Business Opportunities in Engineering
ENGR 486 and ENGR 487
Summer Term 2015, 5/18/15 – 6/29/15

The course can be used towards the Entrepreneurship minor available at PSU or as an ESM technical elective, or possibly as another engineering department technical elective, as long as 3 credits are taken.

Instructor:
Dr. J. L. Rose, Paul Morrow Prof., 411 E Earth Eng. Sciences Bldg.
Office Hrs: By appointment
Telephone: 814-863-8026, Email: jresm@engr.psu.edu or jlr9@psu.edu

Course Time & Location:
Web on-line

Course Text for Background Reading:
Rose, Joseph, Seeking the Edge: Thoughts on Wisdom and Success (Indiana: iUniverse, 2011).

Course Goals:
The principal goal of this course is to inform engineering students of business opportunities in Engineering and preparation how to take advantage of such. Engineers can too, besides business majors, become highly successful in business, job satisfaction, acquiring wealth, entrepreneurship, climbing the corporate ladder, and acquiring power and leadership. Students must open their eyes, ears and mind to the many possibilities that lie on the horizon. Engineers can use specialized engineering skills to instill efforts of creativity for profit. This is a course in success and will establish more flexibility in your life and also ultimately lead to benefits for yourself, family, society, your country, and the world.

Responsibility:
Students are expected to watch the recorded lecture videos posted on Angel and some Power Point presentations in their entirety and regularly.

Homework:
All homework assignments will be posted to Angel. You are required to submit your assignments to the designated Dropbox the week the assignment is due.

Other Information on the Course:
TAE Radio Show: http://www.taeradio.com
- Listen / Browse Episodes / The International Capitalist
- Dr. Rose Interview June 12, 2012: “Using Life Experience To Give Yourself the Edge: The Mission of Joseph Rose”
### Course Schedule:

#### 1. Introduction & Creating Affluence

1. The Richest Man in Babylon  
   George Clason  
2. The Greatest Salesman in the World (HW)  
   RO Mandino  
3. The Tao of Warren Buffett  
   Mary Buffett and David Clark  
4. Rich Dad, Poor Dad  
   Robert T. Kiyosaki  
5. Why We Want You to be Rich  
   Donald Trump and Robert Kiyosaki  
6. Personal Freedom  
   Gerry Spence  
7. Creating Affluence  
   Deepak Chopra

#### 2. Creativity

1. What A Great Idea!  
   Chic Thompson

#### 3. ABC's of Business

1. Own Your Own Corporation  
   Garrett Sulton  
2. The Unwritten Laws of Business  
   WJ King  
   Richard Templar  
4. Growing a Business  
   Paul Hawken

#### 4. Personal Character & Habits

1. 7 Habits of Highly Effective People  
   Stephen Covey  
2. How to Make People Like You in 90 Seconds or Less  
   Nicholas Boothman  
3. Goals (HW)  
   Brian Tracy  
4. How to Win Friends and Influence People  
   Dale Carnegie  
5. Eat that Frog!  
   Brian Tracy  
6. Success (HW)  
   J. Pincott  
7. Yes! Attitude  
   Jeffrey Gitomer  
8. Seeking the Edge: A Journey of Wisdom & Success  
   Joseph L. Rose  
9. Greatness: The 16 Characteristics of True Champions  
   Don Yaeger  
10. Beyond Talent: Become Someone Who Gets Extraordinary Results  
    John C. Maxwell  
11. Enchantment: The Art of Changing Hearts, Minds, and Actions  
    Guy Kawasaki  
12. The Charge  
    Brendan Burchard

#### 5. Management

1. The Daily Drucker  
   Peter Drucker  
2. Get Everyone In Your Boat Rowing in the Right Direction  
   Bob Boylan  
3. Winning  
   Jack Welch  
4. Winning: The Answers  
   Jack & Suzy Welch  
5. Necessary Endings  
   Dr. Henry Cloud
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<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Author(s)</th>
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<tbody>
<tr>
<td>6</td>
<td>Finance Considerations</td>
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<tr>
<td>1</td>
<td>The McGraw-Hill 36-Hour Course: Finance for Nonfinancial Managers</td>
<td>H. George Shoffner, Susan Shelly, and Robert A. Cooke</td>
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<tr>
<td>2</td>
<td>How to Read a Financial Report</td>
<td>John Tracy</td>
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<td>7</td>
<td>The Business Plan</td>
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<td>1</td>
<td>The ABC’s of Writing Winning Business Plans (HW)</td>
<td>Garrett Sutton</td>
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<td>8</td>
<td>Leadership</td>
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<td>1</td>
<td>The 21 Irrefutable Laws of Leadership</td>
<td>John C. Maxwell</td>
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<td>2</td>
<td>Developing the Leader Within</td>
<td>John C. Maxwell</td>
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<td>3</td>
<td>Leadership by Example: The Ten Key Principles of All Great Leaders</td>
<td>Dr. Sanjiv Chopra and David Fisher</td>
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<td>4</td>
<td>Entreleadership</td>
<td>Dave Ramsey</td>
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<td>9</td>
<td>Entrepreneurship</td>
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<td>1</td>
<td>The Entrepreneurial Engineer</td>
<td>David Goldberg</td>
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<td>2</td>
<td>Instinct: Tapping Your Entrepreneurial DNA to Achieve Your Business Goals</td>
<td>Thomas Harrison</td>
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<td>10</td>
<td>Negotiation Skills</td>
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<td>1</td>
<td>To Be or Not to Be Intimidated?</td>
<td>Robert Ringer</td>
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<td>2</td>
<td>Beyond Reason: Using Emotions as you Negotiate</td>
<td>Roger Fisher &amp; Daniel Shapiro</td>
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<td>11</td>
<td>Teamwork</td>
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<td>1</td>
<td>The 17 Indisputable Laws of Teamwork</td>
<td>John C. Maxwell</td>
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<td>Intellectual Property</td>
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<td>1</td>
<td>Essentials of Intellectual Property</td>
<td>Alexander I. Poltorak</td>
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<td>13</td>
<td>Sales</td>
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<tr>
<td>1</td>
<td>Little Red Book of Selling</td>
<td>Jeffrey Gitomer</td>
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<td>2</td>
<td>101 Successful Sales Strategies</td>
<td>Stephen Schiffman</td>
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<td>14</td>
<td>Marketing and Advertising</td>
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<tr>
<td>1</td>
<td>The Little Blue Book of Advertising: 52 Small Ideas That Can Make a Big Difference</td>
<td>Steve Lance</td>
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<td>2</td>
<td>Creative Advertising: Ideas and Techniques from the World's Best Campaigns</td>
<td>Mario Pricken</td>
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<td>Reality Check: The Irreverent Guide to Outsmarting, Outmanaging, and Outmarketing Your Competition</td>
<td>Guy Kawasaki</td>
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<td>15</td>
<td>Engineering Ethics</td>
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<td>1</td>
<td>Engineering Business and Professional Ethics</td>
<td>Simon Robinson, Ross Dixon</td>
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</table>
Fill in Topics to be assigned once in awhile:

Other books and topics from Bibliography List, Personal Interviews and seminars, Short Stories from “Seeking the Edge: Thoughts on Wisdom and Success,” Joseph Rose, iUniverse, 2011.

Bibliography:

43. Spires, Judy, 7 *Practical Lessons* (LaSalle University Graduation Speech, 2012).

**Additional Bibliography:**


**Academic Integrity:**

All students are expected to act with civility, personal integrity, respect other students’ dignity, rights and property; and help create and maintain an environment in which all can succeed through the fruits of their own efforts. An environment of academic integrity is requisite to respect for self and others and a civil community.

Academic integrity includes a commitment to not engage in or tolerate acts of falsification, misrepresentation or deception. Such acts of dishonesty include cheating or copying, plagiarizing, submitting another persons’ work as one’s own, using Internet sources without citation, fabricating field data or citations, “ghosting” (taking or having another student take an exam), stealing examinations, tampering with the academic work of another student, facilitating other students’ acts of academic dishonesty, etc.

Students charged with a breach of academic integrity will receive due process and, if the charge is found valid, academic sanctions may range, depending on the severity of the offense, from F for the assignment to F for the course.

**Note to students with disabilities:**

Penn State welcomes students with disabilities into the University’s educational programs. If you have a disability –related need for reasonable academic adjustments in this course, contact the Office for Disability Services, ODS located in room 116 Boucke Building at 814-863-1807 (V/TTY). For further information regarding ODS, please visit their web site at [http://www.equity.psu.edu/ods/](http://www.equity.psu.edu/ods/). Instructors should be notified as early in the semester as possible regarding the need for reasonable academic adjustments.
In order to receive consideration for course accommodations, you must contact ODS and provide documentation. If the documentation supports the need for academic adjustments, ODS will provide a letter identifying appropriate academic adjustments. Please share this letter and discuss the adjustments with your instructor as early in the course as possible. You must contact ODS and request academic adjustments letters beginning each semester.