

## Preparing Students for Success in the New Global Economy

The global economy is innovation and technology driven. To ensure success in this fast-paced marketplace, companies must successfully integrate technical and management resources. Product and business development in cross-functional teams has become business as usual.

Auburn University's Business Engineering Technology (B-E-T) Program provides Auburn undergraduates in engineering and business the skills to succeed and lead in today's global marketplace.



Students at Chicago business plan competition.

## Corporate Partners

### Why hire a B-E-T graduate?

B-E-T graduates are trained intensively over two years to work with various professionals, and they learn the basic skills to be successful team players. The B-E-T Program molds students into future professionals by enhancing skills in:

- Verbal and written communication
- Teamwork in cross-functional groups
- Professional presentations
- Project management
- Team leadership
- Confidence to face real-world business situations
- Decision making in open-ended problem situations
- Starting new businesses
- Integration of technology and business

### Why Sponsor the B-E-T Program?

The private support of companies and individuals provide the resources that allow the Samuel Ginn College of Engineering and the College of Business to offer the program.

Sponsors may provide scholarships, summer internships, mentors, executive lectures and student projects.

Contact the Thomas Walter Center for Technology Management at 334.844.4333 to learn more about the B-E-T Program or visit [www.eng.auburn.edu/BET](http://www.eng.auburn.edu/BET).



BUSINESS-ENGINEERING  
TECHNOLOGY PROGRAM

[www.auburn.edu](http://www.auburn.edu)

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Auburn University is an equal opportunity educational institution/employer.



# Business Engineering Technology (B-E-T) Program

*Learn to launch new  
products and businesses  
through teamwork*



## The B-E-T Program

B-E-T is a two-year minor offered to top students in the College of Business and the Samuel Ginn College of Engineering. Students admitted to the program are competitively selected for their academic and other achievements.

B-E-T courses are designed with industry in mind, preparing students to work in technology-intensive firms by training them in business skills necessary for developing business plans, including market research, marketing, accounting and production management; as well as technical skills such as intellectual property evaluation, patent search, and engineering analysis of products and components. Courses are team taught by senior engineering and business faculty.



## B-E-T curriculum

The 16-credit, four-semester minor requires the completion of the following B-E-T courses. This minor enhances all majors in the two colleges.

- BUSI/ENGR 3510 Introduction to B-E-T (3 credits, fall, yr 1)
- BUSI 3550 Cross-Functional Teamwork (1 credit, fall, yr 1)
- BUSI/ENGR 3520 Integrating Engineering and Business Theory with Practice (3 credits, spring, yr 1)
- BUSI 3560 Leadership (1 credit, spring, yr 1)



- BUSI 4540 Entrepreneurship and Strategic Management of Technology and Innovation (4 credits, fall, yr 2)
- ENGR 4970 Capstone Project I: Product Development proposal (1 credit, fall, yr 2)
- ENGR 4980 Capstone Project II: Product Development (3 credits, spring yr 2)

## Who should apply?

- All majors in business and engineering looking for a strong minor
- Those who will be sophomores and juniors in the fall
- Freshmen and sophomores in January with GPA of 3.0 or above
- Co-op students; one semester of co-op can provide 3 B-E-T course credits
- Those who want to be certified in the Business-Engineering-Technology minor

## Scholarships

- Accenture High Performance B-E-T Scholarship (Four: two engineering, two business, \$900 for one semester)
- Jerry and Patsey Thomely Scholarship (Four: two engineering, two business)
- Thomas Walter Scholars: Earn stipend and gain valuable experience with part-time technology transfer assignments.

## Unique experiences

- B-E-T students gain real-world experience in international product development through partnerships with student teams in other countries
- Each year one team visits UK and/or India to work with team members there
- B-E-T students are sent to conferences and competitions
- All trip expenses are covered by the B-E-T program



## Interested but not sure?

- Take the courses in the B-E-T sequence in fall; at the end of first semester continue in the B-E-T program or drop it.

## Apply Online: [www.eng.auburn.edu/BET](http://www.eng.auburn.edu/BET)

Application deadline: January/February of each year  
Contact: B-E-T@auburn.edu, 334.844.4333

## Testimonials

“The B-E-T minor helped me stand out from the crowd and every interviewer asked me about it.”

Jennifer Foster, B-E-T graduate, Chairperson of the B-E-T Alumni Advisory Board

“I would recommend the B-E-T minor to business or engineering students who wish to build upon what they are learning in their major, and seek to differentiate themselves upon graduation.”

Ryan Priselac, B-E-T graduate

“After being in the workforce for a few years I have already experienced immense benefits from the B-E-T program ... B-E-T has given me the skills and courage to start my own software company.”

Ben McMcmath, B-E-T graduate

“I now know strategies that would have taken me years to figure out on my own, and I'm going to be much more successful in business than I could be without the B-E-T training I've received ... The engineering and business team concept really works ...”

Kel Jackson, B-E-T student

“I am thankful to be a part of the B-E-T program because it is really preparing me for situations and projects I will encounter in the working world.”

Katie Captain, B-E-T student

“The skills that I have gained from B-E-T and that I cultivated in my job have given me a global career.”

Angela Murunga, B-E-T graduate

“... B-E-T is a great opportunity for engineers to get real-world experience.”

Justin Gorman, B-E-T student

**Visit [www.eng.auburn.edu/BET](http://www.eng.auburn.edu/BET)**