

Training Newsbeat...

Engineer As Executive: Drexel Grad Program

PHILADELPHIA, Pa. — Promotion to an executive position is the ambition of many engineers. However, when the time comes, many engineers find themselves bewildered by the new demands placed upon technically trained managers.

Grooming technically competent engineers so they can smoothly make the change from technical staff to management is the aim of the Engineering Management Program offered by Drexel University's College of Engineering.

"We visualize a quite specific market for our product," explains David B. Smith, the program's director. As the former vice president for research and engineering for Philco-Ford, Smith has insight into industry's needs that can be matched by a few academicians.

"It definitely shouldn't be confused with the Master of Business Administration degree offered by business colleges or the Master of Science degree offered by engineering colleges. MBA programs train people to be professional managers who can just as easily work for General Motors or the local bank. M.S. programs concentrate on refining technical expertise only.

"By contrast, the Engineering Management Program is specifically tailored for engineers moving into a managerial position in which they will continue to use their engineering skills. No students are accepted for this program unless they have an undergraduate degree in science and engineering and at least one year of supervisory experience. Natu-

rally, the applicant must meet the regular academic requirements of our graduate school," Smith continues.

As you might imagine, this makes for a fairly exclusive 'club.' "There are two humps in the age distribution curve of our students. The first group is around age 30 where some technical graduates find that they have begun to move toward a career in management and want to find out more about it," said Smith. "The second group tends to center around age 40. At this point, most technical people feel that they have begun to level off. They look at the program as a way of starting up again."

Since this is a graduate program aimed at those who have been away from college for at least 10 years, part of the curriculum is devoted to bringing the engineer up-to-date on his particular specialty. Thus, an engineer who has been in the construction field since graduation might select a major in construction management and take courses in mathematical and statistical analysis as well as courses in operations research. Other majors are offered in industrial relations, research and development management, financial management and energy systems and technological assessments.

How well does the program serve industry's needs? Statistics of the Engineering Manpower Commission of the Engineers Joint Council indicate that 30 percent or 2,400 of the estimated 12,000 graduate engineers in the Delaware Valley are in management, and another one-third have significant supervisory responsibilities. There is no way of telling

how many of these engineering managers hold graduate degrees, but over 200 of them hold degrees of Master of Science in engineering management from this 15-year-old program.

Banks Seeking "Different Breed" of Executive

LOS ANGELES, Calif. — "Banks are becoming much more aggressive in recruiting executives, matching their recent aggressiveness in marketing bank services to consumers," said Thomas M. Meade, president of Krempfle & Meade, the executive recruiting firm of Los Angeles, San Francisco and New York.

Mr. Meade suggested that intense marketing competition in the banking industry during the past year has led banks to seek out a different type of executive. "They're looking for the entrepreneurial manager capable of organizing operations to pursue banking business in the consumer field," he said, "and are often forming product marketing teams, much like those used by many of the consumer product companies. In some cases they're even recruiting experienced managers from consumer product companies."

"Salaries are more competitive too," says Mr. Meade, "with salary offers for key new executives averaging almost 30% above the offers of 18 months ago."

USE A5TD