Service Enterprise Engineering Competition

Background
The service sector represents over 80 percent of the economy and more than 70 percent of jobs in the United States. Service enterprises constitute a wide range in terms of labor intensity, information intensity, and prevailing productivity. Examples of service enterprises include hospitals, retailers, banks, restaurants, hotels, financial institutions, supply chain services, and airlines.

Competition Information
All full-time undergraduate and graduate industrial engineering (IE) students at Penn State are invited to participate in the Service Enterprise Engineering Competition. The competition has been created to inspire IE students to showcase engineering applications in service enterprises and communicate their ideas via poster presentations during the Department of Industrial and Manufacturing Engineering (IME) Family Day. This is an opportunity for family and friends to learn more about the IE discipline and its impact on real-world issues.

Competition entries will be among three categories: bachelor’s, master’s, and doctoral depending on which degree level the poster presenter(s) is enrolled.

Poster Requirements
Posters can be based on individual or team effort but a student may be part of at most one entry. Poster topics can be from any of the following:
• Course projects, industry projects, research projects, or thesis (e.g. I E 480W)
• Entrepreneurial ideas in the sector
• Labor-intensive service industries that are under-engineered
• Application of engineering techniques to improve service process productivity
• Offer new engineering solutions in response to specific service industry needs.

Competition Entry
Posters should be produced using standard presentation software. These could be posters such as those used in I E 480W or nine individual color slides neatly fastened to posterboard/foam board. To submit your entry, email a soft copy of your poster (in PowerPoint or PDF format) to Professor Vittal Prabhu at prabhu@engr.psu.edu by March 22 at 5:00 p.m.

The judging panel will consist of faculty and industry experts. Competition entries will be screened by the judging panel for presentation and finals will be notified via email by March 27. Judging criteria will include innovation, thoroughness, results obtained, and presentation clarity.

At least one person from each finalist team should be present from 12:00 to 1:30 p.m. on April 1 in the lobby of the Leonhard Building to verbally present their project to IME Family Day visitors, students, faculty, and industry experts.

This competition is sponsored by the Service Enterprise Engineering (SEE 360) initiative in the Marcus department, made possible by the Charles and Enid Schneider Excellence Fund to enhance the reputation and visibility of service engineering related activities in the department encompassing education, research, and outreach.

CASH PRIZES
First Place $1,000; Second Place $500 in Each Category