

D-SCHOOLS – INTEGRATING B-SCHOOLS AND E-SCHOOLS

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My own academic preparation includes Engineering and Management Science, practicing Hydraulic Design, Construction Engineering and Project Management. Navy experience served the military supply chain. My academic areas of expertise are Quantitative Analysis, Operations, Quality and Project Management, teaching and researching in public administration, business administration and engineering management programs.

I have “applied my trade” to students interested in Public and Private Infrastructure, Supply Chain/Logistics as well as Product/Service Operations. So given that such graduates are better prepared to practice with knowledge of technologies, design, development and commercialization of physical systems, their education ought to combine learning from both *Engineering and Business Schools*. To serve this goal, some universities in the US and abroad have created *Design Schools* integrating the resources of both traditional academic units.

This research provides a model for developing, conducting and evaluating such Design Programs, addressing:

Mission/Strategy → Goals/Curricular Design → Learning Outcomes/Rubrics → Learning Assessment → Design Validation → Pedagogy and Learning Improvement

Examples are drawn from selected institutions that address this academic need. Performance measures across the above model are suggested to justify the commitment to Design Schools and several themes are introduced that demonstrate the unique content of such schools, including Product Development and Commercialization, Entrepreneurism, Project Management, Sustainability and Systems/Economic Analyses.