

# Engineering + Business

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# What is the value proposition?

- Brandon Huang
- Dawn Xiang
- Doug Patson
- Thomas Hittinger

**Q: Why do Engineers need  
Business Literacy?**



**Bill Grande - OhmCraft** - (leader in high voltage, high performance resistors)

If Engineers don't want to be left out of the conversation ... what should they learn?



# Checking in with you

- Open texting program and enter 37607 in the “To” field




Using a word or two, what has been your key to success in business?

Text: XXXX [space] your answer



# Using a word or two, what has been your key to success in business?

 You may respond at [PollEv.com/deborah](https://PollEv.com/deborah) when the presenter pushes this poll

 Text **XXXX** and your message to **37607**





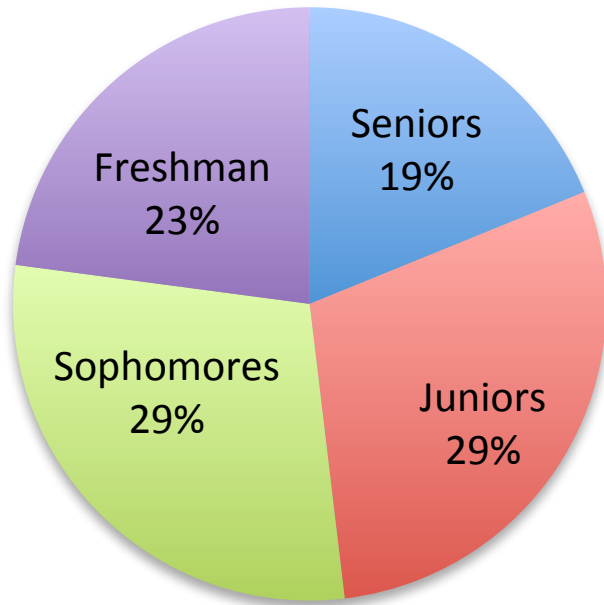
# Cultivating these success factors

- Business Minor (curricular/non-curricular)
- Engineering Leadership Program
- Collaborations

# Basics of Minor

# 367 students in DBME

## DBME, by class



## DBME by Engineering Major

Undeclared	17%
ORIE	16%
Mechanical Eng	8%
Computer Science	7%
Undecided	7%
Chemical Eng	6%
ECE	7%
Biological Eng.	6%
Material Sciences Eng	3%
Civil Eng	2%
Environmental Eng.	1%
information Science	1%
Eng. Physics	1%
Biomedical Eng	1%
Science of the Earth	0%

# Academics

- Pre-req: Economics
- Core Courses
  - ➡ Introductory Course (Mgt or Mktg)
  - ➡ Accounting
  - ➡ Finance
- Career-appropriate upper level course
- Capstone (1 credit)

Capstone

# AEM 4660

- Market Dynamics, Computer Simulation and Modeling
- Offered in a 7-week format, 2.5 hr session
- Each student teams make decisions for their business
  - ➡ strategy (which products? which markets?)
  - ➡ forecast demand
  - ➡ set production schedules, manage inventory
  - ➡ decide spending on prod dev, sales & marketing, etc.
  - ➡ borrow, buy and sell stock
- Key is: outcome depends on COMPETITIVE market
- Compete in about 10 rounds based on Stock Price

# Outcomes

- Competitive Nature
- Peer-to-peer learning
- Learning/time ratio
- Integration





# Student comments

- This was definitely a **fun and helpful class**, and interacting with people from different backgrounds was extremely exciting to say the least. This class should be a required class for all Cornellians.
- Thoroughly enjoyed the class. Was amazed by how dynamic even a 5-team world can be and now I'll definitely be a lot more careful about external factors while making decisions.

# Presents business as full of ambiguity



# Conclusion

- Very effective from learning perspective
- Integrative
- Great team experience
- Distinguishes and differentiates the DBME

Extracurricular

# Boston Entrepreneurial Ecosystem Exploration Visit

Jan 9-11, 2013



Organized by: Dr. Deborah Streeter &  
Daniel Goldman '87

# Chats: Entrepreneur / VC / Angel



# Other opportunities for DBMEs

- Lunches with alums on campus
- Attending NYC Summit
- One-on-one opportunities with mentors

# Collaborations with Engineering Leadership Program



# Professional Skill Video Series

- Dealing with the Inner Critic
- Getting and giving feedback
- Speed reading personality types
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# Conclusion

- Minor is growing
- Student participating in extra-curricular is strong
- Students are adapting the minor to their career interests
- There is more room for even more integration with Engineering Leadership Program