

THE MEMORANDUM

THE MASTER OF ENGINEERING MANAGEMENT PROGRAM NEWSLETTER

SPRING 2006

ABOUT THE MEMORANDUM

Thanks for reading The MEMorandum, the new MEM Program quarterly newsletter. Future versions will be sent in PDF form via email to all MEM students and alumni, and back issues will be available on Blackboard. Any students interested in submitting articles or helping out with production of The MEMorandum may contact Jon Reifschneider at jjr10@duke.edu.

Supporters and friends of the program interested in receiving the MEMorandum may email jjr10@duke.edu to subscribe to the listserv for the PDF version. Paper copies may also be obtained from the MEM office at memp@pratt.duke.edu.



A NIGHT WITH INDUSTRY SPRING 2006

BY ADITYA VAIDYA

On February 24, students from the MEM program hosted *A Night with Industry*, a networking event held in the Fitzpatrick Center to enhance relationships with industry, educate employers about the program, and inform students about career development and industry trends.

The guest list included representatives from large and small corporations all over the country. The companies were selected to represent the major industry segments that

MEM graduates typically enter: Healthcare, Consulting, Financial Services, Technology and Construction.

During the event, companies, students, professors and members of the Duke community interacted and discussed a range of topics through a series of round table discussions, panel discussions and dinner. The panel discussions were organized by industry with selected MEM students moderating conversations

Spring 2006 include Batul Tambawalla, Julia Dickey, Jon Reifschneider, and Kalyan Lanka Venkata Naga. Faculty and staff members include Brad Fox, Jeff Glass, Susan Brown, and Vivek Wadhwa.

WHY THEY DO IT

As Dr. Jeff Glass said at the Fall 2005 Convocation, "The value of the MEM degree in five years will depend on the effort that you put forth this year." The goal of the MEMPDC is to promote the success of both current and future students by striving for continuous improvement to become the strongest Engineering Management program in the world.

HOW YOU CAN HELP

If you are interested in volunteering to help with the MEMPDC projects, please contact Nishanth Lingamneni at nishanth.lingamneni@duke.edu.

ALL ABOUT THE MEMPDC

A look at the workings and purpose of the MEM Program Development Committee

WHAT THEY DO

The members of the MEMPDC work to enhance the MEM program on numerous levels and through various venues. Key areas of focus have been increasing the student voice within the program, student recruitment in the U.S. and India, more effective informational brochures, better connections with industry, more effective placement of students with their target employers, and working with prospective students to attract them to the program.

WHO IS INVOLVED

The MEMPDC was conceived of and is led by MEM students, including president Sai Sarath, vice chairmen Nishanth Lingamneni, Banshi Kotecha, Reena Khinvasara, Patrick Chen, and Todd Stevens, and Career Center representative Naveen Anne. New members from the class of



VISION:

To ensure continuous quality improvement for the MEM Program and act as a bridge between the students and the Executive Committee of the program.



between students on a variety of career and MEM-related topics. The director of the MEM program, Dr. Jeffrey Glass, informed employers about the program with a dynamic presentation. For many of the employers, it was the first time they were exposed to the MEM program. They commended the program and expressed strong interest in establishing and maintaining future relationships.

"A great opportunity to learn about the MEM program and meet such an enthusiastic, energetic group of people!"

- Hee-Sook Song,
BASF Plant
Science

OUTSOURCING THE ENGINEER BY BEN RISSING

Today you can hardly read a newspaper, magazine or web article without seeing a reference to engineering outsourcing. Having grown in popularity over the past decade, international corporations are experimenting with moving domestic engineering jobs overseas. The risks and rewards that surround the engineering outsourcing issue are significant, yet the foundations that define this debate are often anecdotal. Media coverage of outsourcing consistently misquotes alarmists' statistics regarding America's technological competitiveness. However, people are still listening. Right now, Congress is considering substantial legislation aimed at

combating engineering outsourcing. Here at Duke University, MEM students are actively contributing to this global debate.

In the past three months, Duke's MEM outsourcing research, led by faculty members Vivek Wadhwa and Gary Gereffi and MEM student Ben Rissing, has garnered the attention of Business Week, The Wall Street Journal, The Washington Post, The New York Times, US News and World Report, USA Today, ABC News, and numerous other domestic and international publications. We've also fielded inquiries from presidential advisors, senior leaders of Congress, and a team of global business executives. In doing so, we have

established the Pratt School of Engineering and its Engineering Management Program

as sources of unbiased, credible, and novel outsourcing data and perspectives. The full report is available at <http://memp.pratt.duke.edu/outsourcing/>.

Over the next few months, the MEM outsourcing team will be surveying industry leaders to identify future trends in outsourcing and make recommendations on engineering educational practices. The team will also be comparing the engineering graduation profiles of China, India and the U.S. over the last five years.

**CAREER CONNECTION**

BY NAVEEN ANNE



With the success of the first Night with Industry, more employers have expressed interest in the MEM program and are considering its students for potential employment. The reviews of the event and responses toward the program from the participating companies have been very good. The resume book has been sent to additional interested companies which could not attend. Several of these companies have pledged to attend next semester's event.

ter's event.

February marked the unofficial start of the internship season. MEM students received interviews with UBS, Bank of America, Goldman Sachs, Lehman Brothers, Merrill Lynch, Carmax, Microsoft, Appian Corp, Medtronic, and Blue Cross for various internship positions. Six MEM students were invited to a site interview with Alltel in Little Rock, AK. With the aggressive job searching efforts of many MEMers, we expect to see strong placement results in the second half of the semester.

MASTER OF ENGINEERING MANAGEMENT PROGRAM

The Master of Engineering Management professional degree program develops future industry leaders by combining a core management curriculum with a masters level technical education and an engineering internship. The program combines technology and business issues. It includes business law, finance, marketing, and management courses with an emphasis on technology management, innovation management and entrepreneurship. The degree is offered with the support of the Fuqua School of Business and the Duke School of Law.

UPCOMING EVENTS**MARCH:****"Entrepreneurship at Duke"**

Monday March 6
7:00 until concluded
Schiciano Auditorium

Spring Break

Friday March 11— Sunday March 19

MEM Seminar Series: Greg Stevens, WinOvations Inc.

Friday March 24
Schiciano Auditorium

MEM Class Photo

Tuesday March 28
12:30pm
Chapel Steps

MEM Seminar Series: David Babson, Entrepreneur

Friday March 30
Schiciano Auditorium

APRIL:**MEM Seminar Series: Gene Bedell, Entrepreneur and Author**

"The Forty Million Dollar Career: How to Succeed in the Business World

Without Talent, an MBA, or Committing a Felony"
Thursday April 6
Schiciano Auditorium

MEM Seminar Series: Daniel Egger, Financial Engineer, Venture Capitalist, and Entrepreneur

Friday April 7
Schiciano Auditorium

MEM Alumni Lunch

Saturday April 8
Fitzpatrick Atrium

MEM Seminar Series

Speaker TBA
Friday April 14
Schiciano Auditorium

MEM Seminar Series: Graeme Waitzkin

"Creative Engineering for Post 9/11 Security"
Friday April 21
Schiciano Auditorium