



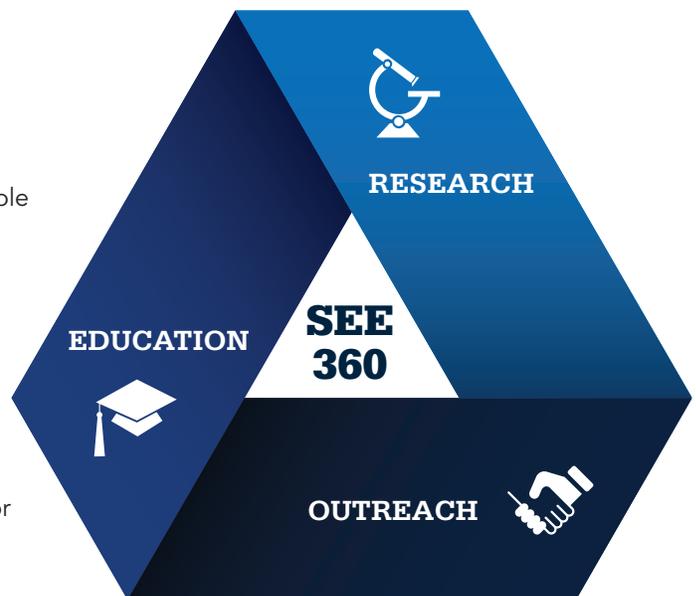
Service Enterprise Engineering

Service Enterprise Engineering 360's mission is to contribute to the strategic goals of the College of Engineering and the Harold and Inge Marcus Department of Industrial and Manufacturing Engineering (IME). We strive to enhance our students' fundamental educational experience; raise awareness of the societal challenge in the U.S., where 80 percent of the workforce is employed in the service sector; increase access to the entrepreneurial opportunities of the sector; and stimulate collaboration with industry and alumni partners to improve the productivity and quality of the service sector.

Goals of SEE 360

The mission of the SEE 360 can be broken into three main goals:

1. Introduce students to the opportunities for engineering in labor-intensive service industries by providing students multiple learning opportunities about SEE and offering a minor to recognize students' competency while increasing industry awareness in hiring.
2. Develop applications of classical engineering techniques to improve service process productivity through case studies and books that build capacity and create a repository of applications.
3. Create new engineering solutions to respond primarily to service industry needs by collaborating with the service sector and disseminating results.



MILESTONES

2003	2004	2006	2008	2010	2012	2013	2014	2015	2016	2017
SEE Board established	Graduate course "OR in Supply Chains" offered	Capstone Design becomes required for undergrads	Courses "Service Engineering" and "Retail Engineering" offered	Graduate courses "Health Systems Engineering" and "Financial Services" offered	Service Engineering defined as part of a Ph.D. area	Charles and Enid Schneider gift received	SEE 360 Initiative conceptualized	SEE 360 mission and metrics defined	SEE Fellows and Scholars develop case studies	SEE Student Competition held; SEE Minor established

