

Tuesday, September 15, 2009

Celebrating a decade of delivering business solutions through integrative thinking

An innovative program – and the first of its kind in Michigan when it was introduced in 1997 – the School of Business Administration's Applied Technology in Business (ATiB) program is celebrating 10 years of graduating business students from the program. A two-year minor program, ATiB graduated its first students in 1999.

A hallmark of the SBA, ATiB models integrative thinking by bringing undergraduate students from different disciplines together to work in teams and use information technology to solve real-world business problems, provided by sponsoring companies.

Since ATiB's inception, more than 77 companies have contributed \$4 million in sponsorships to help nearly 200 SBA students build skills critical to their professional success, including intensive research, problem-solving, applying information technology, project management and teamwork through the two-year minor program.

From large corporations to small businesses, sponsors are the backbone of the program, providing ATiB students with the chance to participate in information technology projects in a range of industries – from automotive and banking to health care and energy and more.

"We are grateful for the ongoing support of dedicated business sponsors who have been part of the ATiB program for nearly a decade and are always pleased to welcome new ones," says Mohan Tanniru, dean, SBA, and founder of the program. Mohammad Dadashzadeh, professor, management information systems, led the program between 2003 and 2009.

Other program facts:

- Most popular majors: Accounting and Management Information Systems.
- Types of projects: Application Integration, Business Process Modeling, Competitive Intelligence, Employee Training, Smart Inventory and Web Site Automation.
- Named Educational Program of the Year by Automation Alley in 2002.

A cornerstone of the SBA's legacy of building strong partnerships with the business community, ATiB also serves as a model for new programs where business collaborations and commitment to education deliver real value to today's business students.

SUMMARY

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