

Spring 2015 ASEE Engineering Economy Division Newsletter

Welcome! This is the Spring 2015 issue of the newsletter for the Engineering Economy Division of the American Society for Engineering Education. In this issue, you will find information about the 2015 ASEE Annual Conference, call for officers, and other EED news. If you have any items you would like to include in the Fall 2015 issue of the newsletter, please contact the newsletter editor, Kellie Grasman at kgrasman@mst.edu.

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2014-2015 Division Officers

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Join us for the 122nd Annual Conference & Exposition!

**June 14 - 17, 2015
Seattle, Washington**

Conference Overview

The ASEE Annual Conference and Exposition is the only conference dedicated to all disciplines of engineering education. It is committed to fostering the exchange of ideas, enhancing teaching methods and curriculum, and providing prime networking opportunities for engineering and technology education stakeholders such as deans, faculty members and industry and government representatives.

The ASEE Annual Conference & Exposition hosts over 400 technical sessions, with peer-reviewed papers spanning all disciplines of engineering education. Attendees include deans, faculty and researchers, students, retirees, industry representatives, K-12 teachers and more. Distinguished lectures are held on Wednesday, and there are two Main Plenaries, one that features the Conference Best Papers. There are also a variety of division award receptions and banquets.

Highlights include the "Greet the Stars" orientation for new ASEE members and first-time conference attendees, the ASEE Division Mixer, and the "Focus on Exhibits" Welcome Reception, Brunch, Lemonade Social and Closing Lunch.

The annual Engineering Economy Division Awards Banquet (held jointly with Engineering Management Division, Industrial Engineering Division, and the Systems Engineering Division) will be Tuesday, June 16. Buy your dinner ticket with your conference registration. We look forward to seeing you in Seattle!

And be sure to plan ahead for the **2016 Annual Conference in New Orleans, Louisiana June 26-29, 2016!**

Engineering Economy Division (EED) Sessions

Technical Sessions:

M119-Engineering Economics Teaching Tools

Mon. June 15, 2015 7:00 AM to 8:30 AM

Sheraton Seattle, Leschi

1. **Engineering Economics and Its Role in The Engineering Curricula** Mr. Shervin Zoghi (California State University, Fresno)
2. **Evolution of a Flipped Engineering Economy Course** Dr. Jerome P. Lavelle (North Carolina State University), Dr. Matthew T. Stimpson (North Carolina State University), and Dr. E. Downey Brill (North Carolina State University)
3. **Teaching Students about the Value of Diversification - A Retirement Portfolio's Efficient Frontier** Dr. Ted Eschenbach P.E. (University of Alaska Anchorage) and Dr. Neal Lewis (University of Bridgeport)
4. **Using Emerging Technologies for Hybrid and Flipped Classroom Learning** Dr. Kailash M. Bafna (Western Michigan University)

M519-Curricula Innovations in Engineering Economics

Mon. June 15, 2015 2:15 PM to 3:45 PM

Washington State Convention Center, Room 308

1. **Comparison of Engineering Economics Learning Outcomes and Student Perception** Dr. Paul J. Kauffmann P.E. (East Carolina University), Dr. Joseph Wilck (East Carolina University), and Dr. Paul C. Lynch (Pennsylvania State University, University Park)
2. **Development of "Engineering Economics Career" Mobile App** Prof. Weihang Zhu (Lamar University), Dr. Alberto Marquez (Lamar University), and Prof. Julia Yoo (Affiliation unknown)
3. **Enhancing Students' Learning Experience Using Case Studies** Dr. Gloria Margarita Fragoso-Diaz (Tarleton State University), Mr. Billy Gray (Tarleton State University), and Dr. Erick Jones P.E. (University of Texas, Arlington)
4. **Instructional Videos in an Online Engineering Economics Course** Dr. Letitia M. Pohl (University of Arkansas) and Ms. Shelly Walters (University of Arkansas)

T219-Engineering Economics New Frontiers

Tue. June 16, 2015 8:45 AM to 10:15 AM

Washington State Convention Center, Room 213

1. **An Integrated Approach to Developing Business Expertise in Industrial Engineering Students** Dr. Paul C. Lynch (Pennsylvania State University, University Park), Cynthia Bober (Penn State University), and Dr. Joseph Wilck (East Carolina University)
2. **Comparison of Direct and Indirect Assessment of a Summer Engineering Economy Course taught with Active Learning Techniques** Dr. Simon Thomas Ghanat (The Citadel), Dr. Kenneth Brannan (The Citadel), Dr. Ronald W. Welch (The Citadel), and Dr. Kevin C Bower P.E. (The Citadel)
3. **DESIGN FOR COMMERCIALIZATION (DFC): A MULTI DOMAIN FEASIBILITY APPROACH FOR THE DIFFUSION OF RENEWABLE ENERGY TECHNOLOGY** Dr. Oscar M. Bonilla (Baruch College of the City University of New York) and Dr. Donald N. Merino P.E. (Stevens Institute of Technology (School of Engineering and Science))
4. **Engineering Economics as a Benchmark Course in the Context of a Sustainable Continuous Improvement Process** Dr. Zia A. Yamayee (University of Portland), Dr. Mojtaba B. Takallou P.E. (University of Portland), and Dr. Robert J. Albright P.E. (University of Portland)
5. **NOVEL VISUAL ALGORITHM TO TEACH BENEFIT-COST RATIO ANALYSIS** Dr. Hector E. Medina (Liberty University) and Mr. Kyle Michael Ceffaratti (Liberty University)

Joint Divisions Dinner:

T722·Joint EMD/ EED/ IED/ SED Dinner.

Tue. June 16, 2015 7:00 PM to 9:00 PM

Location: Wild Ginger, 1401 Third Avenue, Seattle, WA 98101 (206)623.4450

Ticketed event: \$60.00 advanced registration and \$70.00 on site registration.

****Be sure to purchase tickets in advance with your registration! This is a popular event!****

Business Meeting:

M419·EED Division Business Meeting

Mon. June 15, 2015 12:30 PM to 2:00 PM

Sheraton Seattle, Aspen Room

Free Lunch! – Register in advance for the business meeting and enjoy lunch during the meeting. Add a free ticket to your conference registration today.

Call for Officers - Are you interested in gaining some leadership experience by becoming more involved in the Engineering Economy Division? If so, please contact an officer and/or attend our Business Meeting.

Diversity Initiative - In keeping with ASEE's Year of Diversity initiatives, the officers have proposed a Diversity Statement to be included as Article X. We will vote on the changes to the bylaws at our annual business meeting. All members are invited to attend this meeting, participate, and vote on this or any other issue that may arise.

Proposed Bylaws Update:

Article X. DIVERSITY STATEMENT

The Engineering Economy Division is also committed to promoting the inclusion and education of diverse individuals and embracing diverse ideas in the professions of engineering and engineering technology. The Engineering Economy Division recognizes that diversity is strength in creativity, broadness of new ideas, and embracing new perspectives to arrive at the most truly innovative, resource-smart solutions possible.