INTEGRATED BUSINESS AND ENGINEERING HONORS PROGRAM

After four years and a minimum of 137 credits, students will receive a single Bachelor of Science Degree in Business and Engineering. The program meets the accreditation standards of AACSB International. Students are required to maintain a minimum GPA of 3.25 in order to remain in the program.

Students in the IBE Honors Program can major in any area of business or engineering that Lehigh offers. After freshman year, each student will elect a major in either the College of Business and Economics or the P. C. Rossin College of Engineering and Applied Science. Students wanting to major in an area of business can select from: accounting, business information systems, economics, finance, marketing, management or supply chain management.

Admission to the Integrated Business and Engineering Honors Program is highly selective, with annual admission limited to approximately 50 students. The University’s Office of Admissions (610-758-3100) can explain the procedure for applying to the program.

It is possible that a small number of exceptional students may be admitted to the program following the completion of their freshman year. Admission at this point would be highly competitive and based upon freshman year GPA, faculty recommendations, and space availability.

The co-directors of the IBE Honors Program are Stephen G. Buell, Professor of Finance (steve@lehigh.edu) and Robert H. Storer, Professor of Industrial and Manufacturing Systems Engineering (rhs2@lehigh.edu). For additional information, visit the IBE web site at www.lehigh.edu/ibe.

Courses
IBE 010 Integrated Business and Engineering Seminar 1 Credit
Introduction to the various business and engineering professions through a series of presentations and demonstrations. Emphasis is on the diversity of business and engineering career opportunities and the associated curricular choices. Students also create their web page with four-year curriculum plan and an updated resume, learn CadCam and presentation software, and explore career opportunities. Open only to first-year students in the Integrated Business and Engineering Honors Program.

IBE 050 Integrated Business and Engineering Workshop 3 Credits
The course introduces students to the interaction and interdependence of business planning and engineering design in the context of entrepreneurial new product development. Students develop skills in communication, teamwork and critical thinking while working in such areas as competitive strategy, financial modeling, marketing mix, prototyping, product testing, and the development of technical specifications. Open only to students in the Integrated Business & Engineering Honors Program.

IBE 150 Integrated Business and Engineering Sophomore Laboratory 1 Credit
A series of cases that integrate elements of business and engineering. Example topics include, but are not limited to, introduction to cost benefit analysis, introduction to modeling and optimization, team dynamics, and international negotiation and joint ventures. Oral presentations and written reports. Open only to students in the Integrated Business and Engineering Honors Program.

IBE 171 Integrated Business and Engineering Independent Study 1 Credit
Students address a technical issue in a business context from an entrepreneurial focus. Students pursue their own business start-up idea, either a product or a service, and develop a business plan that includes prototypes and testing (engineering) as well as a marketing plan and a base case financial model (business). The goal of the course is for students to enter a business plan or entrepreneurial competition in a local, regional or national level. Open only to students in the Integrated Business and Engineering Honors Program.

Prerequisites: IBE 050