

D-SCHOOLS – NOT B-SCHOOLS OR E-SCHOOLS

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ABSTRACT

This paper explores the establishment of a higher education delivery system to serve students who seek to work in “product development and commercialization”. The paper draws upon more traditional disciplines of engineering design, engineering management, industrial engineering (management) in engineering schools (E-Schools) and product development/innovation, entrepreneurship and operations management in business schools (B-Schools). It suggests that Universities who offer these educational opportunities may exist as independent “Design Schools” (D-Schools) or involve joint disciplinary programs between Engineering and Business Schools seeking to accomplish a single academic mission.

For those who have engineering degrees and management degrees, there is always a yearning for an academic field built upon both disciplines, establishing a higher education delivery system to serve students who seek to work in “product development and commercialization”. To address current realities, product is used here to imply development of goods and/or services since we often emphasize services with the manufacturing sector and manufacturing within the service sector. Product development theory needs to be inclusive of product and service design. For instance, supply chain systems are truly services even though they are integrated with manufacturing and many services produce a physical good in their delivery.

This research draws upon more traditional disciplines of engineering design, engineering management, industrial engineering (management) in engineering schools (E-Schools) and product development/innovation, entrepreneurship and operations management in business schools (B-Schools). Universities who offer these educational opportunities may exist as independent “Design Schools” or involve joint disciplinary programs between Engineering and Business Schools seeking to accomplish a single academic mission.

The educational outcomes of “D-Schools” will be examined through existing or proposed degree programs that can be accredited, faculty teaching and research results that find credibility in scholarly journals and graduates demanded by the economy and respected by the society who are employed in careers both emotionally and financially rewarding.