



**Cornell University**  
**College of Engineering**

**DRAFT AGENDA FOR FALL 2013 ENGINEERING COLLEGE COUNCIL MEETING**

**THEME: Engineering-Business Interface**

**FORMAT:** During this meeting, ECC members will be asked to provide their input on learning opportunities that can be afforded to undergraduate and graduate engineering students to best prepare them for leadership roles in business and as entrepreneurs. During the full day meeting on Friday, the morning will focus on the undergraduate population while the afternoon will focus on the graduate population. Lunch on Friday will involve a joint session with the Johnson Graduate School of Management Advisor Council members facilitated by Dean Lance Collins and JGSM Dean Soumitra Dutta.

**THURSDAY, OCTOBER 17, 2013**

**LOCATION: JOHNSON MUSEUM**

**5:30 – 6:00 p.m.**      *Meet and Greet for New ECC Members with Deans and Nominating Committee*

**6:00 – 7:00 p.m.**      **ECC Reception with invited participants**

- *Select Engineering students who are participants in PopShop*
- *Daniel Cohen, eLab Director*
- *Dyson Business Minor for Engineering students*
- *Zachary Shulman, director of Entrepreneurship@Cornell*
- *CoE Directors and Chairs*
- *New Engineering Faculty members*

- **Introduction of New Council Members**

**7:00 – 8:30 p.m.**      **Dinner**  
*Update on the College of Engineering Branding Campaign*  
*Dawn McWilliams, Director of Marketing & Communications*

**FRIDAY, OCTOBER 18, 2013**

**LOCATIONS: MCMANUS LOUNGE, 166 HOLLISTER HALL & YALE/PRINCETON ROOM, STATLER HOTEL**

**8:00 – 8:30 a.m.**      *Continental Breakfast*

**8:30 – 8:45 a.m.**      **Welcome and Introductions**  
*ECC Chair Duane Stiller and Vice Chair Greg Galvin*

**8:45 – 10:30 a.m.**      **Creating a climate to support undergraduate academic programs and entrepreneurial activity at the College of Engineering**  
*Lance Collins, Dean of Engineering*

**FRIDAY, OCTOBER 18, 2013 (cont.)**

**LOCATIONS: MCMANUS LOUNGE, 166 HOLLISTER HALL & YALE/PRINCETON ROOM, STATLER HOTEL**

**8:45 – 10:30 a.m.      The Dyson Engineering Business Minor & the Engineering Leadership Program**  
*Deborah Streeter, Professor, Charles H. Dyson School of Business and Faculty Director of the Dyson Business Minor for Engineers*  
*Erica Dawson, Director of the Engineering Leadership Program*

*10:30 – 10:45 a.m.      Break*

**10:45 – 11:45 a.m.      Presentation by undergraduate students**  
*Selected Kessler Fellows students involved in the PopShop share their experiences and impact of their programs on their entrepreneurial pursuits.*

*11:45 - Noon              Walk from McManus lounge to lunch in the Statler Hotel*

**Noon – 2:00 p.m.      Joint Engineering College Council and JGSM Advisory Council Lunch**  
*Yale/Princeton Room      A working lunch discussion led by Dean Lance Collins and Dean Soumitra Dutta*  
*Statler Hotel                on opportunities for partnership between the College of Engineering and JGSM to foster student interests in entrepreneurship on the Ithaca Campus*

*2:00 – 2:15 p.m.              Transition to McManus Lounge*

**2:15 – 3:00 p.m.      ECC members debrief and report out on lunch discussions**

*3:00 – 4:00 p.m.              Executive Session*

*4:00 p.m.                      Adjournment*

**DISCUSSION QUESTIONS**

*The morning discussion will focus on the Engineering/Dyson collaboration at the undergraduate level.*

Questions for 8:45 – 10:30 a.m. Session

(TBD)

*The afternoon lunch and discussion will focus on the Engineering/Johnson collaboration at the graduate level.*

Questions for the Noon – 2:00 p.m. Working Lunch

- a. Entrepreneurship – How can Johnson and Engineering collaborate to strengthen the entrepreneurship programs and activities for graduate students in Ithaca? Are there possible connectors to entrepreneurship at Cornell NYC Tech?
- b. Business and Technology education - How can Johnson and Engineering capitalize on their expertise in technology and business to prepare their students for their future career paths? *[viewed from Ithaca campus perspective on ways to provide more business education for graduate engineering students and more technology experience for MBA students]*
- c. Leadership – Are there mutually beneficial synergies that can be gained through Johnson and Engineering Leadership Program collaboration? What are they and how could this be accomplished?

- d. Faculty start-ups in Ithaca – How can we facilitate faculty and student interaction across Johnson and Engineering to put ideas and classwork into practice, to accelerate business formation?
- e. Academic programs - What are the advantages and market opportunity for a one-year MBA that immediately follows the MEng for students who have work experience (internships, co-ops) during their academic career, or project and design experience working in a team? (*speaking to value of the MBA for MEng students and credentials for success*). *How might this be different than a one year Masters of Management degree. Are there opportunities to explore minors in business for PhD students?*

### *Future ECC Dates*

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Day One: Reception and Dinner, 6:00 p.m. – 8:30 p.m.  
Day Two: ECC Meeting, 8:00 am – 4:00 p.m.

#### **Spring 2014**

April 3-4, 2014  
Ithaca

#### **Fall 2014**

October 30-31, 2014  
Ithaca

#### **Spring 2015**

March 12-13, 2015  
New York City