

Business & Engineering Education

A Multiple Stakeholder Perspective

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Abstract— The goal of this special session is to present business and engineering education from the perspectives of various stakeholders. When we think of interdisciplinary education, by definition, it must be viewed from multiple lenses. In this session we propose comparing the perspective of the institution in terms of placement within the program, comparison of various programs, capstone experiences, student outcomes, and industry perspectives.

Keywords—*Business and engineering; education; stakeholders;*

I. AIM OF THE EVENT

The aim of this special session is to present business and engineering education from the perspectives of various stakeholders. When we think of interdisciplinary education, by definition, it must be viewed from multiple lenses. In this session we propose comparing the perspective of the institution in terms of placement within the program, comparison of various programs, capstone experiences, student outcomes, and industry perspectives.

This is a novel session since we seldom look at academic programs from all sides: students, institution, competitors, and industry. Any of the attendees would be interested in one or more parts of the proposed session. We anticipate that the panels and presentations will generate a high level of interaction since the audience will consist of various institutions who may be considering or who already have implemented business and engineering programs.

II. TOPICS OF THE EVENT

This event will identify stakeholders and present the perspectives of multiple stakeholders with respect to an integrated business and engineering undergraduate degree.

The stakeholders will include institution, competitors, industry, and students.

The initial discussion will compare various models of an integrated program. Each program will be outlined and compared.

Several employers and alumni would also be participants. a discussion of the attraction of the graduates as well as provide input to the programs and the audience as to potential needs for the programs. The panel may also include alumni of the programs.

The integrating or capstone experience would also be presented. Numerous pedagogical models of capstone or culminating experiences are available in interdisciplinary programs. These range from integrative projects, simulations, research experiences, to internships. Several models would be presented in detail including examples and measures of success.

The session will conclude with an open discussion with all participants.

III. DETAILS OF THE EVENT

Each of the four sections (program models, industry perspective, student perspective, and institutional perspectives) would be allocated 15 minutes. The open discussion would also be 15 minutes.

IV. ORGANIZERS/PANEL CHAIRS OF THE EVENT

The organizers of this event are:

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