Today 46 of the 100 largest economies in the world are companies, not countries. The responsibility of business schools for the effective training of future leaders for these enterprises is enormous. Moreover, more leaders are needed in all walks of life who can see an opportunity, analyze a problem, make a bold but intelligent decision, and implement a solution, all in an uncertain world.

– John Quelch, Professor, Harvard Business School

Students leading through theory and practice!

**LTU Petoskey MBA Students conduct assessment at East Jordan Iron Works**

LTU’s motto of “theory and practice” reinforces our belief that students cannot be successful in the workplace if they only learn academic theory.

In February, the MIS6013 “Management Information Systems” class led by Dr. Alan McCord conducted a site visit at East Jordan Iron Works in East Jordan, Michigan. East Jordan is located south of Petoskey. The site visit was hosted by Ed Mende, Chief Financial Analyst of EJIW and LTU graduate, and Mr. Kevin Keane, EJIW’s CIO.

This site visit provided an opportunity for the Petoskey MBA students to conduct an assessment of EJIW’s business processes, the information technology services provided by the company, and the decision-making processes used by EJIW to fund IT initiatives.

Students were able to use their experiences at EJIW to help them develop their own information technology assessments of four different organizations in the Petoskey area. They are now in the process of developing proposals to improve the performance of these organizations using information technology.

The site visit to EJIW follows last spring’s site visit to the Wayne Wire manufacturing facility in Kakaska by students in the Traverse City MBA program.

In addition to a learning opportunity, site visits of this nature provide a service to local business while generating visibility for the Petoskey MBA program. All classes are held at the LTU Education Center located at North Central Michigan College University Center in Petoskey, Michigan.

**Success… you determine the degree**

**New Degree Option: MBA and Masters in Engineering Management**

A new degree option combining the MBA and the Master of Engineering Management is now available.

This allows students to earn two degrees while maximizing the credits between programs.

Normally 36 credit hours are needed to earn each degree (total of 72 credits). New requirements that recognize common coursework for both programs allow a student to earn both degrees with 48 – 51 credit hours.

The coursework consists of:

- 7 core MBA courses
- 7 core Engineering Management courses
- 1 open elective from either discipline
- 1 three credit thesis that integrates the two disciplines; those who do not enroll in the thesis can take 2 additional 3 credit hour electives from either discipline.
Location, location, location

BSIT Program to be offered at LTU Education Centers in Traverse City and Petoskey
In January, Lawrence Technological University submitted a Letter of Intent to offer our Bachelor of Science in Information Technology (BSIT) Program at both Northwestern Michigan College University Center in Traverse City and North Central Michigan College University Center in Petoskey beginning in Fall 2006.

Recruiting is underway for this new program. In addition to being the first bachelor degree offering for Lawrence Technological University in Northern Michigan, the BSIT Program will serve as a "pull-through" to our existing MBA program offered in Northern Michigan.

Students who enroll in this program in their freshman year can earn an Associates Degree from either Northwestern Michigan College University Center or North Central Michigan College University Center, a BSIT degree from LTU and, with one additional year of study, earn their Masters of Business Administration degree from Lawrence Technological University.

All required classes to complete this sequence will be offered in both Traverse City and Petoskey. There will be no need to leave beautiful Northern Michigan!

Contact Teri Goodman at Goodman@ltu.edu or call 231.995.1725 for more information.

New Location for Undergraduate Management Programs
M214 will be the new administrative home for our four undergraduate management degree programs, a place where our students can come for advising, meet with faculty and where faculty can collaborate and prepare for their classes.

"This location will make it easier for faculty to 'bump into each other' as we endeavor to create a community of educators dedicated to our students successes," comments Dr. Richard Bush, Director, Undergraduate Management Programs. "I encourage all of you, when you are on campus, to stop by the new offices and say hello. Get to know Virginia and myself, as we are here to support your efforts to provide the best teaching and learning experience for our students."

Videoconference Class
A new videoconference class between Macomb and Livonia Education Centers is planned for Summer 2006 on Strategic Quality Management.

For more information contact Cori Blanchard, blanchard@ltu.edu 248.204.3070 or Betsy Jenaway, Jenaway@LTU.edu 586.263.6695.

Mechanical Engineering Program at Schoolcraft nearing Kickoff
LTU is in early negotiations with Schoolcraft College's Livonia campus to offer an undergraduate degree in Mechanical Engineering.

Future partnerships with Schoolcraft include BSIT, BSBM, and dual degrees between Engineering and Management.

Online Education in the United States
The third annual survey, “Growing by Degrees: Online Education in the United States, 2005,” is available as a free download at: www.sloan-c.org/resources/survey.asp.

Based on responses from 1,025 colleges and universities, this survey represents the state of online education in U.S. higher education. In an effort to best measure online learning in America, The Sloan Consortium is partnering with the College Board to expand data collection.

“Online learning is rapidly becoming a mainstream college experience,” said Hal Higginbotham, President, collegeboard.com.

Faculty and Staff in the news
Welcome Deborah Callahan to COM Southfield Campus
Please join in welcoming Deborah Callahan to the College of Management. Effective Wednesday, March 1, Deborah will begin working with us as a fulltime administrative assistant, holding down the front-desk and assisting with general office administration matters here at our Southfield campus.

Deborah comes to us with considerable administrative and office experience. Her career has included managerial duties in retail, public relations responsibilities for a local nonprofit group, and most recently executive assistant at CallSource, a national firm that provides training and consulting services to automobile dealerships.
In addition to this varied experience, Deborah served four years as an analyst with the US Navy.

Please be sure to stop in to meet and greet Deborah as she joins us to round out our office administration staff.

**A Study of Student Acceptance of Computer-Mediated Communication**

In January, Dr. Richard Bush, Director, Undergraduate Management Programs and Professor in the College of Management at LTU presented “A Study of Student Acceptance of Computer-Mediated Communication” in Dallas, Texas at the Second Annual International Conference on Applied Management and Decision Sciences: Building a Research Agenda for the 21st Century sponsored by the School of Management at Walden University.

The goal of the conference is to build a research agenda in applied management for the 21st century by addressing a range of critically important applied management and decision sciences areas and by investigating interdisciplinary approaches to the study of management.

Dr. Bush earned a Ph.D. in Applied Management and Decision Sciences from Walden University, specializing in Information Systems Management as well as Leadership and Organizational Change.

Dr. Bush’s research interest is in an area he calls the “human-side of technology” focusing on the implications of technology on businesses, systems, and processes. In addition, he continues to examine the use of technology as a collaborative teaching and learning tool.

To review Dr. Bush’s abstract visit AMDS 2006 Proceedings.

This study examines students’ perception of computer-mediated communication tools based on their experiences, gender, and age as actors on the technology acceptance model and how their perceptions may assist the institution’s decisions to select and acquire those technologies.

**Super Bowl XL Economics**

Last November, Dr. Allardice, Associate Dean of the College of Management, made a presentation to the LTU Student Chapter of the American Society of Civil Engineers. The focus of Dr. Allardice’s comments was on the work he did relating to the economic impact in Detroit of Super Bowl XL.

Dr. Allardice described how economists utilize input-output models to determine the economic impact of an event like the Super Bowl on the local economy. He indicated that he has been working with a group of researchers at the University of Illinois since the early 1980s. In this research they have developed input-output models for the Great Lakes states, individual states, and local metropolitan areas.

Dr. Allardice indicated that the results of the analysis showed that the “best guess” impact of the Super Bowl would be on the order of $300 million for the local economy. He also indicated that the big driver of the impact would be the length of stay for the out of town visitors.

**Writing Grant Proposals from the Reviewer’s Perspective**

In January, the Educational Innovation Collaborative sponsored a half-day workshop for faculty development purposes.

The presenter, Christine Black, MLS, has been a proposal writer for 20 years. After directing her own federally-funded projects at the University of Michigan School of Dentistry, she worked for the University’s Division of Research Development and Administration as an interdisciplinary proposal writer for 11 years. For the last 4 years she has been a research proposal writer for the UM School of Nursing.

The workshop was geared toward writing proposals for applied research, scholarly activities, and educational initiatives. This intensive overview of the narrative portion of a proposal from the perspective of the reviewer covered an overview of finding funding sources, approaching and communicating with a sponsor, components of a proposal (including budget), matching the narrative to the sponsor’s guidelines, writing style and common errors to avoid. Sample proposals were reviewed and information specific to LTU was included including typical funding sources.

Several members of the COM faculty attended and benefited from this valuable educational opportunity. We offer our appreciation to the Educational Innovation Collaborative for sponsoring this wonderful event.

**Special Events**

**Wireless Communities**

Dr. Alan McCord, Executive Director of LTU Online and professor of management at Lawrence
Technological University, will explain how wireless networking is moving to cover entire cities and regions. Trends in voice, data and video convergence, municipal wireless initiatives and new business opportunities will be explored.

**Date:** Friday, March 3rd  
**Time:** Noon  
**Sponsor:** North Central Michigan College  
**Location:** North Central Michigan College University Center Library conference room (Petoskey)  
**Cost:** $9

Reservations are preferred. Call 231.348.6602 or e-mail cmaci@ncmich.edu to reserve your place at the table.

**Michigan Technology Update**  
**Matt Roush Speaks on LTU Campus**  
Matt Roush, Technology Editor, Great Lakes IT Report, an e-publication of WWJ Newsradio 950 Detroit, will speak on the Southfield campus.

**Date:** Wednesday, March 15th  
**Time:** 5:30 – 8:00 p.m.  
**Sponsors:** LTU COM and The Computer Law Section of the State Bar of Michigan  
**Location:** Lear Auditorium

**BoardWALK**  
**Nonprofit Board Member Training**  
BoardWALK offers a series of seven workshops focusing on building the capacity of current and prospective nonprofit board members. Instructors are experienced nonprofit practitioners. Each workshop is held at the College of Management in Room M336 of the Buell Building on the Southfield campus of Lawrence Technological University.

The cost of each workshop is $35. The remaining workshops in the 2005-2006 series are:

**Building Your Board**  
Friday, March 10, 2006  
8:30 a.m. – Noon  
Understand how to evaluate, recruit and train your Board to be effective, productive and self-renewing.

**The Effective Board Team**  
Friday, April 7, 2006  
8:30 a.m. – Noon  
Examine methods for improving team focus and decision-making at the Board table.

**Leading Together:**  
**The Executive Director and Board Chair**  
Friday, May 12, 2006  
8:30 a.m. – Noon  
Build a leadership partnership between the Executive Director and Board Chair.

Register at the door or online at [www.uwsem.org](http://www.uwsem.org).

Continental breakfast is provided. Classes are handicap accessible and parking is free. A Certificate of Completion is earned for completion of all classes.

BoardWALK is a collaborative program of United Way for Southeastern Michigan, Detroit Executive Service Corps, VAST MI and The Center for Nonprofit Management at Lawrence Technological University.

For further information, contact Jerry Lindman, Director, Center for Nonprofit Management at lindman@ltu.edu or visit [www.ltu.edu/management/nonprofit_training.asp](http://www.ltu.edu/management/nonprofit_training.asp).

**The POWER TOOLS Symposium**  
**Success-Strengthening Strategies For All That You Can Be**

**Date:** Thursday, March 23rd  
**Time:** 2:00 – 9:00 p.m.  
**Sponsors:** Michigan Council of Women in Technology Foundation, CA (formerly Computer Associates and LTU  
**Location:** Southfield Campus  
**Cost:** Not yet available

See next section of COM Connection, connecting with industry leaders, for more information!

**Gifford Pinchott III on Intrapreneurship**  
Well-known author and consultant to speak at LTU Southfield Campus

**Date:** Thursday, March 30th  
**Sponsor:** LTU Entrepreneur speaker series  
**Time:** 2:00 p.m.  
**Location:** Lear Auditorium  
**Time:** 5:45 p.m.  
**Location:** S100 in the Science Building

See next section of COM Connection, connecting with industry leaders, for more information!
Graduate Open Houses
Opportunities for potential new students to meet faculty members plus obtain information on graduate programs.

Date: Thursday, April 6th
Sponsor: Admissions
Time: 6:00 – 7:30 p.m.
Location: Buell Building Atrium

Date: Tuesday, April 11th
Sponsors: COM and Admissions
Time: 4:30 – 7:00 p.m.
Location: Schoolcraft Education Center

This second event also includes a tour of the ViStaTech Center at Schoolcraft College’s Livonia campus. RSVP by email to Livonia@LTU.edu or call Cori Blanchard at 248.204.3070.

For more information on the Livonia Schoolcraft Education Center visit http://ltu.edu/management/livonia.asp.

Project Management Institute offers Project Management Professional, Exam Prep Course
Project Management Institute, Great Lakes Chapter will offer a Project Management Professional Exam Prep Course at Lawrence Technological University, College of Management starting in April 2006.

The six session prep course will be held on Saturdays beginning April 22nd from 8:00 a.m. - 4:00 p.m. at the College of Management in Room M213 of the Buell Building on the Southfield campus of Lawrence Technological University.

Register for the PMP Prep Exam at www.pmiiglc.org.

The objective of this prep course is to provide an awareness of the knowledge needed to pass the Project Management Professional (PMP) Certification exam administered by the Project Management Institute. Attending this course allows project managers to make the most effective use of their time in studying for the exam.

Participants gain an insight of the level of competency required to pass the exam through a review of material adapted from the Guide to the Project Management Body of Knowledge and additional reference material provided specifically for the course, including practice questions that simulate the PMP exam and provide familiarity with the format of actual exam questions.

In addition, this course provides 42 contact hours of education in support of PMI's education requirement.

Attendees are expected to obtain a copy of the “Guide to the Project Management Body of Knowledge, 3rd Ed.”. It is also useful to obtain from PMI a copy of the “Certification Handbook” which lists the requirements a person must meet in order to sit for the examination, as it is not open to the public at large.

For more information contact Diane Cairns, Director, Graduate Project Management Certificate, cairns@ltu.edu, or 248.204.3091.

Connecting with industry leaders
The POWER TOOLS Symposium
Success-Strengthening Strategies - For All That You Can Be

Whether you are a student, a full-time professional, already in the executive suite or on your way to it, you can always use career-building help. This half-day symposium spotlights professional power tools to assist you in reaching the next stage of your success!

Join us Thursday, March 23rd on the LTU Southfield campus for multi-tiered sessions, beginning at 2:00 p.m., on diverse subjects including:

- Building strong personal networks;
- Searching for, and landing, your dream job;
- Selecting and fostering a mentor, or series of mentors;
- Interview techniques that work;
- Creating and molding your optimal career image;
- 10 practical tips (that they DON’T teach you in school) to assist you in navigating the sea of options in your professional life.

Our facilitators are accomplished women, skilled in these topics, and exemplary of the highest levels of achievement. They are career counselors, entrepreneurs, and executives with a common purpose: to inspire YOU to develop your focused strategy for professional growth.

And speaking of focus, the symposium will reach its crescendo at 7:00 p.m. with a keynote from one of the most inspirational women in the greater Detroit community: Eleanor Josaitis, CEO and Co-Founder of Focus: HOPE.
Gifford Pinchott III on Intrapreneurship
Well-known author and consultant to speak at LTU Southfield Campus
On March 30th, Lawrence Technological University will be hosting an outstanding speaker in our Entrepreneur speaker series. Mr. Gifford Pinchott III will be on campus delivering a presentation on “Intrapreneurship”. Mr. Pinchott actually is responsible for coining the word “Intrapreneurship” and has written several books on the subject.

Gifford Pinchot is President and co-founder of the Bainbridge Graduate Institute, which offers an MBA that integrates sustainability and social responsibility with innovation and profit. BGI is one of the first graduate schools to weave sustainability throughout its entire curriculum, so that standard business subjects include ethics, cutting edge sustainability practices, and students’ spiritual perspectives.

Mr. Pinchot is a well-known author, speaker, and consultant on launching businesses and innovation management. He has helped to launch over 700 businesses, several of which are each doing over a billion dollars in sales. He has built four companies and sold three of them, one for a profit of over 100 to one for the original investors.

Mr. Pinchot has published three books; the first, in 1985, INTRAPRENEURING: Why You Don’t Have to Leave the Corporation to Become an Entrepreneur, was a business best seller and introduced the concept of intrapreneuring – creating innovation within existing organizations. Intrapreneuring has now been published worldwide in fifteen languages and is a classic text in business education. The word “intrapreneur,” which was coined by Mr. Pinchot to describe the intra-corporate entrepreneur, has been included in the American Heritage Dictionary and Webster’s Encyclopedic Unabridged Dictionary. In 1999 he co-authored “Intrapreneuring in Action – A Handbook for Business Innovation” the long awaited follow-up.

In his second book, The Intelligent Organization (Berrett Koehler, 1994), written with Elizabeth Pinchot, the vision is broadened to include a revolutionary way of organizing all work from the most innovative to the most mundane that increases intrapreneurship and promotes democratic participation.

From 1983 to 2005 Mr. Pinchot lead Pinchot & Company, a firm that helps companies launch new businesses and to design and implement more sustainable business practices. Its client list includes half of the “Fortune 100”, and numerous government and non-profit organizations as well as clients on every continent except Antarctica.

Mr. Pinchot has facilitated numerous sustainability projects. He has licensed two of his inventions. Mr. Pinchot graduated with honors from Harvard University in 1965 with an A.B. degree in economics, then completed his coursework for a Ph.D. in neurophysiology at Johns Hopkins University.

The presentations are open to the public and will be offered twice: at 2:00 p.m. in the Lear Auditorium and at 5:45 in S100 in the Science Building.

Date: Thursday, March 30th
Sponsors: LTU Entrepreneur speaker series
Time: 2:00 p.m.
Location: Lear Auditorium
Time: 5:45 p.m.
Location: S100 in the Science Building

Economic Forecast offered at Grand Traverse Business Expo
The College of Management sponsored a booth at the Grand Traverse Business Expo in November when the Traverse City Area Chamber of Commerce hosted 500+ people for an economic forecast breakfast. Dr. Jim Glassman, Managing Director and Senior Economist, JPMorgan Chase, offered a national economic forecast.

Dr. Glassman’s commented that lower consumer spending and an under-employed workforce will challenge the economy. Yet, beyond the near-term hurdles, the business landscape remains promising due to four factors.

First, innovations in banking and finance providing greater access to credit markets plus better tools for pricing and managing risk. Second, underlying inflation remains low. Third, American workers are still producing significant gains in labor productivity creating new income and supporting demand. Fourth, East Asia will be an important outlet for United States goods and services.
The 2006 Economic Forecast was developed by Northwest Michigan Council of Governments and is available at www.tcchamber.org/economic/forecast.php.

This forecast explores economic factors affecting the 5-County region of Antrim, Benzie, Grand Traverse, Kalkaska, and Leelanau Counties. The report includes anecdotal input from more than 20 regional businesspeople, educators, government officials, and other sector-specific experts geared to assist businesses with informed decision-making for 2006 and beyond.

In response to your requests

It's Job Fair Time Again!
Career Services provides students and alumni with career planning, resource materials and employment opportunities to meet the rapidly changing career needs for today’s global job market.

Detroit Job Fair
Thursday, March 2, 2006
2:00 p.m. – 6:00 p.m.
Don Ridler Field House, LTU Southfield Campus
Meet employers seeking graduates and students for full-time entry level, summer, and cooperative education. Check out our workshops for job fair and follow-up advice.

Textron Enterprise Wide Career Fairs
Friday, March 10, 2006
Noon – 7 p.m.
Saturday, March 11, 2006
10 a.m. – 3 p.m.
Atrium of the Buell Management Building

Textron, a leading multi-industry company and home to such brands as Bell Helicopter, Cessna, E-Z-GO, Jacobsen and more, has exciting opportunities for engineering, manufacturing, information technology and business professionals available in the Detroit area and across the U.S.

What’s Your Major and Is It the Right One? The Answer is the Key to Your Success!
On February 23, Lawrence Technological University sponsored a major fair across LTU colleges, including the COM.

Dr. Charles Chambers, Chancellor, welcomed the attendees followed by the Alumni Keynote Presentation by David Darbyshire, BSME ’78.

Lunch was serviced to both LTU students and Alumni attending this event.

After lunch, in the Buell Building Atrium, LTU faculty and alumni discussed undergraduate programs, answered questions, and provided information about choosing the right major for the right career. Students were able to meet with LTU alumni representing various majors and occupations.

Kevin Finn, Director of Career Services, discussed hiring trends and how choosing the right major and marketing your skills to employers are essential steps to finding the right career.

M215 Lab Redesign
The M215 lab is being redesigned for 2-way use: a classroom and a small lab. The classroom would be accessible from the "front" of the existing space, and the lab will exist in the "back" of the existing space and will be connected to the entrance door by a long hallway.

While the lab becomes smaller in size, the services will remain the same. There will be eight workstations in the lab available for students’ use. Adjunct faculty will continue to use the M-216-A space for office work. The new 215-A classroom will be available for scheduling, and may make a good space for technology focused classes such as web programming, networking, and security. There will also be quite a bit of power available in the classroom for laptop re-charging.

This new configuration will add to our flexibility and will make better use of our existing space.

Microsoft Developer Network Academic Alliance
The College of Management is a member of the Microsoft Developer Network (MSDN) Academic Alliance Program.

As a benefit of the MSDN Academic Alliance membership, the College of Management faculty, staff and students can obtain software development tools such as Microsoft Visio, Visual Studio, and FoxPro at no cost for use in all of their College of Management course-related academic activities. For further information contact Wenping Bo wp_bo@ltu.edu or 248.204.3075.

Help Desk Newsletter
The monthly help desk newsletters can now be found at www.ltu.edu/computer_center/newsletters.asp
Copies of this newsletter with active hyperlinks are available at
www.ltu.edu/management/_newsletter.asp
Send questions, ideas, or requests to be deleted from this communication to:
cemmons@ltu.edu