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**Tires, Tires, Tires Everywhere – What Shall We Do?
An Entrepreneurial Thinking and Innovation Model**

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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.

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