

# **International Conference on Engineering Education and Research iCEER-2004, Bouzov Castle, Czech Republic, June 27-30, 2004**

## **CALL FOR PARTICIPATION #12**

### **Panel Discussion: BUSINESS EDUCATION FOR ENGINEERING STUDENTS**

This panel discussion will address issues in the educational intersection of engineering and business.

In spite of the bursting of the high-tech bubble, it is clear that funding of start-up companies by venture capitalists is here to stay. It is evident that bringing technology to the marketplace requires both technical acumen and business skills. However, engineers are typically trained in technical areas only, with no entrepreneurial component. Should this traditional approach to engineering education be modified? Some of the issues to be addressed by the panel are:

- Is there a need and value in augmenting engineering education with a business perspective?
- Should business courses be added as required courses or electives?
- What type of business-oriented courses would be most useful?

To be considered for the panel, please submit a 1-2 page position paper, outlining your thoughts and ideas.

#### **IMPORTANT DATES:**

**January 15, 2004:** Abstract due (submit through website indicated below, with e-mail to Session Chair. Be sure to begin the text of your abstract with the title of this session)

**February 10, 2004:** Notice of preliminary acceptance

**March 15, 2004:** Paper submission deadline

**March 15, 2004:** Early registration deadline (required for final acceptance of papers)

**March 15, 2004:** Deadline for authors' registration to ensure publishing of submitted papers

**April 15, 2004:** Notice of final acceptance based on peer review (Registration fees will be refunded if papers are not accepted)

Further information is available at the iCEER-2004 web site:

<http://www.fs.vsb.cz/akce/2004/iceer/index.htm>

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