



Cornell University
College of Engineering

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 – 8:15 a.m. *Continental Breakfast*

8:15 – 8:30 a.m. **Welcome and Introductions**
ECC Chair Duane Stiller and Vice Chair Greg Galvin

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

FRIDAY, OCTOBER 18, 2013 (cont.)

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

8:30 – 10:30 a.m. The Dyson Engineering Business Minor & the Engineering Teams and Leadership Program

8:30 – 8:50 a.m. *Deborah Streeter, Professor, Charles H. Dyson School of Business and Faculty Director of the Dyson Business Minor for Engineers*

Brian Xu '15, Operations Research and Information Engineering

Brandon Huang '15, Mechanical Engineering

Doug Patson '15, Science of Earth Systems

Dawn Xiang '14 Electrical and Computer Engineering

Thomas Hittinger '15 Chemical Engineering

8:50 – 9:10 a.m. *Erica Dawson, Director of the Engineering Teams and Leadership Program*

9:10 – 10:10 a.m. *Discussion*

10:10 – 10:30 a.m. *Lance Collins, Entrepreneurship in Ithaca*

10:30 – 10:45 a.m. *Break*

10:45 – 11:45 a.m. Presentation by undergraduate students

Tracey Brant, Director, Kessler Fellows, and selected Kessler Fellows students involved in the PopShop share their experiences and impact of their programs on their entrepreneurial pursuits.

Kessler Fellows

Matthew Carter '14, Biological Engineering (Caribou Biosciences)

Georgia Crowther '14, Mechanical Engineering (SocialBicycles)

Lee Hamstra '14, Materials Science and Engineering (Ecovative Design)

Megan Musacchio '14, Operations Research and Engineering (Enlight Biosciences)

Yoni Saltzman '14, Independent Major (Planetary Resources)

Kessler Fellows and PopShop

Manita Herlitz-Ferguson '14, Operations Research and Engineering (SUNN)

Ricky Panzer '14, Independent Major (Splat)

PopShop

Ben Dreier '15, Computer Science

Ali Hamed '14, Independent Major

Rahul Shah '16, Computer Science

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

Terrace Lounge,
Statler Hotel

A working lunch discussion led by Dean Lance Collins and Dean Soumitra Dutta 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

- a. What are (or should be) the differences in content, scope and methods of teaching business and leadership to undergrads versus grad students including MBAs?
- b. How important is it to give undergrads an international immersion experience (with themes in business, entrepreneurship, economic sustainability, and so on)? Should this be a higher priority for the Dyson School and the Engineering Teams and Leadership Program?
- c. What are some assumptions that alumni and recruiters are liable to have about what it means to have a business minor? A leadership certificate?

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. 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?*
- 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

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