

Madonna University School of Business

*Vol. XVII No. 1
July, 2009*

Communicator

Madonna University
Livonia Campus



Inside Communicator

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A MESSAGE FROM THE DEAN

The School of Business had many activities during the 2008-9 academic year on the Livonia Campus as well as at the Orchard Lake, and new Macomb University Center sites. We are especially excited about our bachelor's degree completion program in Hospitality Management which started in January of this year at Macomb. Recruitment of students has been strong. This degree should prove very beneficial for our students in Macomb County.

We continued to offer our graduate MBA program in Jinan, China. This degree is educating 52 physicians and hospital administrators in that region and represents the second cohort of students in that program in China. The School of Business continues both the undergraduate major in International Business and the MBA in Dubai, UAE. Both programs in Dubai are taught online and almost 150 students have been in the program.



*Dr. Stuart Arends
Dean*

Developing new curriculum, attending conferences, improving online course delivery, and advising students continued to be important parts of the School of Business faculty life. Several faculty members have their conference involvement discussed on page three of this newsletter.

We also held our 24th Annual Honors Convocation which recognized student excellence in our undergraduate and graduate programs, inducted new members into Delta Mu Delta, and awarded the Meta and Bernard Landuyt Highest Achievement honor.

Our students and the Livonia community had the opportunity to attend two excellent McManus Business Lecture Series entrepreneurial lectures. We thank the McManus family for providing this lecture series for the Madonna community.

We depend on you to inform us of new events in your life, so let us know of new jobs, promotions, or business degree information you desire. Tell a colleague or friend about Madonna and the School of Business. As a student or alumnus of Madonna and the School of Business you are the reason we exist and we desire to assist you in any way possible.

School of Business Mission Statement



The mission of the School of Business is to offer quality and unique programs that:

- Are progressive, pro-active, ethical, and humanistic;
- Are interactive with the needs of the domestic business community and selected international business communities;
- Add a solid body of knowledge, understanding, and experience in various aspects of business, management, and ethical leadership to the foundation of liberal arts.

Therefore. . .

The School of Business will continuously work towards the goal of providing quality and unique programs that:

- Are measurably challenging to students and faculty,
- Exceed stakeholder's expectations,
- Are creatively different in scope and structure from others available to students, and foster integrity.

Core Values

*Continuous Improvement
Innovation, Uniqueness
Stakeholder Involvement
Ethics, Humanism*

Contact School of Business Faculty

Dr. Sherif Afifi,
International Business
M128 (734) 432-5892

Dr. Stuart Arends, Dean
M116 (734) 432-5366

Mr. Donald Conrad,
Business Law M127
M127 (734) 432-5369

Dr. John Critchett,
Accounting/Finance M111
(734) 432-5349

Mr. Gary Fischer,
Management/HR M112
(734) 432-5362

Dr. Richard Fox, Economics
M120 (734) 432-5359

Dr. Betty J. Hebel,
Marketing M117 (734) 432-
5357

Dr. Jon Huegli,
Management M109 (734)
432-5372

Dr. William Kasperski,
Quantitative and
Qualitative Systems
M129 (734) 432-5373

Ms. Janice Kneale, MIS
M110
(734) 432-5371

Dr. Leon Levitt,
Management/Ethics M108
(734) 432-5374

Dr. William McMillan, MIS
M114 (734) 432-5367

Mr. Frank Notturmo,
Management
M127 (734) 432-5369

Dr. Phillip Olla, MIS M123
(734) 432-5363

Ms. Kathleen Richard,
Merchandising Management
M115 (734) 432-5533

Dr. Charles Stahl,
Accounting & Finance M119
(734) 432-5368



John Critchett, Ph.D.
Professor of Finance and Accounting

Dr. Critchett presented his paper entitled "Teaching Operating Leverage: A Simplified Formula and Approach" at the American Accounting Association's Midwest Regional Conference in Ohio on May 9th, 2009. He was also the State Treasurer for the Michigan Society of the Sons of the American Revolution this past year. This organization has 8 chapters around the state, and makes scholarship awards to deserving high school students each year.



Richard Fox, Ph.D.
Professor of Economics

Dr. Richard Fox both chaired and presented at the Sixty-Seventh International Atlantic Economic Conference that was held in Rome, Italy March 11 – 14, 2009. Dr. Fox organized Thursday's session on Health, Education, and Economic Growth and he also presented on the topic "Dentistry: Now and in the Future".



Leon Levitt, Ed.D.
Professor of Management and Business Ethics

Dr. Leon Levitt recently attended a series of lecture/discussions in Belgium sponsored by the University of Louvain on the topic of Comparative Education Worldwide.



Phillip Olla, Ph.D.
Professor of
Management
Information Systems

Dr. Olla has recently co-authored a book with Dr Joseph Tan titled Mobile Health Solutions for Biomedical Applications. This book gives detailed analysis of the technology, applications and uses of mobile technologies in the healthcare sector by using case studies to highlight the successes and concerns of mobile health projects.

Dr. Olla was also invited to present and chair the Mobile Enabling Technology session during the Fostering Social and Economic Development workshop in Maputo, Mozambique in 2009. The aim of the EFR session was to generate a dialogue of the potential of mobile technologies in the development sector. The workshop was sponsored by the world wide web consortium.

In 2008 Dr. Olla was awarded the Michigan Compass Compact for the faculty service learning. This award is given to faculties who have made a significant contribution in the area of fostering civic engagement in students and make a meaningful contribution to their community. In 2009, Dr. Olla was honored by the Governor of Michigan, Jennifer Granholm, with an award and special tribute for his work that utilized the talent and energies of America's young people to solve real issues in their communities.

Degree Completion Offered to Chinese Students



The School of Business has developed a business bachelor's degree completion program that will enable Chinese students to attend Madonna, complete their bachelor's degree and experience American life and culture.

In China, the majority of students earn a three-year degree with a specific area of concentration, based on the British model for higher education. Madonna's 3+1 program offers these students an opportunity to complete the fourth-year of their

education and earn a bachelor's degree in Applied Management or Applied Technology. "There is stiff competition in China for educational programs beyond the three-year degree," said William McMillan, business professor and 3+1 program director. "These highly-respected business programs will prepare students for China's expanding, yet fiercely competitive employment market, where a four-year Western degree is valued."

This program benefits all Madonna students. "We prepare students to be successful in a global

society, where the workplace is characterized by diversity and international linkages," said Ernest Nolan, vice president for academic administration. "By increasing campus diversity, we enrich the educational experience of all Madonna students and create opportunities for intercultural communication and understanding."

School of Business representatives currently are recruiting throughout China, so as to have students begin the program in the summer of 2010. The Chinese students will live on Madonna's campus in Livonia for a year, taking courses specifically designed to educate them on American culture and business.

New courses added for the China 3+1 program include: Orientation to American Higher Education; American Culture through Literature, Music and Art; Science and Social Responsibility; and Advanced Reading and Writing for Business. To aid in their success, the students are tested on their English skills before being accepted into the program and are offered English as a Second Language (ESL) classes the summer before their courses begin.

Each year, the International Students Office at Madonna University assists approximately 150 international students from more than 20 countries with admission to the U.S. and the University, academic advising, orientation and cultural exchange activities.

"YOUR SUCCESS: OUR GREATEST ACHIEVEMENT!"

Pursue a Career In Hospitality Management & Marketing

Madonna University has partnered with Macomb Community College to provide Macomb County residents educational opportunities close to home and work.

Madonna University accepts up to 90 credit hours from Macomb Community College, or other colleges or universities.

Madonna University @ Macomb University Center

*Linda McIntyre,
Coordinator
Madonna University @
Macomb University Center
Building UC-1 Room 220 E
44575 Garfield Road
Clinton Township, MI
48038-1139*

586-263-6330
lmcintyre@madonna.edu

The Hospitality Management Prepares Students For Careers In:

- hotels & motels
- restaurants
- college housing
- retirement complexes
- food services
- country clubs
- resorts
- cruise ships
- nursing homes
- airlines
- casinos and clubs
- trade associations
- public and private institutions
- conference and event planning

*Kathleen Richard, Director
Hospitality Management
734-432-5533
1-800-852-4951 (ext 5533)
krichard@madonna.edu*



Madonna University School of Business ADVISING NIGHT

**SCHOOL OF BUSINESS ADVISING NIGHT
FALL SEMESTER 2009
TUESDAY, SEPTEMBER 8, 2009
4:00 P.M. – 7:00 P.M.**

Advising for Undergraduate Programs and Graduate Programs

- **Meet With An Advisor**
- **Learn About Programs**
- **Develop A Plan Of Study**
- **Register For Fall Classes**
 - **Pay Your Tuition**
 - **Meet With Faculty**

Prepare for your career in Accounting, Business Administration, International Business, Marketing, & Management Information Systems

**To be held in the Maertens Building
(northeast corner of Levan and
Schoolcraft). Please call the School
of Business at (734) 432-5354 or
5355 to let us know you will be
attending.**

Madonna University's School of Business hosted two events honoring the McManus Distinguished Business Lecture Series, *Inspiring Entrepreneurs*.



“Reinventing Your Business for a Changing Economy”

Presented by



John Lindland, founder & CEO
QualSAT International, Inc.

Founder and CTO of QualSAT International Inc., John Lindland, has earned widespread recognition as an influential leader and quality guru. His QualSAT technology and methods have been used by some of the world's largest companies to achieve unprecedented success. Lindland was instrumental in developing the training program for Eastern Michigan University's Center for Quality. In addition to his efforts in the quality arena, Lindland is involved in publishing and software development. His groundbreaking book, “The Seven Failure Modes” (7FM™), has been hailed as “the missing link” in performing failure mode and effects analysis. He earned a Bachelor of Science in electrical engineering from Michigan Technological University, a Master of Science in manufacturing systems engineering from the University of Michigan, and a Master of Science in industrial engineering from Wayne State University. He served as an engineer for Ford Motor Company, a director of quality for a multi-plant automotive supplier, and he has been consulting and training around the world for the past 16 years.

Lindland also is CEO of the Bella Group and The Savvy Homebuyer; a full service sales, marketing and television production studio that has produced over 100 television shows and won two Telly Awards.

The McManus Distinguished Business Lecture Series was established in 1989. Mr. Michael McManus Jr. endowed the lecture series as a tribute to his father, Mr. McManus Sr., a successful businessman and entrepreneur.



Michaelene Hearn
Owner and Founder of
Michaelene's Gourmet
Granola

On March 16, 2009 Guest speaker Michaelene Hearn, born and raised in Detroit, spoke at Madonna University's Kresge Hall as part of the Inspiring Entrepreneurs lecture series.

Hearn has always taken pleasure in seeing others enjoy her food. However, cooking for a living wasn't in her long-term plans. Married with four daughters, Hearn holds a bachelor's degree in occupational therapy from Western Michigan University, and a teaching certificate with a special education endorsement from Michigan State.

In 1984 at her family's encouragement Michaelene's Gourmet Granola was born, in Clarkston Michigan. Michaelene's Gourmet Granola has grown to a world-wide business of 18 flavors and two flavors of granola cookies. Michaelene's Gourmet Granola has enjoyed 25 years of successful business.



The School of Business Annual Honors Convocation

The School of Business held the 24th annual Honors Convocation on May 1, 2009 at Madonna University's Kresge Hall. The School of Business has recognized and awarded 173 students with highest achievement awards and 1,310 students with high achievement awards since establishing the School of Business Annual Honors Convocation in 1985.

Highest Achievement Award, undergraduate program, is given to the student in each major with the highest GPA who has completed a minimum of 30 semester hours at Madonna University, taken 15 semester hours within the past three semesters, and has completed 40 hours in the major.

High Achievement Award, undergraduate program is given to those who have completed a minimum of 30 semester hours at Madonna University, and 15 semester hours within the major having a GPA 3.5 or above.

High Achievement Awards were presented to students in the graduate business programs who have achieved a 3.75 GPA or better. These students have also completed at least two-thirds of the semester hours required in their major.

META & BERNARD LANDUYT AWARD

Congratulations to the 2009 Meta & Bernard Landuyt Award Recipient

Donald Cody Pickren

The Meta and Bernard Landuyt Award for High Achievement is the most prestigious honor a student may attain in the School of Business. It is awarded to the senior with a GPA of 3.7 or above having completed a minimum of 30 semester hours at Madonna University and 25 semester hours within the School. The recipient must exhibit scholarly inquiry, critical thinking, professional growth, leadership qualities, participation in university and/or community activities, and evidence of integrity, responsibility and strength of character.

**2009 HIGH
ACHIEVEMENT AWARD
RECIPIENTS
IN THE
UNDERGRADUATE
PROGRAM**

- Fernando Adams
 Rosalie Allie
 Tamekia Dobbs
 Diane Donnermeyer
 Doron Drai
 Timothy Fry
 Sarah Gilbert
 Timothy Girard
 Allison Greiner
 Zainab Harawala
 Lindsey Head
 Catherine Helwig
 Jacqueline Hubert
 Catherine Kasperek
 Christina Krzyske
 Elizabeth Langley
 Christopher Mikail
 Lorelei Mitchell
 Genevra Mitrovich
 Fatema Nadeem
 Tiffany Napier
 Parneet Nehal
 Robert Oliver
 Elliott Oscar
 Peter Peluras
 Donald Pickren
 Ryan Porter
 Terri Poshadlo
 Mary Putin
 Jaimie Revels
 Pamela Richmond
 Jimi Robertson
 Jennifer Sanders
 Diane Schmitt
 Lisa Schotten
 Rodney Smith
 Gary Smith
 Sharon Smith
 Jessica Smokovitz
 Zofia Sperka
 Karen Stafford
 Brandi Steele
 Corey Stowell
 Liza Terkoski
 Joseph Toth
 Jessie Wilkins
 Samantha Wood
 Dawn Youkna

STUDENTS



Marketing student Ryan Porter and Professor Frank Notturmo



Dr. Stuart Arends, Dean & Landuyt Award recipient Donald Pickren

HIGHEST ACHIEVEMENT AWARDS

Accounting
Dawn Youkna

Business Administration
Tiffany Napier

Computer Information System
Rodney Smith

Hospitality Management
Allison Greiner

Human Resources Management
Kari Rosol

International Business
Donald Pickren

Marketing
Ryan Porter

Management Information Systems
Robert Oliver

Merchandising Management
Jacqueline Hubert



Robert Oliver, MIS major & Dr. Phillip Olla



Jacqueline Hubert, Merchandising Management major & Kathleen Richard

The School of Business Celebrates Student Excellence!

School of Business students who have achieved academic excellence were inducted into the Delta Mu Delta National Honor Society in Business Administration at the awards ceremony on May 1.



Delta Mu Delta Inductees Sarah Peardon, Ryan Porter, and Cody Pickren are being sworn in by Parneet Nehal, President of Madonna's Delta Mu Delta Chapter.

A Success Story

School of Business alumna Monica Stevens, a graduate of the Master's of Science in Business Administration – International Business Program, recently presented her research on Mexican immigration to the Oxford Round Table at the University of Oxford in the United Kingdom. Monica's research was completed as a thesis project, titled "Economic, Political and Social Impact on U.S. Welfare Due to Mexican Migration," for her Master's degree.

Monica built upon and updated her research for the Oxford presentation. The University of Oxford opened its Centre for Mexican Studies in 2002 and, according to Monica, "seems to be very much aware of Mexico's growing economic presence around the world."

DELTA MU DELTA
NATIONAL HONOR SOCIETY IN
BUSINESS ADMINISTRATION

EPSILON GAMMA CHAPTER
2009 INDUCTEES

Diane M. Donnermeyer

Debra A. Even

Patrick Gerald Greener

Niaz Ahmed Khwaja

Sarah Beth Peardon

Donald Cody Pickren IV

Ryan M. Porter

Sridhar Vellore Subramani

Monica's Success Story... Cont'd

As an international business consultant, Monica Stevens, a Farmington resident, trains executives traveling to Mexico for business, by helping them feel more at ease with the country's customs. She also is an adjunct faculty member at Madonna University, where she has taught courses in Spanish, world literature, and English grammar. She developed two specialized Spanish courses for Madonna: Medical Spanish and Spanish for Law Enforcement.

Madonna University's School of Business (www.madonna.edu), conveniently located at I-96 and Levan Road in Livonia, offers certificates, undergraduate and master's degree programs in areas such as accounting, business administration, e-Commerce, healthcare administration, marketing and information systems. To fit the schedules of working adults, classes are offered days, evenings and weekends, on campus, online and as hybrids. Madonna's School of Business also offers some classes at its Orchard Lake Center and the Macomb University Center, as well as classes and degree programs internationally in Taiwan and mainland China.

NEWS INFORMATION REQUEST

STUDENT NEWS/INFORMATION REQUEST

- HAVE YOU RECEIVED A PROMOTION?
- STARTED A NEW JOB?
- BEEN AWARDED SPECIAL RECOGNITION?

Please take a moment to drop us a note about yourself E-mail sarends@madonna.edu or fax: (734) 432-5364

Name: _____

Degree/Year of Graduation: _____

What are you doing today? (Let us know for next year's annual report)

PLACEMENT AND INTERN SPONSORSHIP

- I am interested in learning more about recruiting graduates of Madonna University's School of Business for positions within my organization.
- I am interested in learning more about sponsoring a student intern at my organization.

Name _____

Title/Organization _____

Mailing Address _____

Business Phone () _____ e-mail address: _____

REQUEST FOR ACADEMIC MATERIALS

Name _____

Mailing Address: _____

Daytime Phone (____) _____

Please send me information about the following School of Business programs:

Bachelor of Science in Administration

- Accounting
- Business Administration
- Hospitality Management
- Human Resources Management
- International Business
- Management Information Systems
- Marketing
- Merchandising Management

- Master of Business Administration

Master of Science in Business Administration

- Leadership Studies
- Leadership Studies in Criminal Justice
- International Business
- Quality

Master of Science

- Project Management
- E-Commerce

- Master of Science in Nursing/Master of Business Administration (MSN/MBA) Dual Degree

NEW STUDENTS - GET THINGS OFF TO A GOOD START!

How do you prepare for the challenges of a four year school? Who will help you make the academic decisions you need to make? What will you study for your major? Take advantage of the many services offered by Madonna faculty, staff, and specialized service offices.

Want to start this new year off right?

- ✓ **make sure you attend every class**
- ✓ **take notes**
- ✓ **be an active participant in class**
- ✓ **spend sufficient time in study**

Take advantage of specialized service offices

- ✓ **Academic Advising for First Year students**
- ✓ **Library Services**
- ✓ **Center for Personalized Instruction**
- ✓ **Career Services**
- ✓ **Office of Disability Resources**

Make sure you see your academic advisor regularly and follow your major's plan of study. In this way you can avoid taking classes you don't need, find out updated job prospects for your degree area, and make sure you are taking classes in the proper sequence.

HAVE YOU MET WITH YOUR ADVISOR LATELY?



**Debbie Graczyk
School of Business Advisor**

Do you know that seeing your advisor for a periodic update can save you time and money?

As Academic Advisor for the School of Business, I am available to help students map a plan of courses—officially called Plan of Study—that will ideally help students complete their degree requirements as efficiently as possible. The plan of study is actually an informal contract between the student and Madonna University.

Students are encouraged to meet with me to complete a plan of study soon after being admitted as a student in the School of Business. This helps ensure that students will not take unnecessary coursework,

hopefully saving them time and money. Once the plan of study has been approved, students are also assigned to a member of the full-time faculty in the School of Business, thus giving them access to a professional within their area of study who can advise them.

All students are also given a School of Business handbook, which includes a 2 or 3 year cycle of courses. Although not required, it is also advisable to continue to check in periodically. Occasionally the cycle of courses, as well as major requirements, need to be changed or adjusted.

With office hours 5 days a week, including 2 evenings per week, students are encouraged to stop by with questions, or to request updated copies of their plan of study. My office is in room M121 of the Maertens Building. Call me at (734) 432-5361 or for more in-depth questions or discussions please make an appointment through the School of Business Secretary at (734) 432-5254.

Graduate Workshops

BL 6040 Legal Issues in Business 2 s.h.
Thursdays 6-8 p.m. D. Conrad

ECM 5220 Seminar in e-Commerce 2 s.h.
Mondays 7-10 p.m.

INB 6080 Perspectives in International
Business 2 s.h.
Mondays 6-9 p.m. D. Conrad

INB 6350 International Business
Experience 2 s.h.
By arrangement Dr. Sherif Afifi

MGT 4740 Intro to Supply Chain
Management 1 s.h.
Weekend Seminar T. Schoenfeldt

MGT 4740 A Practical Application of
Supply Chain Mgt. Principles
Weekend Seminar T. Schoenfeldt
1 s.h.

MGT 5220 Issues in Leadership 1 s.h.
Web based Dr. B.J. Hebel

MGT 5470 Ideas in Leadership
Development & Literature 2 s.h.
Thursdays 7-10 p.m. Staff

MGT 5550 Ethical Considerations in
Leadership 2 s.h.
Web based Dr. L. Levitt

MGT 5560 Cases in Business Ethics 1 s.h.
Web based Dr. L. Levitt

MGT 6120 Developing & Deploying
Volunteers 2 s.h.
Web based Dr. J. Huegli

MGT 6130 Developing Partnerships with
Boards, Suppliers & Clients 2 s.h.
Web based Dr. J. Huegli

MGT 6370 Multicultural Business
Communications & Negotiations 2 s.h.
Web based Dr. Sherif Afifi

MIS 5150 Project Management
Technology 1 s.h.
Hybrid J. Kneale

MIS 5580 Information Systems for
Managers 2 s.h.
Hybrid J. Kneale

SCHOOL OF BUSINESS CALENDAR

EVENTS

MCMANUS BUSINESS LECTURE SERIES

October 12, 2009 · 7 p.m.

Guest Speaker: Stephen Lowisz,
Qualigence President & CEO

SCHOOL OF BUSINESS HONORS CONVOCATION

Friday, April 30th in Kresge Hall

OPEN HOUSE/ADVISING NIGHT

Tuesday September 8, 2009

4:00 – 7:00 p.m.

Undergraduate & Graduate Programs
In the Maertens Building (see page 5)

School of Business
(734) 432-5354 or 5355
sarends@madonna.edu

Undergraduate Workshops

HMG 4360 Lodging Management II 2 s.h.
Thursdays 7-10 p.m. M. Carter

MGT 3160 Human Behavior & Leadership 2 s.h.
Web based K. Richard

MGT 4740 Intro to Supply Chain Management 1 s.h.
Weekend Seminar T. Schoenfeldt

**MGT 4740 A Practical Application of Supply Chain Mgt.
Principles** Weekend Seminar T. Schoenfeldt 1 s.h.

MKT 4170 Brand Management 1 s.h.
Friday & Saturday 9/25 & 9/26 M. Koch

MKT 4740 Improving Customer Service 1 s.h.
Friday & Saturday 9/11 & 9/12 M. Koch

MM 3650 Market Field Study 2 s.h.
Thursdays & Fridays 11/12 & 11/13 K. Richard

ADMINISTRATION



Sr. Rose Marie Kujawa
President

Dr. Ernest Nolan
Provost/Vice President
For Academic Administration

Dr. Stuart R. Arends
Dean
School of Business

Dr. John Critchett
Chair of Accounting & Business Law

Dr. Betty Jean Hebel
Chair of Management & Marketing

Dr. William McMillan
Chair of Management Information and
Quantitative Systems



Franciscan Center at Dusk

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SCHOOL OF BUSINESS MAERTENS BUILDING

Office Hours (Room M131):

M, W 8:00 a.m. – 7:00 p.m.
T, Th, F 8:00 a.m. – 4:30 p.m.

Mail: 36600 Schoolcraft Rd.
 Livonia, MI. 48150 – 1173

Phone: 734-432-5354

Fax: 734-432-5364

E Mail: sarends@madonna.edu

Internet: <http://www.madonna.edu>