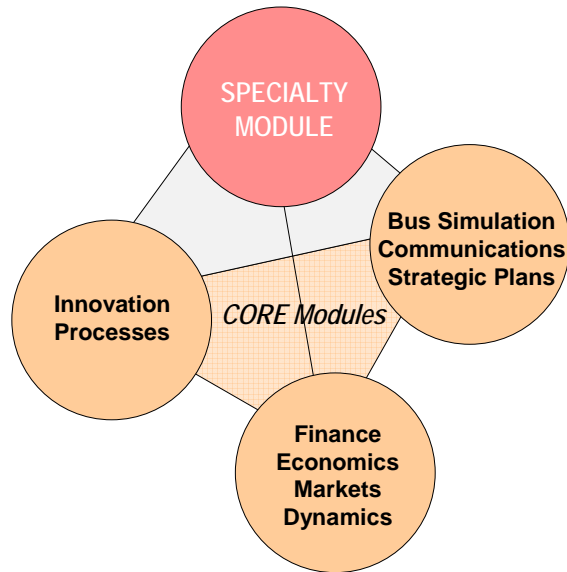


## Executive MBE

Design your own Executive Masters of Business Engineering (MBE) and take individual Certificate Track Modules offered conveniently outside of work.:



## Further Information

Online: information and application forms:

[www.edp.uh.edu](http://www.edp.uh.edu)

Contact: Lauren Svatek, Dept of Industrial Engineering  
713-743-4180 (o) • 713-743-4190 (fax)  
[irsvatek@central.uh.edu](mailto:irsvatek@central.uh.edu)

Program Marketing by

**ENERGY VALLEY, INC.**  
Money, Marketing, & Management



## Faculty Team: 1<sup>st</sup> Certificate

\* Designates Leadership Team

**Rao, Vik\***, Ph.D., Vice President , Technology, Halliburton Energy Services

**McCullough, Dennis\***, D. Eng., Vice President Strategic Business Development, ABB Lummus

**Super, John\***, Former Vice President of New Venture Management & Engineering, Dixie Chemical Company

**Maul, Mike\***, Ph.D., Former Director /Manager at National Semiconductor, Texas Instruments, AT&T Bell Labs

**Killworth, Steven**, Esq., Former Senior Counsel, Shell and Shell Global Solutions

**McMahon, Tim**, D.B.A., Professor of Management Science, Bauer College of Business

**Rabago, Karl**, Esq., Director of Energy Programs, Houston Advanced Research Center, former Tx PUC Commissioner, DOE DAS for Utility Technologies, Law Professor at UH and West Point

**Matt, John**, Ph.D., Health, Safety, Security & Environmental Global Initiatives Advisor , Shell Lubricants

**Vetter, Greg**, J.D., Assistant Professor of Law, Co-Director of the Institute for Intellectual Property and Information Law

**Dodd, Jeff**, Esq., Partner, Andrews & Kurth, LLC, with specialties in Software and Technology Intellectual Property, Venture Capital and Emerging Companies

**Selman, Doug**, Ph.D., Former Vice President of R&D for ExxonMobil Chemical

**Sloan, Lane**, Executive Director, Global Energy Management Institute, Bauer College of Business

**Salinas, Jimmy**, Senior Technical Manager for Maintenance Engineering Technology Support, SBC, Inc., an expert in international standards.

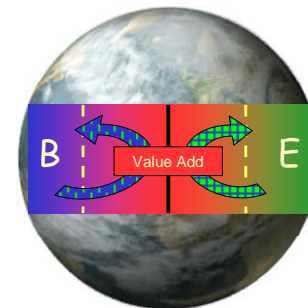
**Culotta, Anne**, Director, Intellectual Asset Management, Halliburton Energy Services

**Michael Massey**, Ph.D., Adjunct Professor of Engineering and Director of Corporate Outreach & Development, UH Engineering

**New**

## Engineering Development Program

[www.edp.uh.edu](http://www.edp.uh.edu)



## Introduction And Initial Offering (January 2006)



**UNIVERSITY OF HOUSTON**  
CULLEN COLLEGE OF ENGINEERING

# Program Overview

This program is designed to teach *high aptitude practicing technical professionals (engineers & scientists)* the combination of technical and business skills they need to manage, protect and deliver "value-add" to small, mid and large cap technical enterprises. "Value-add" consists of technical efficiencies, productivity gains and technical innovations.

The program accommodates a spectrum of technical professionals. The goal is business savvy technical innovation leaders.

## Stand-Alone Modular Content

Program content is delivered in stand-alone subject-specific modules, each comprised of an integrated set of three courses. Each module is completed in 16 weeks with scheduling that accommodates working professionals. Participants are: (a) enrolled in the Cullen College of Engineering, (b) earn credit for three graduate courses (9 semester hours), AND (c) receive a Masters Track Certificate. Participants choose modules from two different categories. CORE modules are cross-discipline & cross-industry while SPECIALTY modules are technology & market specific. Modules planned at launch are listed below; others will be added as the program ramps up.

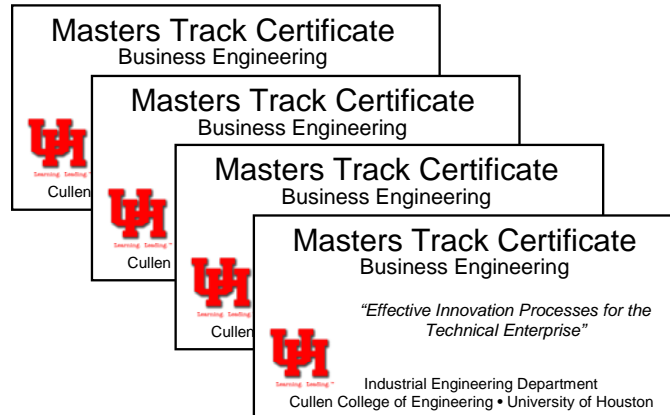
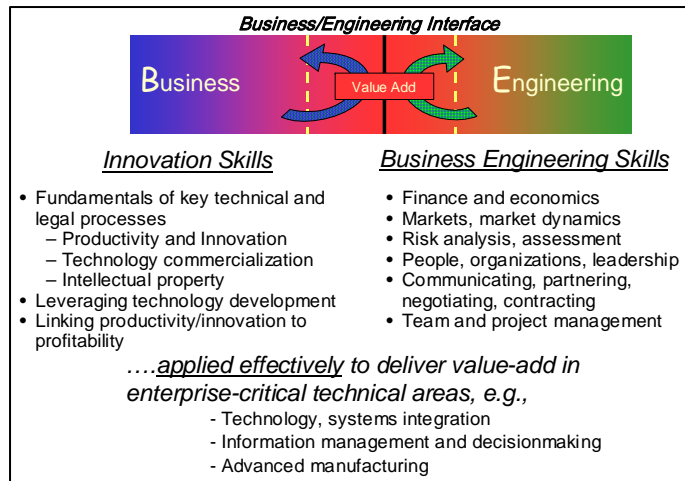
## Masters degrees

By completing four modules (3 core, 1 specialty), participants can receive a Masters in Business Engineering (MBE)\*. The degree can be completed in about 16 months by taking module offerings consecutively, e.g., fall, spring, summer and fall. Modules can also be counted toward other executive masters degrees that may be offered in the College and elsewhere on campus.

CORE MODULES	Effective Innovation Processes for the Technical Enterprise
	Finance, Economics, Markets and Market Dynamics for the Technical Innovation Leader
	Capstone Practicum in Innovation processes for the Technical Innovation Leader

# Learn More About the Program

- ❖ Visit our program website at [www.edp.uh.edu](http://www.edp.uh.edu)
- ❖ Attend one of our Informational Workshops throughout the fall (check website homepage for current dates and schedules; sign up for email updates)
  - Meet, interact with industry executive faculty
  - Learn more about the objectives, philosophy, components and design of the program
  - Learn more about first and follow-on module offerings



\* Until Texas Coordinating Board approval is completed on this new degree, graduates will receive an existing Masters of Industrial Engineering with Specialization in Business Engineering.

# First Certificate Offering

## "Effective Innovation Processes for the Technical Enterprise"

Spring 2006 Semester: January to May, 2005

This certificate breaks productivity and innovation into three sets of interactive processes:

- People, organizations and leadership,
- Innovation and intellectual property
- Planning, execution. speed of change

The module begins with a retreat where participants join together in workshops and breakout sessions designed to initiate interpersonal skill developments, introduce various process concepts and get to know each other for interactions throughout the program. The module then proceeds in three concurrent parts. Part I focuses on the innovation process itself. Phase II focuses on specific tools and techniques, e.g., leadership, creativity process, IP mgt, commercialization, negotiations, contracting, sustainability, globalization and project mgt. Part III integrates processes and techniques through case studies and a student project.

## Enrollment by Invitation

Enrollment will be selective and limited to 36. Admission requirements include: 3+ years of professional experience, a 3.0/4.0 academic record or equivalent job performance and two letters of recommendation from appropriate sources. Selections will result the emergence and growth of an elite region-wide network of innovation leaders with an esprit de corps that bonds them personally and professionally for the rest of their lives.

SPECIALTY MODULES	eBusiness Supply Chains and Logistics for the Technical Innovation Leader
	Quantitative Analysis and Decision Making for the Technical Innovation Leader
	Globally Competitive Advanced Manufacturing for the Technical Innovation Leader
	Process Industry Technology, Systems Integration for the Technical Innovation Leader