

Educating Creative and Entrepreneurial Engineers

Breakout Session III – Facilitating Innovation
4:15 – 5:45 PM, Thursday, December 3, 2009

ERC Annual Conference
Bethesda, MD

Organizers:

Devdas Pai
Education & Outreach
Director
ERC for Revolutionizing
Metallic Biomaterials



Henrik Pedersen
Education & Outreach Director
ERC for Structured Organic
Particulate Systems



“Must have been designed in Japan...”



Why not

“Must have been designed in the US?”

- **What’s it going to take for ERCs to get America’s future engineers and teachers there?**
- **Is there a scientific approach to systematically and demonstrably inculcate creativity and innovation?**
- **Does experience count for anything?**

New York City – 1/15/09



US Airways 1549: 100% (155 survivors)

Capt. Chesley Sullenberger



“One way of looking at this might be that, for 42 years, I've been making small, regular deposits in this **bank of experience: education and training.** And on January 15 the balance was sufficient so that I could make a very large withdrawal.”

Interview with Katie Couric, CBS News

Goals

- **Is creativity/entrepreneurship (C/E) inborn - i.e. can it be taught to someone without the innate "spark"?**
- **Is there a difference between large-group, small-group, and individual teaching methods in this area?**
- **What should be the goals of teaching for C/E?**
- **Is success in this in any way measurable?**
- **What's the interplay between creative teaching and teaching to instill C/E?**
- **What general approaches appear most productive or effective?**

Our Experts

Creativity



Pedro Arce

Professor and Chair
Department of Chemical
Engineering



Entrepreneurship



Wilburn Clouse

Mattie Newman Ford Endowed Professor of
Entrepreneurship
Executive Director, Center For Entrepreneurship
and Innovation

