registration fees!

- The third program in the BoardWALK series will be held on **Friday, January 14 from 9a.m.-12p.m.** in M336. The topic for this session is “Strategic Thinking: Evaluation and Planning.” Those interested in participating in the next session should contact lindman@ltu.edu.

- Lawrence Technological University **Young Alumni Career Networking Reception** will be held on **Thursday, January 20 from 5:30-8:00 p.m.** in the University Technology and Learning Center. This is a terrific opportunity to meet representatives of leading corporations and to network with other students and alumni. Some of the companies expected to attend include: DaimlerChrysler, Ford Motor Company, HarleyEllis, R.L. Polk, General Motors, Lear Corporation, and Takata. Register at www.lawrencetech.net and start off 2005 by making new connections.

**Connecting with industry leaders:**

The **Automotive Women’s Alliance, Inc. (AWA)** is a professional organization dedicated to the advancement of women in the global automotive industry. It is the vision of the AWA to collaborate with companies and organizations by leveraging the skills, abilities, and talents of women to create a more dynamic automotive community. The College of Management co-hosted the first AWA professional development forum entitled “Playing to Your Strengths” presented by Teresa Weed Newman, Marketing Manager, Project Innovations, Inc. Interactive in nature, the workshop offered several quick, yet recognizable techniques to aid participants in self-assessment, identifying
strengths and abilities, and building a pathway to effective partnership within one’s work environment.

Membership in AWA offers the opportunity to meet, work with, and get to know some of the most powerful, influential women in the automotive industry. Their mentoring program provides access to highly successful female executives who are committed to sharing their experiences and educating others on how to apply lessons learned to a variety of working situations. The organization also supports women seeking to enter the automotive marketplace with scholarship opportunities. Find out more about this growing organization at www.automotivewomensalliance.com.

In response to your requests:

- Reminder that the College of Management continues to offer professional assistance in business communication skills at no charge to current COM students through the Business Communication Resource Center. The type of assistance provided includes help in understanding and perfecting the writing process, guidance in preparing memos, reports, and other business communications, coaching on preparing and delivering effective business presentations. Consider taking advantage of this service as you start the new semester. Call 248.204.3050 or email mdegenaro@ltu.edu to schedule an appointment.

- Career Services at your service! Not sure what direction you want to take with your career? Students frequently talk to faculty about their concerns about the economy, a specific industry, or company. Although COM faculty members are always available for this type of advice, you should also consider contacting the Office of Career Services. This office continues to expand the services offered to undergraduate and graduate students. Kevin Finn, Director Career Services, has notified us that Keyence Corporation is seeking candidates for their Sales Associate Program. Keyence Corporation specializes in the development, manufacturing, and sales of sensors for factory automation. If you are interested in learning more about this opportunity, please contact Kevin at 248.204.3143 or k_finn@ltu.edu.

- Reminder that Blackboard will be down from December 27-January 3 for year-end updates. If you register today you can go to Blackboard, check out the syllabus for next semester, and get ready to shine in 2005.

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.