

Tires, Tires, Tires Everywhere – What shall we do? An Entrepreneurial Thinking and Innovation Model

Professor Donald M. Reimer

President, The Small Business Strategy Group, Detroit, Michigan, USA
Adjunct Faculty, A. Leon Linton Department of Mechanical, Robotics and Industrial Engineering
Lawrence Technological University, Southfield, Michigan, USA
Director of Membership and Chapter Development – IEOM Society International

KEYNOTE ABSTRACT

The challenge of engaging students in the learning process has been a topic of educators around the globe. The opportunity to engage students through student-based and active and collaborative learning continues to offer great promise in meeting this challenge. The creation of an exercise that engages the student demonstrates that Problem Based Learning outcomes can be an effective approach to delivering meaningful engineering education content. This presentation will focus on the utilization of Problem Based Learning as a vehicle that fosters student-based learning as a key ingredient to engage the learner. Students learn differently! The implementation of Problem Based Learning in the engineering discipline has proven to be a viable approach to harnessing the student's curiosity and desire to explore. The Tires, Tires, Tires Everywhere exercise relies on the collaboration of student groups to address a systemic societal environmental problem. It further enables the student to express the solution in economic terms while applying business model thinking. The level of learning that occurs in utilizing the project based interactive exercises with global and societal issues is worth examining as a viable tool in engineering education. Problem Based Learning exercises that apply to solving real-world problems appeal to engineering students.

Key Words

Entrepreneurship, Innovation, Sustainability, Experiential Learning and Problem Solving.

Biography

Donald M. Reimer is an adjunct faculty at the A. Leon Linton Department of Mechanical Engineering in College of Engineering at Lawrence Tech in Southfield, Michigan. He coordinates the Certificate of Entrepreneurial Engineering Skills. Mr. Reimer holds a Bachelor of Science degree in Industrial Management from Lawrence Technological University and a Master of Arts degree in Political Science from University of Detroit/Mercy. He is over 40 years of experience in working with closely held businesses. He has taught courses in entrepreneurship, strategic management, corporate entrepreneurship, and innovation for engineers. Mr. Reimer has served as a member of the Lawrence Tech Kern Campus Committee, Coordinator of the Lawrence Tech Innovation Encounter. He is faculty Advisor of the Collegiate Entrepreneurs' Organization. Mr. Reimer served as a Kern Fellow of The Kern Family Foundation, Co-Director of the Coleman Fellows Program, member of the National Collegiate Entrepreneurs' Organization Faculty Advisory Council and is a member of the American Society of Engineering Education. He has operated his own consulting company – The Small Business Strategy Group for 32 years. He published numerous articles on small business, entrepreneurship, and strategic thinking. He has received several awards and recognition by local, state, and federal agencies for his work in entrepreneurship and minority business development. Mr. Reimer has served as a member of the Minority Economic Development Committee of New Detroit. He has served as a member of the Small Business Advisory Council of the Detroit Regional Chamber of Commerce. Mr. Reimer is a faculty advisor for the Lawrence Tech IEOM Student Chapter. Mr. Reimer is a Fellow of the IEOM Society International. He is member of the Lawrence Tech Alumni Board of Directors and a member of The Legends of Lawrence Tech.