

DeVos Graduate Students Share Business Tools through Fieldwork Projects with Pilgrim Technology LLC

Fourteen students from Northwood University's Richard DeVos Graduate School of Management are participating in class "Fieldwork Projects" to help Pilgrim Technology assess their business strategy and keep that strategy balanced and reactive during a period of fast growth. Utilizing a Line-of Business Strategy Tool taught as part of the DeVos MBA curriculum, students will interview, question, & observe Pilgrim executive staff members and make a full assessment of their overall business strategy and how they are working internally to meet customer needs. Recommendations for improvements or additions to the strategy will be presented formally to Pilgrim management in March.

DeVos Dean and COO Dr. William T. Busby said projects like the one at Pilgrim Technology offer the students real examples to apply what they have learned. Projects performed within the business community enrich the overall graduate program at DeVos. "These fieldwork projects give students real-life exposure. It's also a way for them to give back to the community," Busby added.

"Fieldwork is also lending a hand to students once they are interviewing for jobs... Fieldwork adds credibility to the students' academic experience and provides prospective employers with examples of how the new MBAs have used business tools in application," adds Georgia Abbott, DeVos adjunct faculty member responsible for the DeVos MBA fieldwork process.

About Pilgrim Technology LLC

Pilgrim Technology LLC is a company that is dedicated to technology innovation and customer satisfaction. This dedication opens the doors to create a dynamic experience for employees and customers alike. Formed in 2002, Pilgrim Technology is a women-owned small business. First opened in Midland, Michigan as a wireless technology solutions company, Pilgrim Technology LLC has expanded to offer additional solutions to commercial entities and government agencies. Pilgrim Technology LLC offers complete solutions in Rapid-Prototyping, Sensor and Optics Development, Rugged Mobile Devices, and Advanced Network Designs. Pilgrim Technology LLC has significantly expanded commercial services offerings to include Cisco Systems, Linksys, Fortress Technologies Inc., IBM (Lenovo), Dell, and Hewlett-Packard. To learn about Pilgrim Technology LLC visit the website at www.PilgrimTechnology.com

About the Richard DeVos Graduate School of Management

The Richard DeVos Graduate School of Management, Northwood University, offers three MBA options: The Executive MGA geared toward the executive level manager or business owner; the Full-Time MBA, designed for students with minimal work experience and seeking upper level/business ownership careers; and the Managerial MBA, designed for the middle manager or the individual earlier in their management career.

To learn more about the Richard DeVos Graduate School of management visit the website at www.northwood.edu/mba for application information.