

## **Thomas Walter Center for Technology Management**

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

#### News

#### B-E-T Student Team Returns from India Trip

April 23, 2008

Each year, selected B-E-T students, as part of their course work, get a rare opportunity to develop new products/businesses with a team of students in a foreign university. B-E-T students have worked with University of Plymouth engineering students in the past. This year, two students enrolled in the second-year B-E-T sequence BUSI/ENGR 4970 and BUSI/ENGR 4980 had the opportunity to work on an “Infotainment system” for use in automobiles produced in the US and India in collaboration with a team of engineering students at the Indian Institute of Technology, New Delhi, India.

B-E-T students, Carrie Haywood (Supply chain management) and Justin Gorman (Chemical engineering) together with Prateek Jain and Mukul Mittal of IIT-Delhi form the US-India student team for this joint project. Carrie and Justin visited IIT-Delhi (with project supervisor Prof. Pradeep Lall, ME) in early April to meet with their team members in India to complete the project. The four students worked together for about a week and toured several auto assembly and auto parts making companies around New Delhi to meet top/middle management to discuss auto industry in India, and to gather information about the nature of automotive Infotainment systems needed for Indian market.





A computer-aided-design of the product is shown above with automotive sound systems such as AM/FM receiver, MP3/CD player, GPS, USB & SD card reader and screen. Team members, living 11 time zones apart, used videoconferencing every week for several months, e-mails, Google-chat before their face-to-face meeting in March/April.



In the above picture, Justin and Carrie on the left, and the two students from IIT-Delhi are meeting with a manager at the Delphi plant near New Delhi; Dr. Lall stands on the right.





The B-E-T team took time to travel about 100 miles to Agra from New Delhi to view the Taj Mahal; the B-E-T team is captured below with their back to the entry gate to the Taj as they take in the view of the Taj in front of them.



Through generous gifts from individuals, who value the B-E-T program, the College of Engineering and the College of Business are able to offer this unique program, and cover the expenses incurred by the team traveling abroad as part of its B-E-T team project. Both B-E-T students are immensely thankful to the program and its donors for this opportunity to work with students abroad, and for the broadened employment opportunities it has created for them.

The B-E-T minor of 16 credits is open to all engineering and business students. Seven senior professors from five different departments from the two colleges offer specially-designed courses in the program. Twelve B-E-T students received scholarships during spring 2008. Interested freshmen and sophomores from the two colleges apply for admission in January and begin their minor in fall. Forty new students have registered for fall 2008.

For information on the B-E-T program, visit: <http://www.eng.auburn.edu/center/twc/BET/>