Students leading through theory and practice!

2004 Top Michigan Women in Computing Winners include Kathleen Schroeder, Doctor of Business Administration (DBA) student and Director, Quality Management for R.L. Polk. Kathy was selected based on her career progression, community involvement, involvement in mentoring, size and scope of her organization, and number of years in management. All honorees receiving this award play leadership roles in Michigan, and each has demonstrated significant accomplishments in her career and acts as a positive role model for women. When the College of Management started promoting and recruiting for the inaugural DBA cohort, administration was excited about the high caliber of candidates who started to apply for this challenging and unique program. At the same time, Kathy Schroeder stated, “I had been considering returning to school to pursue a doctorate degree for a while, but I hadn’t found a program that would allow me to maintain a balance between my family, my career, and the doctoral program. When I heard about the new DBA program being offered by LTU, I was excited for two reasons: first, having received my MBA from LTU I knew the quality of the teaching would be outstanding and second, the program seemed to be structured with my home and work responsibilities in mind.”

The extensive application and interview process for the limited enrollment DBA program can be stressful for applicants – Kathy had no reason to worry! The three Letters of Recommendation that were received from her colleagues clearly identified her as a manager who motivates others to excel through her leadership. One co-worker wrote, “There are no barriers that would jeopardize Kathy’s success in attaining a doctorate degree. She inspires loyalty and commitment from her staff because of her willingness to go the extra mile and her sense of fair play. She is person who is respected and admired.” One of Kathy’s own role models is her aunt, Ellie Horner, of whom she says, “Through her own example, El has taught me the importance of treating people with trust, honesty, humor, and respect.”

As the Director of Quality for R.L. Polk, Kathy is responsible for ensuring that the highest levels of product quality are attained and maintained at Polk, through a combination of standardization, optimization, and continuous improvement initiatives. The teams she has in place to facilitate the achievement of these objectives are the Quality Assurance group, the Production Optimization team, and the Internal Auditing and Process Improvement team. As Kathy indicated before applying to the DBA program, a balance of family, work, study, and community is critical to her. In describing Ray, her husband of 22 years, her daughter Jill, age 15 and her son Alex, age 13, Kathy
states, “I am lucky to have a very wonderful, supportive family. My family and I spend an hour, every night after dinner, together at the kitchen table reading or doing homework. It’s one of my favorite times of the day. On Friday nights, we put the books away and order pizza and watch a movie.”

Somehow in addition to all this, she is a member in the Academy of Management, Project Management Institute, American Society for Quality, and an Advisory Board Member, LTU-VITRC. She recently registered for a volunteer opportunity through the COM Center for Nonprofit Management and hopes to be matched up with an organization that can utilize her interest in literacy, homeless shelters, food banks, or children’s programs. The College of Management is privileged to have her continue her education here and to have her as our ambassador in the community.

**Success…you determine the degree!**

Students frequently ask, “What is the difference between a PhD and a DBA program?” The simple answer is that PhD programs are more theoretical and knowledge-based in nature. The College of Management **Doctor of Business Administration (DBA)** is application based and specifically tailored for careers in senior management. The DBA is an intensive part-time program that endeavors to strengthen leaders who can think strategically and act decisively in today’s rapidly changing global business environment. The dissertation involves action research where students will be addressing real issues in organizations. There will be a knowledge contribution in their field plus demonstration of how the research has impacted/changed their professional practice. Graduates will be equipped with the skills required to act decisively in meeting the needs of a rapidly changing society.

Current **DBA** student **Kenneth Burns**, Senior Administrative Specialist, Daimler Chrysler, responded this way when asked what made him choose the **DBA** over a PhD program at another university, “I did extensive research to find a program that fit my career expectations and work schedule. I discussed options with my Educational Advisor at work, and his proposal and mine coincided. My background and career are focused on business and operations within the automotive industry. The programs at other universities related to education, engineering and computer science. The **DBA** program at the College of Management fits my needs and work schedule perfectly.” **Derek D’Angela**, Manager of Financial Reporting, J&L Industrial Supply said this about the **DBA**, “The program’s emphasis on combining theory and practice to create strategic thinking is well suited to my academic interest and learning style. The program enables me to immediately apply key learning in my position as a financial manager. The issues discussed are both timely and relevant as I am able to translate theory to action in my day-to-day activities.”

The **DBA** program enhances the students’ ability to further their careers as innovators in business. These skills are essential for successful business leaders as it becomes critical to employ leaders with a sense of social responsibility and integrity with ever increasing sophistication in every facet of organizational life. As a practitioner-scholar
program, Lawrence Tech's **DBA** will provide thorough preparation in both the theory and practice of the latest strategic leadership and change management ideas. Graduates of the program will be prepared to excel in significant roles as leaders in the world’s global work force. Graduates will also be provided with the breadth and depth of business administration disciplines required for success in university teaching.

The College of Management **DBA** is unique because it is one of the nation’s few on-campus, part-time, practitioner scholar focused programs designed for the working professional. Fifteen to twenty students will be admitted each year to this cohort program. The deadline for applying is October 1, with classes starting the following January. There are four terms per year with each term lasting approximately three months. Classes meet four weekends per term and are supported by online assignments and interaction via Blackboard. Currently two cohorts meet in this weekend program on Friday evenings from 6:00-9:00 p.m. and Saturdays 8:30 a.m.-3:00 p.m. For information on this program, contact Dr. Patty Castelli, DBA Program Director at [dba@ltu.edu](mailto:dba@ltu.edu).

**Location, location, location.**

The star location of them all has to be **SOUTHFIELD** – our main campus. Without this strong base of experienced faculty and staff the expansion of programs and locations that Dean DeGennaro outlined in the January issue of the COM connection would never have seen the light of day. The college is located in the Wayne H. Buell Management Building, a 115,000 square foot structure dedicated in memory of Lawrence Tech’s third president. Opened in 1982, it also houses the Library, Café Lawrence, the Bookstore, and offices of university administrators. In recent years the college has made significant changes to the programs, the methods of delivery, and the facilities. Although one can still find an occasional swinging, squeaky orange plastic chair, most of the classrooms have been designed as conference rooms to provide the appropriate atmosphere for working professionals who spend their days in some of the over 200 Fortune 500 corporations that have headquarters or major operations within a half-hour drive from the campus.

With the innovative programs developed at the pre-graduate, graduate, and doctoral level, the Southfield campus of the College of Management is bursting with students almost 24/7. Graduate day programs were recently started through the **International School for Graduate Management Studies.** Pre-graduate and graduate programs are delivered Monday – Friday in the evenings and during the day on Saturday. Beginning in fall 2005 many of the core courses will be offered in at least two sections – one during the week and one on the weekend – to accommodate student requests. Doctoral and CIMBA cohorts meet on Friday evenings and Saturdays from 8:30-3:00 p.m. As new programs are considered, student input regarding days, locations, and methods of delivery will be sought through the COM Connection and other methods.

**Faculty and staff in the news:**
As the treasurer of Lawrence Tech’s Student Government, Kelley Sak, COM Student Assistant, was invited to attend January’s Detroit Economic Club meeting at Cobo Conference/Exhibition Center with featured speaker, President George W. Bush. Kelley, Student Government officers, members of SPAM (Students Planning Activities Monthly), and other area students received special invitations to this event so they could personally meet the president. Background checks and security clearances were completed prior to the big day as a normal part of a meeting with the president. After a quick lunch following the speeches, the students were ushered into a separate room where they were grouped to meet the president – an exciting moment no matter what your politics! Kelley came back to work that day and stated, “After much anticipation, we were the last group he met with, we were able to shake hands, exchange a few words, and get our pictures taken with President Bush. He was much more laid back than any of us expected and he genuinely took his time to speak to each of us. That’s right, your very own COM Student Assistant, brushing shoulders with world leaders…a once in a lifetime opportunity that I will never forget.” Congratulations to Kelley and the other Lawrence Tech students selected for this memorable occasion.

National Register’s Who’s Who in Executive and Professionals recently announced that Dr. Annette Lerine Steenkamp, Director, Doctor of Management in Information Technology (DMIT), has been included in the 2005-2006 edition of their publication. The purpose of this award is to identify individuals who have reached a level of recognized success in their respective field. Congratulations to Dr. Steenkamp for this well-deserved honor. Dr. Steenkamp was also recently invited to be the keynote speaker at Ford Motor Company’s Testing Community of Practice Kick Off on February 2. Her presentation on the topic of IT Testing Strategies and Practices was an international webcast from the Ford iTek Building in Dearborn.

Dr. S. Alan McCord, Executive Director Academic Program Administration, and Professor Betsy Jenaway, Manager Macomb Education Center, recently attended the Petoskey Regional Chamber of Commerce Technology Expo Business After Hours at the Bay Harbor Resort and Marina Conference Center. As the College of Management continues to expand program offerings in Northern Michigan, these events offer opportunities to network and identify areas of need in the community. The COM is working with North Central Michigan College in Petoskey on an MBA cohort starting in August 2005.

Dr. Jackie Stavros serves on the board of the Positive Change Corps (PCC) and recently attended a working board meeting in West Palm Beach, Florida. PCC is an international, nonprofit organization whose members offer their services to facilitate schools and youth communities to utilize strength based whole-system strategic change to achieve their desired future. Dr. Stavros consistently exposes students to off-campus learning experiences and invites them to join her at conventions and seminars. Since Kathy Schroeder, our spotlighted DBA student, had expressed an interest in a volunteer opportunity with children’s programs,
Jackie thought this board meeting seemed like a perfect fit and extended an invitation to her to be a participant and observer.

**Special events:**

- The Office of Career Services sends a reminder that 40 employers will be in attendance at the *Detroit Job Fair* on Tuesday, March 2 from 2:00-6:00 p.m. at the Don Ridler Field House on the Southfield campus. This is Lawrence Tech’s annual spring career fair with entry-level, internship, cooperative education, and summer employment opportunities.

- The Great Lakes Chapter of the Project Management Institute presents the *PMI-GLC Job Fair 2005* – a first of its kind with a focus on Project Management jobs. As an attendee you can network with professionals in the PM industry and explore rewarding career opportunities at the Troy Hilton on Thursday, March 3 from 1-7:00 p.m. RSVP to sangeeta99@aol.com or call 248.250.1437.

- **CIMBA Information Sessions** will be held on two Friday nights in March. If interested in learning more about the unique, limited enrollment Career Integrated MBA program “up close and personal” take advantage of this opportunity to meet current students and faculty before and during an actual class. To participate on either March 4 or March 18, contact Diane Cairns at cairns@ltu.edu.

- Jamie Hsu, former Executive Director of Global Technology, General Motors Corporation, will present “*Success in the Changing World – The Eastern and Western Ways*” on Saturday, March 5 from 2:00-4:00 p.m. in the Buell Management Building. Dr. Hsu’s presentation provides insight into diverse markets and cultures, the shift of power to consumers, how to create value for your firm, and solving apparent paradoxes in business. To reserve a seat at this complimentary event, email kirkwood@ltu.edu by March 1.

- Crain’s Detroit Business, DTE Energy Foundation, and the COM Center for Nonprofit Management have gathered regional experts who will talk about the “*Best Practices from the Best Managed – What’s working for today's nonprofits*” on Monday, March 7 from 8-11:30 a.m. David Brandon, CEO, Domino’s Pizza, Carol Goss, President, Skillman Foundation, and Paul Hillegonds, President, Detroit Renaissance will share their experience and discuss the future of giving. Further details can be found at our site www.ltu.edu/management under news.

- The College and the Data Management Association (DAMA) invite you to attend two presentations on Tuesday, March 8. Marcie Barkin Goodwin, Axis Software Designs, will present “*Model Management –Understanding and Improving Your ROI*”. Following a 30 minute networking session, “*Network Attached Storage Technology*” will be delivered by Russell Taddiken, NovaStar Solutions.
Program cost is $10 for members and LTU students, faculty, and staff. Information and registration at www.dama-michigan.org.

- **BoardWalk, Developing Nonprofit Board Leaders Through Training**, continues with the 5th workshop in the series on Friday, March 11 in the Buell Management Building from 9 a.m.-12:00 noon. This month’s topic is “The Effective Board Team, Reaching Quality Decisions.” For further information contact Lindman@ltu.edu.

- **Identity Theft**, how it happens and what you can do about it, will be discussed by Dan Langohr, Secret Service Agent, at the March 17th meeting of the Information Systems Security Association (ISSA). This meeting co-sponsored by the College of Management will be held in the Lear Auditorium from 6-8:00 p.m. RSVP to 248.204.3050 or kirkwood@ltu.edu.

- The **Michigan Collegiate Job Fair** will be held on Friday, March 18 from 9:00 a.m. – 3:00 p.m. at Burton Manor in Livonia. Cost is $10 advanced registration or $20 at the door. For more information, see www.mcjf.org. This Job Fair is a statewide event held in March and November each year. It is a cost-effective means both for companies who want to recruit qualified graduates for primarily degreed, entry-level positions, and for job seekers who want to broaden their job search and network with hiring employers. Approximately 120 employers seek graduates with such majors as business, engineering, computer science, human services, and allied health.

- As part of a DMIT class on Saturday, March 26, Dr. Michael Blaha from Modelsoft will present a **“Retrospective on a Software Development Project.”** Dr. Blaha is a world-renowned expert in Object-Oriented Methodology and Unified Modeling Language (UML). He will discuss the development of a complex information system in which he has been an active participant with a focus on modeling and the database implementation using SQL Server. Continental breakfast and program from 9-11:00 a.m. RSVP to kirkwood@ltu.edu.

**Connecting with industry leaders:**

"In November 1936, Professors Charles L. Jamison of the University of Michigan and William N. Mitchell of the University of Chicago sent letters to teachers of management courses inviting them to a meeting at the Quadrangle Club, University of Chicago, to discuss the formation of an organization of educators to advance the philosophy of management. The professors attending the meeting on December 28, 1936, agreed that the new organization should be called the **Academy of Management**. Future annual meetings were to be used for exploring the organization's purpose and presenting and discussing scholarly papers.” As quoted from the Academy’s web site, www.aomonline.org, AOM is the oldest and largest scholarly management association in the world and is the professional home for 14,757 members from 91 nations. Members
include educators, executives, and students. The Academy’s central mission is to enhance the profession of management by advancing the scholarship of management and enriching the professional development of its members. It is also committed to shaping the future of management research and education.

Membership in this organization includes a subscription to four journals, a quarterly newsletter, special discounted rates for conferences, a highly valued electronic article retrieval service, and a job placement service. Topics covered in a recent edition of the AOM *Executive* included “Designing and Renegotiating Strategic Alliance Contracts,” and “Organizational Change that Produces Results.” Academy conferences are frequently the first place cutting edge research in the business world is introduced.

Students seeking an opportunity to network and learn from industry leaders may be interested in attending the 2005 meeting of the Midwest Academy of Management to be held March 31-April 2 at the Millennium Knickerbocker Hotel in downtown Chicago. Participants present research papers and case studies. Invited speakers include John D. Goeken, Founder/Entrepreneur of Microwave Communications, Inc. (MCI) and our very own Dr. Jackie Stavros. Some students in our Career Integrated MBA program will join Dr. Stavros at this conference. For further information check www.midwestacademy.org.

**In response to your requests:**

- **Calling all graduates!** If you are planning to graduate in May 2005, you must complete the Petition for Graduation Form no later than April 15. The sooner you submit the form and the $50 graduation fee to the Office of the Registrar, the sooner the College of Management will audit your file and let you know if you have completed all university requirements for graduation. The graduation fee is a non-refundable fee that is good for ONE YEAR ONLY. If you do not graduate with the degree you are applying for within one year from the term you have petitioned, you must submit another petition and fee. This form can be obtained in the Office of the Registrar (E108), Student Service Center (E109) or online at www.ltu.edu/registrars_office.

- **Calling all continuing students!** It’s almost time to REGISTER again – summer semester is right around the corner. Registration for summer semester begins on Monday, April 4. Check out the Southfield campus schedule at http://www.ltu.edu/management/summer_courses.asp. Off-campus locations are posted on the Education Center sites. Register early so you get the courses you want, when you want them!

- **Delphi World Headquarters** is looking for an intern to assist with their Disaster Recovery/Business Continuity Plan. This unpaid position will last 3-4 months and may begin as early as April. Some of the deliverables on the project include site assessments including all business units, process diagrams, informational matrices, gap analysis, and development of a high-level disaster recovery/business continuity plan. You will work with a Task Group of 3 or more members and
interact with Delphi mentors from Facilities Services Group, Information Technology, Security, and Communications. Interested students should contact K_finn@ltu.edu.

- Interested in working for Starbucks in Seattle, Washington as the Director, Diversity Initiatives?? This challenging, highly compensated position requires extensive experience but may be just what you have been looking for, especially if you are a Starbucks aficionado. Go to www.starbucks.com/jobs and enter Job # 0000516 to learn more. Thank you Dr. Jackie Stavros for sharing this fantastic opportunity.

- The Office of Career Services has an exciting paid HR internship with DaimlerChrysler Corporation. Corporate Services Systems and Support (CSSS) internship positions provide a variety of learning opportunities in network administration, hardware and software troubleshooting, software development, systems analysis, process management, end user training, and database management. Selected candidates will become members of a small department of 25+ individuals aligned with the Human Resources organization. Some of the benefits of the Intern Program include the opportunity to experience “real world” challenges and rewards, on the job mentoring, and planned events such as social activities, special presentations, seminars, and plant tours. Students must have a GPA of 3.0 or higher, excellent communication, leadership skills, and a professional demeanor. Contact K_finn@ltu.edu for more information.

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.