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ATiB students deliver real-world solutions

By **Jeff Samoray**, *OU Web Writer*

Oakland University's **Applied Technology in Business** program creates a win-win situation for students and their corporate sponsors — the students gain work experience and exposure to various new technologies, while the sponsors gain solutions to their business problems through the students' work.

ATiB juniors and seniors presented the fruits of their labor to their classmates and corporate representatives on Friday, Dec. 7, during the ATiB Fall Project Presentations in the School of Business Auditorium.

"It was very good experience," said senior MIS major Angela Jantz of her corporate sponsorship with Kelly Services, where she helped develop a content management tool for their Web site. "The sponsors work very well with the students. They understand that we're still students and have other commitments. I also learned throughout the entire experience that teamwork is really important — you have to learn how to function with the sponsor as part of a team.

"It's better than an internship because we're an integral part of getting the particular project going. It's rewarding to know that you're needed. I couldn't imagine trying to find a job without this kind of work exposure."

Each ATiB student admitted to the program has a corporate sponsor, where they work on challenging, yet manageable, projects for an 18-month period. Students have four semesters to complete their projects, with the last semester being a half-time, in-residence internship at the corporate site. Faculty also work with the students to coordinate the projects.

Students worked in groups of two on the projects, some of which will continue into the winter semester. Some examples of their work included creating an Access database to document usage statistics and customer data for OU's Katke Cousins Golf Course, developing a transaction support database for DaimlerChrysler's International Finance Center, analyzing General Motors' human resources Web site and suggesting changes to make it easier to maintain, and analyzing the current RFQ process for BorgWarner and modifying it to be more efficient.

Junior ATiB students delivered a presentation outlining their financial plan for Coe Drug, a hypothetical pharmacy chain. Their presentation included sales forecasts, a purchasing inventory, accounts payable and receivable, a compensation strategy and administrative unit plan.

Senior Marketing major Nancy Robinson worked with EDS to develop a Web page to organize value propositions. She said the fast-paced ATiB program was invaluable to her education.

"The amount you learn is fast and intense, but it doesn't hurt," Robinson said. "ATiB is a great program, but a lot of people don't know about it. I've openly solicited other students to get involved. It's a great asset to OU."

For more information, see the **ATiB Program** Web site, or contact the ATiB office, 337 Elliott Hall, at (248) 370-3284 or tanniru@oakland.edu.

SUMMARY

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