**EGRMGMT 501: MEM Seminar Fall 2024 Syllabus**

Friday 12:00 pm – 1:00 pm**,** Schiciano A & B 1466

**Instructors**

Prof. Luis E. Morales

Title: Executive in Residence

Affiliation: Pratt School of Engineering

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Dr. Xiaoyan Hu

Title: Adjunct Associate Professor and Academic Coordinator

Affiliation: Pratt School of Engineering

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**Prof. Morales’ Background:**

* Executive Director of MEM Program (July 2021 through July 2024)
* 7 years as faculty at Duke’s Master of Engineering Management (MEM) program. Designed and teach three courses:
* Software Quality Management, EGRMGMT 575
* Using Real Time Data to Improve Customer Experience, EGRMGMT 579
* Pyhton for Data Science Bootcamp, AIPI 503
* Teaching Management in High Tech Industries - MENG 540
* Co-teaching MEM seminar
* Visiting Faculty at Duke Kunshan University (Spring 2020). Taught two sections of STATS-102 ‘Introduction to Data Science”
* Prior to Duke served 28 years in various engineering leadership roles in technology industry:
* 13 years at Cisco Systems in North Carolina
* 15 years at AT&T Labs in New Jersey
* In 2018, started consulting practice (Calu Consulting LLC) helping clients use data to improve customer experience and product quality
* Co-author of two books in the area of software quality management, "Achieving Customer Experience Excellence" ASQ Quality Press June 2016, “Quality Experience Telemetry” ASQ Quality Press March 2018
* Inventor with six patents: US Patents: 5761203, 5987526, 6044092, 7444417, 792576 and 7953855.
* Winner of Cisco’s highest technical recognition, Cisco Pioneer Award 2011, “Interactive Service Request Analyzer”  (ISRV)

**Dr. Hu’s Background:**

* **Adjunct Associate Professor and Academic Coordinator**: Dr. Hu currently serves as an Adjunct Associate Professor and Academic Coordinator for the Master of Engineering Management program.
* **Previous Academic Roles**: Prior to her current position at Duke University, Dr. Hu held various academic roles spanning two decades. She served as a teaching professor and academic director at institutions such as the University of Rhode Island and Zhejiang University in China.
* **Entrepreneurial Experience**: Dr. Hu also co-owned a Hangzhou-based Chinese Mandarin educational consulting company. Her pivotal role involved establishing and managing the enterprise, with a focus on catering to international students.
* **Awards and Educational Contributions**:
  + In 2017, she received the Teacher of the Year award from the Rhode Island Foreign Language Association.
  + Dr. Hu actively contributes to educational organizations, serving on the Board of Directors for the Northeast Conference on the Teaching of Foreign Languages (2019-2023), the Rhode Island Foreign Language Association (2022-2024), and the New England Chinese Language Teachers Association (2020-2024).
* **Research and Publications**: Dr. Hu is an active higher education researcher. She has edited and authored chapters in several books, including “Appreciation of Chinese Contemporary Classic Film” (2020), “Selected Works in Twentieth-Century Chinese Literature” (2024), and “Transforming L2 Hanzi Teaching and Learning in the Age of Digital Writing” (2024). Additionally, she consistently publishes peer-reviewed journal articles and presents at conferences.

1. **Course Description and Objective:**

MEM Seminar serves as a platform for engagement between guests, students, faculty and

MEM administration. Further, it serves as a showcase of “what we believe” as a community, namely professionalism & five principles. To that end, guests, students, TAs, and faculty are expected to demonstrate professionalism (communication, teamwork, critical thinking, ethics, humanness) in every session.

For each of the seminar sessions, students are expected to:

1. Prepare (1 week before session): Students are expected to review the speaker’s background (from publicly available sites) and submit 1 or 2 questions for consideration.
2. Participate (during session): Speakers will ask questions during the session and all students are expected to participate using interactive classroom technology.
3. Reflect (1 week after session): Students will be asked to submit a video reflection as their homework.
4. **Text**

No textbook

1. **Course Grading**

Credit / No Credit

* **Class Topics (subject to change):**
* **Week 1** (Aug 30)– Danal A Blessis, Duke Triangle Regional Co-Chair, Duke Alumni Association. He will be joined by an alumni panel.
* **Week 2** (Sep 6) – Graeme Waitzkin, Chief Operations Officer, Icon.
* **Week 3** (Sep 13) – Marty Trivette, Senior Vice President of Energy Solutions, AlphaStruxure.
* **Week 4** (Sep 20) – Ana Pinczuk, CxO | GM | Board Director | Student
* **Week 5** (Sep 27) – Prof. Kathie Amato, Prof. Anthony O’Driscoll
* **Week 6** (Oct 4 ) – Jordan Sangerman, Process-focused Program Manager, Stryker
* **Week 7** (Oct 12) – Avni Kulkarni, Senior Technical Program Manager, ServiceNow
* **Week 8** (Oct 18) – Haroon Inam, Chief executive Officer, DG Matrix
* **Week 9** (Oct 25) – Rama Darbha, Director of Solutions Architecture, NVIDIA
* **Week 10** (Nov 1) – MEMPC Seminar, Hosted by USC
* **Week 11** (Nov 8) – MEMPC Seminar, Hosted by Duke
* **Week 12** (Nov 15) – MEMPC Seminar, Hosted by Northwestern
* **Week 13** (Nov 21) – MEM Townhall, Hosted by Dr. Bozic
* **Week 13** (Nov 22) – MEM Internship Showcase, Hosted by Prof. Hering\*

\* no preparation required