

# College of Continuing & Professional Studies



**Madonna  
University**

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*Livonia, Michigan*

# College of Continuing & Professional Studies

The College of Continuing & Professional Studies serves both the individual who is seeking enrichment through non-credit study and the learner pursuing academic credit. The College offers seminars, workshops, and conferences for individuals who are serious about personal and professional development but are not currently interested in accumulating credits toward a degree. Contract training for employees at a company site, and educational endeavors offered by distance learning vehicles such as satellite and interactive television, are also presented by the College of Continuing & Professional Studies. The Bachelor of General Studies degree program, administered by the College, is an innovative, multi-disciplinary undergraduate program for the non-traditional returning adult student.

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## Bachelor of General Studies

The **Bachelor of General Studies (BGS)** is a bachelor's degree program designed for motivated students who want to pursue coursework that provides more flexibility and opportunities for interdisciplinary experiences than a traditional college major.

The College operates both an **on-campus BGS** program and **off-campus** programs at workplace sites.

### On-Campus Program features

The **On-Campus BGS Program** is a baccalaureate program that enables highly motivated students to design an individualized program of study. Students develop a plan of study from the full range of University offerings, and select courses to meet their specific educational, career, and personal enrichment goals.

### Off-Campus Program features

The **Off-Campus BGS Program** is designed as a degree completion program for those individuals who have an associate's degree or

equivalent. Typically, students are mature, self-directed and have identified their educational, personal and career goals. Courses are offered at the worksite, on campus, by television and via the Internet.

The Off-Campus BGS Program is offered at automotive plants. Companies interested in bringing this dynamic educational opportunity to their employees can contact the College of Continuing and Professional Studies for a consultation.

### Career options

The BGS degree program is for students who know where they want to be in the future and have a good idea about how to get there. In the plan of study, students select classes with specific career and/or educational goals in mind. The graduate can use a well-constructed plan of coursework to enter a satisfying career or graduate program. Students are encouraged to work closely with their BGS Advisor in exploring educational and career options.



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## Contract Training

### Program features

The College of Continuing and Professional Studies offers non-credit courses at a company's site (or other selected location). When organizations contract with the College to provide training, their employees will enjoy an educational experience that has been tailored to reflect the business's issues and challenges. One of the ways this is achieved is by incorporating work-related examples and role plays into learning activities. Another important element of contract training is providing ways to measure the outcome of the training, so companies will know how training impacts an employee's knowledge base, job performance and ability to take on new roles.

Each course features a University instructor, readings, and evaluation tools. Through the right mix of lecture, discussion and audio-visual resources, educators help frame and critique the issues, while developing essential workplace skills. State-of-the-art A-V resources take employees on "electronic field trips" to cutting-edge companies, as well as bring leading practitioners' viewpoints via videotape.

Certificates of completion can also be provided to company employees.

### Sample Course Descriptions

#### Interpersonal and Communication Skills for Technical Managers and Professionals

Assess and improve how you communicate and handle conflict in a work situation. Learn how to improve the "people side" of technical jobs. Course topics include:

- Understanding key differences between technical and non-technical professionals
- Learning critical elements of communication and interpersonal skills
- Using active listening and positive response to cultivate productive relationships
- Being assertive without intimidating or offending
- Handling conflict
- Establishing a team environment

#### Service Quality Management: The Advantage

Many businesses recognize the competitive advantages of "service quality" — customer satisfaction. Participants gain a basic understanding of what service quality is and the resources needed to successfully introduce it within an organization. A step-by-step plan for implementing a

service quality strategy is introduced, with focus on both the customer and organizational goals. Case studies include a cross-section of private and public sector organizations where service quality is practiced.

### Small Business Today

This course covers perspectives on how to start and grow a small business. Includes videotaped interviews and on-location features with small business owners in a variety of fields, who explain how they started, their successes, and their setbacks. Topics include valuable lessons on sales, marketing, the law, officing at home, technology, and telecommunications. There are also case studies in different ways to get into business; the ins and outs of buying a franchise; how to write a business plan; the legal formation of business; and running a professional practice.

### Read, Write and Research

Many of today's businesses express a critical need for staff who can communicate effectively in the written form. This English composition course is specifically designed to strengthen writing skills beyond the introductory level. Essay writing, writing a research paper, and writing for business are covered in this innovative course. Course objectives are applied to real-life situations. Program topics include selecting and narrowing a subject, preparing a working outline, composing on the computer, critiquing the first draft, and editing the paper.

### Other Courses

- Business Italian, Spanish, Chinese or Japanese
- English as a Second Language
- Internet for Entrepreneurs
- Statistical Process Control

- Making Visual Presentations
- Chemical Dependency at the Workplace
- Corporate Cultures and the Changing Workplace
- Law Office Management
- Process Improvement Techniques
- Fighting Computer Viruses
- Desktop Publishing
- SPSS
- Journaling for the Reflective Professional

### Custom-Designed Courses

The staff can explore the possibility of creating a new non-credit course designed specifically to meet an organization's needs. *Interested companies are invited to contact the College of Continuing and Professional Studies for a no-obligation consultation.*

### Distance Learning

#### Program features

Additional opportunities for non-credit instruction are provided via live, two-way television, linking the Livonia campus with sites in every part of Michigan and other locations further afield.

The College hosts a number of Seminars by Satellite, which provide experts from around the country to share live dialogue and lectures on topics related to business and a variety of other professions. Also, satellite downlink facilities are available for use in continuing professional education for business, education, social services, nursing, and other professions.

### Non-credit Courses

Take advantage of the vast learning resources of Madonna University with non-credit study.



Through the College of Continuing and Professional Studies, individuals can acquire new skills, enhance existing skills, and explore other areas of interest. Non-credit study is for those who are interested in personal or professional development, but do not want to earn a degree. Learners are welcome to enroll in many of the University's courses. Students may earn a certificate of attendance and CEUs (Continuing Education Units) for non-credit courses.

### Southwest Women's Educational Empowerment Project

#### Program features

The **Southwest Women's Educational Empowerment Project** is geared toward women who wish to begin or resume their college studies. The Project is designed to expand access to higher education for women in southwest Detroit and is made possible with the support of many community organizations and the cooperation of the Religious of the Sacred Heart of Metropolitan Detroit. Madonna University offers college classes at a site in southwest Detroit where students have the opportunity to earn certificates and degrees.

### Goals

The Southwest Women's Educational Empowerment Project strives to fulfill the educational needs of women, primarily Latina and African-American, by providing them with the opportunity to earn a college degree. It is expected to have a substantial impact on the students, their families and the community.

The Project takes a holistic approach to empowering women in terms of their economic conditions, as well as developing their potential for improving their communities through civic and political activities.

### The Faculty

The College of Continuing and Professional Studies draws on the University's faculty from all academic areas, as well as experts from different fields. Together, they bring scholarly credentials and impressive professional experiences to the learning environment. The open-ended content and delivery of the College's educational offerings allow faculty to employ teaching methods that are tailored for the student. In the Bachelor of General Studies program, small class sizes permit students to benefit from the individual attention of their instructors.

## Mission Statement

The mission of Madonna University, a Catholic and Franciscan institution, is to instill in its students Christian humanistic values, intellectual inquiry, a respect for diversity, and a commitment to serving others through a liberal arts education, integrated with career preparation and based on the truths and principles recognized within a Catholic tradition.

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# A Quality Education at Madonna University

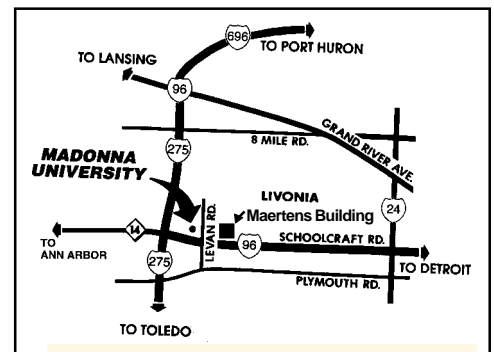
- Michigan's most affordable, independent, liberal arts university
- Enrollment: Approximately 4,000 degree seeking students
- Accreditation by North Central Association of Colleges and Schools (30 North LaSalle St., Suite 2400, Chicago, IL 60602-2504, 312/263-0456)
- Associate, Bachelor and Master Degrees
- Flexible schedule of classes: morning, afternoon, evening, Saturday and telecourses
- Personalized attention: Student/faculty ratio is 15 to 1
- Students have access to the Internet, e-mail, World Wide Web and technology classrooms
- Opportunity to earn college credit for prior learning
- Easy access from major freeways, with free, lighted parking and a barrier-free campus
- Cooperative education and job placement for all majors
- A values-based education with service learning opportunities
- Residence hall housing for 150 students

## Admission Requirements

Admission to the University is granted to high school graduates with a minimum cumulative high school grade point average of 2.75 or transfer applicants who have earned a minimum cumulative college grade point average of 2.0. Provisional admission is offered to those applicants whose credentials may not satisfy the above criteria but whose maturity and seriousness of purpose indicate evidence of possible success.

## For Information or a Campus Visit

College of Continuing &  
Professional Studies  
734/432-5731  
FAX 734/432-5364  
or  
Admissions Office  
734/432-5339  
TTY 734/432-5753  
FAX 734/432-5393



College of Continuing & Professional Studies is located in the Maertens Building, east of the main campus

Madonna University reserves the right to withdraw or modify information in this brochure.

See Advisor/Admissions Office for current information.

Madonna University guarantees the right to equal educational opportunity without discrimination because of race, religion, sex, national origin, age, or disabilities. 1/99