

GLOBAL TECHNOLOGY MANAGEMENT PROGRAM

Summer 2002 (7/9/02 – 7/26/02)

For

Chungnam University, Taejon, Korea

忠南 大學校 夏季 海外研修

Arranged by

Dr. Bonn-Oh KIM

經營學 博士 金鳳梧

Seattle, WA

GLOBAL TECHNOLOGY MANAGEMENT PROGRAM

July 9 – July 26, 2002

**Tentative Schedule
For
Chungnam University, Taejon, Korea**

All seminars will be held in Pigott 103 of Seattle University.

July 9, 2002 (Tue)

8:45 – 10:00	Welcoming Session, Dean and Participating Faculty
10:30 – 12:00	Opening Seminar, Professor B. Kim
2:00 - 5:00	Intensive English Program

July 10, 2002 (Wed)

8:45 – 10:15	Globalization: Implications for Managing Organizations and Technological Functions, Professor Barbara Parker, Seattle University
10:45 – 12:15	Web Design Usability Session, Professor Diane Lockwood, Seattle University
2:00 – 5:00	Intensive English Program

July 11, 2002 (Thu)

8:45 – 10:15	Intensive English Program
10:45 – 12:15	The Role of E-Commerce in International Business-Legal & Ethical Issues, Professor David Arnesen, Seattle University
2:00 – 5:00	Intensive English Program

July 12, 2002 (Fri)

9:00 – 12:00	Intensive English Program
2:00 – 5:00	Intensive English Program

July 15, 2002 (Mon)

- 8:45 – 10:15 Applied Leadership: Getting the best from your employees and colleagues, Professor Bill Weis, Seattle University
- 10:45 – 12:15 Successful Technical/Business Communications, Professor R. Callahan, Seattle University
- 2:00 – 5:00 Intensive English Program

July 16, 2002 (Tue)

- 8:45 – 12:15 e-Enabling the Supply Chain: Benefits, Barriers and Bridges, Prof. Greg Magnan, Seattle University
- 2:00 – 5:00 Intensive English Program

July 17, 2002 (Wed)

- 8:45 – 10:15 Important Trends in Software Engineering, Prof. E. Mills, Seattle University
- 10:45 – 12:15 Find, Discover, Buy: Amazon.com's E-Merchandising Technologies, Dr. Steve Hanks, Amazon.Com
- 2:00 – 5:00 Intensive English Program

July 18, 2002 (Thu)

- 8:45 – 12:15 Dominant Microprocessors in Ten Years, Prof. Al Moser, Seattle University
- 2:00 – 5:00 Intensive English Program

July 19, 2002 (Fri)

- 8:45 – 10:15 Ethical Issues in Computing and Engineering, Professor J. Dienhart and Terry Thomas, Seattle University
- 10:45 – 12:15 Legal Issues in Computing and Engineering, Professor G. Silverman, Seattle University
- 2:00 – 5:00 Intensive English Program

July 22, 2002 (Mon)

- 8:45 – 10:15 Entrepreneurship in Information Technology and E-Business, Professor H. Stephenson, Seattle University
10:45 – 12:15 National Cultures and Organizations: Implications, Prof. Pat Fleenor, Seattle University
2:00 – 5:00 Intensive English Program

July 23, 2002 (Tue)

- 8:45 – 10:15 Bluetooth and Personal Area Networks, Dr. Arun Ayyagari, Senior Program Manager, Microsoft Corporation
10:30 – 12:15 Value Creation in the Digital Economy, Dr. Chung-Shing Lee
2:00 – 5:00 Intensive English Program
7:00 – 11:00 Baseball Game (Seattle Mariners vs. Texas Rangers)

July 24, 2002 (Wed)

- 8:45 – 12:15 Wireless Communications: A Guided Tour, Dr. Sumit Roy, Professor of Electrical Engineering Dept. University of Washington
2:00 – 5:00 Intensive English Program

July 25, 2002 (Thu)

- 8:45 – 12:15 Mobile Communications: Concept and Applications, Dr. Jae H. Kim, Manager/Associate Technical Fellow, Boeing Phantom Works
2:00 – 5:00 Intensive English Program
6:00 – 9:00 Graduation and Farewell Party, Casey Commons, Seattle University

July 26, 2002 (Fri)

- 8:45 – 10:15 Integrating Enterprise Applications in e-Business, Prof. B. Kim, Seattle University
10:45 – 12:15 Concluding seminar, Prof. B. Kim

**Biographical Information of Speakers and
Brief Description of Talks**

David W. Arnesen, JD
Chair, Department of Management
Associate Professor of Business & International Law

Primary teaching emphasis: International Business Law; International Business Ethics & Cultural Issues; and Ethics of E-Commerce & Technology Management.

Teaching Awards:

Named Graduate Business Professor of the Year 7 times in the Albers School of Business & Economics.

Named Undergraduate Business Professor of the Year 5 times in the Albers School of Business & Economics.

Description of Talk: The Role of E-Commerce in International Business-Legal & Ethical Issues

We'll review various legal and ethical issues of e-commerce in an international context. With e-commerce having no borders it is essential for businesses using the internet to understand various legal and ethical differences amongst countries. We'll examine potential problems in sales and marketing on the web with a specific emphasis on issues of security and privacy.

Arun Ayyagari, Ph.D.

Arun Ayyagari received his B.E. degree from the Bombay University, India, Ph.D. degree from the Pennsylvania State University, PA, and an M.B.A. degree from the University of Washington, WA in 1982, 1989, and 2000, respectively. He is currently a Program Manager at the Microsoft Corporation in the Windows Networking and Communications division. He is involved in the development and application of networking and wireless communication technologies. His interests include broadband communication, mobile wireless and satellite communication, performance analysis of communication systems, business strategy and financial analysis.

ABSTRACT

Bluetooth is a short-range wireless technology operating in the 2.4 GHz ISM band. Many devices such as notebook computers, phones, PDAs, Home Electric Appliances, and other computing devices will incorporate Bluetooth wireless technology. Using Bluetooth wireless technology, devices will have the ability to form networks and exchange information. The Personal Area Networking (PAN) Profile describe how two or more Bluetooth enabled devices can form an ad-hoc network and how the same mechanism can be used to access a remote network through a network access point.

aruna@microsoft.com

Robert Callahan, Ph.D.

Biographical Information

Robert Callahan is a Professor of Management for Seattle University. He has written several books about business and management including "Computers on the Job: Managing the Human Side." Bob has also consulted with several Fortune 500 companies around more effective management practices. He also has started several businesses: one is a coaching business for individuals and managers to be more effective and a "Networking Distribution" business with several international branches including Philippines, Canada, Mexico, Hong Kong, China, and Greece. He has started two "Toastmasters" Clubs in the Seattle area. He holds Ph.D. from Case Western University.

Contact Info: callahan@seattleu.edu; <http://fac-staff.seattleu.edu/callahan>; (206) 296-5729

Description of Talk: Successful Technical/Business Communications

This training will provide a communication strategy. With this strategy students will have knowledge and guidelines for more successful communications in several areas:

- Appropriate channels – written, verbal, technological
- Written materials – memorandums, letters
- Verbal – Meetings, presentations, visual aid design
- Technological – email, conference calling

John Dienhart, Ph.D.

Biographical Information

John Dienhart is the Boeing Frank Shrontz Chair for Business Ethics and Director of the Global Business Ethics Center at Seattle University. He is also Director of the Northwest Ethics Network, whose membership includes businesses, such as Sun Microsystems; non-profits, such as Premera Blue Cross; and government agencies, such as the Washington State Executive Ethics Board

Dr. Dienhart has a Ph.D. in Philosophy from the University of Illinois at Urbana, and has done graduate work in business at New York University and the University of Minnesota. He is past President of the Society for Business Ethics. The Society for Business Ethics is an international group of philosophers, economists, legal theorists, and business people devoted to the study and communication of business ethics and its role in leadership. It has over 1000 members.

Dr. Dienhart has worked in the area of business ethics for over 20 years. He has three books, several articles, and made many presentations. His most recent book is *Business, Institutions and Ethics*, published by Oxford University Press (2000). He is presently working on a book titled *Global Business Ethics*, to be published by Prentice Hall in 2003. He is also developing teaching and training materials to promote Ethical Efficiency and Ethical Entrepreneurship in organizations.

Description of Talk: Ethics, Law, and E-Commerce

We will discuss how ethics and law are related at the domestic, international, and global levels. While many issues are different at these three levels, the basic relationship between ethics and law is the same: law reinforces ethical principles and rules that are believed to be necessary for preserving business relationships. At the domestic level, the reinforcement function of law is not very difficult. At international and global levels, the reinforcement function is very difficult because of cultural differences. We will discuss a model of ethics and law that can reduce the problems caused by cultural differences.

Dr. Steve Hanks

Steve Hanks is Senior Manager of the merchant software group at Amazon.com. While at Amazon he has participated in various projects centered around personalization and automated merchandising technologies. Prior to Amazon.com he was a faculty member at the University of Washington department of Computer Science and Engineering, and in September 2002 he will join the faculty at the University of Washington Tacoma campus in the department of Computing and Software Systems. He holds a Ph.D. degree in computer science from Yale University and an MBA degree from the Wharton School, University of Pennsylvania.

Description of Talk: Find, Discover, Buy: Amazon.com's E-Merchandising Technologies

A key part of Amazon.com's mission as a web retailer is to provide a place where a customer can "find, discover, and buy" any item she is looking for (or is not look for, for that matter). To be effective in this mission, Amazon has produced an impressive array of merchandising technologies, including search, browse, personalization, and community features, as well as various methods for customizing the site and emails to improve the shopping experience. I will talk about these features, the underlying technologies, and the engineering challenges associated with them.

Natalie Hoover

Class Description: Conversational English

The class will meet everyday for three hours throughout the three week period. You will be expected to attend all classes and arrive on time to each one.

The goal of the class is to establish a comfortable environment to practice and improve your English skills. For this reason, the main focus of the class is on listening and speaking; however, some out of class reading and writing will be expected. Your full participation in this class is absolutely essential to the success of the class and to your own personal improvement.

Materials: North Star Speaking and Listening Text Book
Blank Notebook (to serve as Dialogue Journal and left in class)

Schedule: The schedule is tentative and subject to change as needed.

Tuesday, July 9	Introduction to Chapter 1: No News is Good News , Chapter 1
Wednesday, July 10	Conclude Chapter 1/Field Work
Thursday, July 11	Introduction to Chapter 2: Do the Crime, Serve the Time
Friday, July 12	Chapter 2
Monday, July 15	Conclude Chapter 2/Field Work
Tuesday, July 16	Introduction to Chapter 3: The Doctor-Patient Relationship
Wednesday, July 17	Chapter 3
Thursday, July 18	Conclude Chapter 3/Field Work
Friday, July 19	Introduction to Chapter 4: The Eye of the Storm
Monday, July 22	Chapter 4
Tuesday, July 23	Conclude Chapter 4/Field Work
Wednesday, July 24	Introduction Chapter 5: You Will Be This Land
Thursday, July 25	Chapter 5
Friday, July 26	Conclude Chapter 6

Evaluation: Class participation is essential. All homework is expected to be turned in on time. No late assignments will be accepted. Additionally, each student will write a dialogue journal.

During some classes we will leave the classroom or you may be asked to perform certain tasks off campus. These opportunities are designed to help you apply the skills we have already learned and practiced in class. You are expected to abide by all the expectations the class will establish for “off-site” work.

The most important evaluation component is your ability to reflect upon your progress. You will be asked to do this in your journals. Please feel free to discuss any concerns you may have with me before or after class.

Dr. Greg Magnan

Biographical Information

Dr. Greg Magnan received his Ph.D. from Michigan State University and teaches courses for executives, MBA-candidates and undergraduates at Seattle University and is a frequent presenter to professional organizations. His current research is directed at developing supply chain competency in companies and recently published a research manuscript for the Center for Advanced Purchasing Studies (<http://www.capsresearch.org>) titled, “Achieving World-Class Supply Chain Management: Benefits, Barriers and Bridges.”

Description of Talk: e-Enabling the Supply Chain: Benefits, Barriers and Bridges

A supply chain is the collection of firms that manage the flow of materials, information and money when converting raw materials to finished goods and services delivered to customers. Today, many firms spend between 50 to 75% of their revenues on purchased items and as the trend toward outsourcing continues, these numbers are sure to rise. Indeed, some consider competition in the future will be at the supply chain vs. supply chain level. This session will explore the reasons why firms are implementing electronic tools to help manage their supply chains, the problems they are facing in making “e-enablement” a reality, and the techniques being used to break through the barriers.

Bonn-Oh KIM, Ph.D.

Biographical Information

BONN-OH KIM is Associate Professor in the Department of Management and also Director of the Center for Electronic Commerce and Information Systems at the Seattle University. Before joining Seattle University, he taught at the University of Nebraska - Lincoln for ten years. He holds Ph.D, MBA and BA degrees from University of Minnesota, University of Washington and Seoul National University, respectively. His teaching and research interests include strategic issues in information systems management, e-commerce, database systems, object-oriented systems, and distributed computing.

Prof. Kim has published articles in *Journal of Systems Management*, *Data Base Management*, *Expert Systems with Applications*, *Management Decision* and many others. He conducted seminars on information systems and corporate strategies for government agencies and businesses of the United States, Korea, and Eastern European countries. He regularly helps companies to develop information systems. Recently, Prof. Kim is very much interested in conceptualizing a new virtual organization. He is a member of the Association of Computing Machinery, IEEE Computer Society, and Decision Sciences Institute

Contact Info: bkim@seattleu.edu; <http://ecis.seattleu.edu>; 206-296-2806

Description of Talk: Global Technology Management in a New Era

Information and communication technologies enable drastic changes in our way of doing business and managing a career. The future of individuals, companies and countries depends on how we manage this exploding development of technologies. We will examine the past fifty years of evolutionary development of information technologies and envision the future from the viewpoint of business strategies. We will also identify the fundamental technologies for building information systems. Finally, we will discuss the issues specific to Korea and young Korean students from technology management perspectives.

Jae Hoon Kim, Ph.D.

Biographical Information

Dr. Jae Hoon Kim is an Associate Technical Fellow and Manager of Communications Networks of Boeing Phantom Works, Seattle, Washington. He is also currently an Affiliate Associate Professor and Graduate Faculty of Dept. of Electrical Engineering, University of Washington, Seattle, WA. Prior to joining Boeing High Technology Center in 1991, Dr. Kim worked as a Task Manager and Technical Member of the Staff with NASA Jet Propulsion Laboratory of California Institute of Technology, where he has been a Principal Investigator in a number of government programs under DARPA and SDIO contracts in the area of fiber-optic and photonic components and subsystems development for optical computing and interconnect applications.

Dr. Kim is author/co-author of 50+ publications and holds 3 U.S. patents. He has received 7 NASA awards for technical innovation, and 8 Boeing awards for technical performance recognition. He is a senior member of IEEE.

Description of Talk: Mobile Communications: Concept and Applications

With exponential growth in wireless mobile communications, the mobility management, whether it is host (terminal) mobile or network (router) mobile, is an important research subject. The Internet of today lacks mechanisms for the support of users (mobile nodes) travelling around the world. Further, a whole platform (e.g., airplane, ship, train) can be a mobile node (mobile network). As an example, broadband data services can be provided to the mobile platforms on the move (e.g., Connexion by BoeingSM services). This service offers broadband Internet access to remote locations and corporate virtual private network connectivity (for email, file transfer, web browsing) to mobile hosts. The future's automobiles on the road will also comprise wireless mobile communication systems and mobility aware applications (e.g., Mesh NetworksSM mobile broadband network service). In this talk, we will review emerging mobile communications technology from basic concept to applications.

Jae H. Kim, Ph.D.
Manager/Associate Technical Fellow
Phantom Works
The Boeing Company
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Dr. Chung-Shing Lee

Dr. Chung-Shing Lee is Director of ePLU E-Commerce & Technology Management Center (<http://eplu.plu.edu>) and Assistant Professor of Business at Pacific Lutheran University (PLU). Dr. Lee has many years of industrial consulting experience and was a Faculty Research Associate at the University of Maryland's CALCE Electronic Products and Systems Consortium. Dr. Lee has been at PLU since 1998 and has become an expert in e-commerce and technology management and issues related to it.

Dr. Lee has published numerous journal articles, books, and chapters on electronic commerce, information management, supply chain management, and technology & innovation management. Dr. Lee's educational background includes an M.A. in Economics from University of Maryland and a Doctor of Science degree in Engineering and Technology Management from the George Washington University. He has taught graduate-level courses at Pacific Lutheran University, University of Maryland, and the George Washington University. Dr. Lee can be reached at 253-535-8718 or leecb@plu.edu

Description of Talk: Value Creation in the Digital Economy

Many Internet ventures have failed not because the nature of the products or services they offered. Rather, it's because they didn't have viable business models and feasible long-term strategies. The discussion will address the following questions: How the Internet changes competition? How customer value is being created? What is a business model and why that is important? What are the elements of a successful business model in the digital economy?

Diane Lockwood, Ph.D

Diane Lockwood, Ph.D., Associate Professor of Business Strategy and ECIS at Seattle University has 20 years teaching and 7 years private industry experience, primarily in the U.S. auto industry. She has consulted on RFP preparation, requirements specification, and e-commerce customer usability primarily for “bricks and clicks” firms. She has published numerous articles including a paper published jointly with Dr. Bonn-oh Kim and Greg Silverman, J.D. of the law school on "B2B Exchanges and Antitrust Issues," published in the journal of the [*Academy of Studies in Business Law Journal*](#). She also received a Distinguished Research Award at the Allied Academies Fall 2001 International conference for her presentation on "Cobweb.com: An End Game Strategy for an Internet Company which addressed failing dot.com companies. Her favorite hippy-era band was Dire Straits and her fantasy vacation is to enter a salt-water fishing tournament with her husband and win!

Description of Talk: Web Design Usability Session.

Obviously, a “techno-flashy, cool” web site is worthless if the end user quickly gets irritated and abandons your site. As simple as this sounds, there are millions of poorly designed web and e-commerce home pages that lose sight of this basic human design principle. We will examine universal web site design tips, site testing, and sticky features, as well as draw upon examples from “Web Pages that Suck” to learn from poor designs. Students will use Jakob Nielsen’s guidelines to score a popular website (or your own home page) for its design and usability features.

Everald E. Mills, Ph.D.

Biographical Information

Dr. Everald E. Mills currently serves as Associate Professor and Chair of the Computer Science and Software Engineering Department at Seattle University. His educational background includes Bachelor's and Master's degrees in Physics (U. of Nebraska -1962, and Washington State University - 1968, respectively), and the Ph.D. in Computer Science (Washington State University - 1972). He has been intimately involved with the Master of Software Engineering Program at Seattle University since 1983, when he was first appointed Director of the MSE Program. His primary interest is in software metrics and their application in the management of the software development process. In conjunction with the Software Engineering Institute (SEI) at Carnegie Mellon University, he developed some of the earliest software metrics course materials for use in software engineering programs (1985). Prior to his employment at Seattle University, Dr. Mills developed the Computer Science program at Wichita State University, and served as the chair of that department for several years from 1971 to 1983, when he joined Seattle University.

Description of Talk: Important Trends in Software Engineering

This presentation will explore the important trends in software engineering today. In order to facilitate this discussion, the origins of the discipline will be discussed, and its evolution to the current state will be reviewed. This background will then be used to describe important trends in the discipline. Important questions to be dealt with in this presentation include: "What is software engineering?", "Where is it today?", and "Where is it going?"

Professor Alvin Moser

Biographical Sketch:

Alvin Moser is Associate Professor in the Department of Electrical Engineering at Seattle University and is also Director of the Computer Engineering program there. He is a registered Professional Engineer and is currently serving as Chair of the Seattle Section of the IEEE (Institute of Electrical and Electronics Engineers). He has extensive industry experience and still consults on a regular basis with local companies. His research interests are in stochastic signal processing and system identification. His teaching interests are in data communications and advanced digital system design. He holds the Ph.D., MSEE and BSEE degrees from U. of Illinois-Chicago, U. of Washington, and MIT, respectively.

Contact info: almoser@seattleu.edu; <http://fac-staff.seattleu.edu/almoser>; 206-296-5963

Description of Talk: What will the dominant microprocessor markets be like in ten years?

As the major players in microprocessor design battle over the lead in bigger and faster chips, the market direction is beginning to change. Smaller companies are finding increasing footholds in which to be profitable. We will examine trends in microprocessor features and project a market of the future significantly different from the situation today.

Professor Barbara Parker

Professor Parker's research interests are wide-ranging and include globalization, strategic approaches for managing diversity, expatriate adjustment, international joint venture management, and cause-based business/nonprofit partnerships. As holder of the Robert O'Brien Chair in the Albers School of Business and Economics at Seattle University, Dr. Parker played a leadership role in establishing the Joint Center for Nonprofit and Social Enterprise Management, and introduced an MBA concentration in social enterprise management. Her book Globalization and business practice: Managing across boundaries was published in 1999. Her articles appear in many journals including Journal of International Management, Human Relations, Journal of Business Research, International Executive, and the Journal of Intercultural Relations.

Contact: Parker@seattleu.edu

Description of Talk: Globalization: Implications for Managing Organizations and Technological Functions

Professor Parker combines systems theory and chaos theory to provide an integrative view of globalization--defined as growing interconnections worldwide. The presentation describes characteristics of globalization, and outlines what each means for managers in a more global world. The attention then shifts to globalization of technology, and the implications for managing in technology fields in an increasingly global world.

Dr. Sumit Roy

BIOGRAPHY

Dr. Sumit Roy received the B. Tech. degree from the Indian Institute of Technology (Kanpur) in 1983, and the M. S. and Ph. D. degrees from the University of California (Santa Barbara), all in Electrical Engineering in 1985 and 1988, respectively, as well as an M. A. in Statistics and Applied Probability in 1988. He has served at the Moore School of Electrical Engineering, University of Pennsylvania, and at the University of Texas at San Antonio, prior to his current position with the Univ. of Washington where is an Associate Professor. His research interests lie in the areas of theory and design/analysis of communication systems/networks with a current emphasis on wireless networks. He is currently on leave at Intel Labs as a Senior Researcher in the Wireless Technology Division. His professional activities include membership of several conference program committees as well as membership of IEEE Technical Committees. He presently serves as an Editor for IEEE Trans. on Wireless Communications.

ABSTRACT

One of the more significant advances in communications technology is the emergence of new wireless devices that support user mobility. While we are already familiar with cellular phones, laptops computers and PDAs, the next "wireless wave" promises to embed our environment with many more devices that have (limited) capabilities for communications. The purpose of this talk is to unveil new trends in several wireless segments: Wireless Local and Personal Area Networks and Sensor based Ad-hoc Networking that will facilitate ubiquitous computing. Also, the role of satellite networks towards a planetary (and possibly an inter-planetary!) system of communications will be discussed.

Gregory Silverman, JD

Biographical Information

Assistant Professor of Law
Electronic commerce/cyberspace, federal Indian law, intellectual
property, jurisprudence, property
Seattle University School of Law

A.B. cum laude Vassar College 1978. Graduate fellow Massachusetts Institute of Technology 1978-79. M.A. (1984), M.Phil. (1991), and J.D. (1987) Columbia University. President's Fellow, Harlan Fiske Stone Scholar, Columbia Law Review. Admitted to practice Massachusetts, U.S. District Court for the District of Massachusetts, U.S. Supreme Court. A Bigelow Fellow and lecturer in law at the University of Chicago Law School during 1997-99, Professor Silverman was managing partner for the Cape Code-area law firm of Kearney & Silverman from 1991-97. There he practiced admiralty defense, corporate, intellectual property, estate planning, and civil litigation, and played a significant role in the largest fisheries fraud litigation in American history. A former Max Rheinstein Research Fellow (one of two U.S. lawyers selected in 1989) for study in Germany, Professor Silverman also has been a law clerk to The Hon. Raymond J. Pettine, U.S. District Court for the District of Rhode Island, and a summer associate for the New York City law firm of Cahill, Gordon & Reindel. He is an enrolled member of the Mohegan Tribe of Indians of Connecticut.

Description of Talk: Legal Issues in Computing and Engineering

A brief overview of the law of intellectual property in the United States with special emphasis on some recent applications to Internet commerce. The talk will include a general introduction to the study of law and the legal system of the United States. No prior knowledge of law, American or otherwise, will be assumed.

Harriet Stephenson, Ph.D.

Biographical Information

Harriet Stephenson, Ph.D. is Professor of Management, Lawrence K Johnson Endowed Chair of Entrepreneurship, Founder/Director of the Entrepreneurship Center, Albers School of Business & Economics, Seattle University. She teaches Entrepreneurship: New Venture Planning and Entrepreneurial Leadership: For Profit Social Entrepreneurship at the MBA level ; and the undergraduate senior capstone course on Business Policy and Strategy in which students are teamed to do in depth analysis of a business finishing with a business plan. She serves on boards of directors of profit and non-profits and advisory boards. She is Founder and President of Hungerfighters.com a triple bottom line Hunger Fighting portal (<http://www.hungerfighters.com>).

Contact info: harriet@seattleu.edu; <http://www.seattleu.edu/asbe/ec>.

Description of Talk: Entrepreneurship in Information Technology and E-Business

Worldwide the Internet Economy is expected to grow from \$361 billion in 1998 to more than \$2.8 trillion in 2003. From 196 million people using the Internet worldwide in 1999 there is a tripling expected by 2004 to 638 million. In US, 47% of 16-22 year olds are on the web and control \$37 billion in spending. Beginning with the invention of the microprocessor and development of the personal computer a period of exponential growth began with technology going from the smallest of major sectors in 1964 to the largest today. The New Economy was fueled by Dot.Com fervor finding capital to finance entrepreneurial enthusiasm. In its own way E-Business continues the industrial age era of harvesting natural and social capital in order to create financial and productive capital. Most of the new economy products are joining the Old Economy products in the increasingly scarce landfills. Where do all the old PCs go?

Globalization appears to be destroying natural and cultural resources in industries such as forest products. There is concern that the basic development patterns of the industrial era are not sustainable. Peter Senge, Paul Hawken, several web sites such as SoLonline.org, and authors, consultants, and businesses using triple-bottom-line reporting are championing an entrepreneurial path that builds sustainable enterprises that connect industry, society, and the environment. There is increasing evidence to suggest that Entrepreneurial Leadership will be able to demonstrate that the triple bottom line strategies will give early adopters a competitive advantage. In the long run organizations operating in the global economy will have to report more than just a one bottom line figure. And, in the short run, how do you motivate your work force? Increase salary and benefits? Offer stock? Invent creative new perks? It might take a mission worthy of people's commitment. How might that translate in IT and E-Business?

Terry Thomas

Terry Thomas is a lecturer in the School of Business at the University of Washington in Seattle, Washington. He teaches courses in the relationship among business government and society, business ethics, and business law. Prior to going onto teaching, he held a variety of positions at The Boeing Company, the last of which was Director of Ethics Operations at corporate headquarters, where he led the department responsible for providing answers to employee questions about ethics, as well as providing ethics training to employees company-wide. His career also includes sales and marketing experience, international business joint venture development, procurement, and law. He holds a BA from the University of Maryland, a JD from Washington University in St. Louis, and an MBA from the University of Washington.

William L. Weis

Professor of Management

billweis@seattleu.edu

Description of Talk

Applied Leadership: Getting the best from your employees and colleagues

One's highest value to an organization comes from an ability to effectively "leverage" time and talents -- that is, leading and managing in a way that elicits the greatest contribution from others in the organization. We will look at several levels of "people leadership," from negative leadership to exceptional leadership, using the metaphor of a children's soccer team. Then we will practice some fundamentals of group effectiveness using several outdoor experiential activities (so -- let's hope the participants come ready to play outside!). This will be a highly experiential and physical ("active learning") segment of the day -- both informative and fun.

Education

B.S.B.A., Accounting, Bowling Green State University

M.B.A, Finance and International Business, Bowling Green State University

Ph.D., Business Administration (Accounting, IB, Business and Society), University of Washington

Areas of Expertise

Professor Weis's current research and writing have focused on service learning in business curricula, enhancing service and competitiveness in the MBA markets, and accounting history. Previous research and writing interests have included the economic impact of smoking in the workplace, design and implementation of workplace smoking policies, critiques of contemporary business curricula, and nonprofit financial reporting issues. Dr. Weis has published a book and over 50 articles and cases addressing the above interests. His publications in Year 2000 include articles in the *MBAR Journal*, the *NSEE Quarterly*, and the *Business Education Journal*. An article under consideration by the *Academy of Educational Leadership Journal* will likely be accepted and published early in 2001.

Professional Activities

Professor Weis's teaching interests include leadership and team development, particularly using an outdoor experiential-based training methodology. He currently chairs the MBA program, teaches in Seattle University's innovative Executive Leadership Program, and co-leads the Albers School's annual study tour to Sansepolcro, Italy. He is co-founder of the Pacioli Society, creating the award-winning video documentary on the life and contributions of Luca Pacioli, and sponsoring two international symposia in Sansepolcro during the Quincentennial year of Pacioli's famous *Summa*. During his previous life as an accounting professor at Seattle University, he was recognized by the Washington Society of CPA's as the State of Washington's Outstanding Accounting Educator in 1990-91, and given a special award for "Outstanding Contributions to Leadership Training" by the National Council of Beta Alpha Psi. During his years writing and speaking on workplace smoking issues, he presented seminars in over 40 cities throughout North America and the United Kingdom, appeared on all four major U.S. television networks, as well as on the CBC and the BBC, and was cited in all commentaries on the subject of smoking control in the work environment.

Teaching Assistants

Mr. Inbin “Lincoln” Lim: iblim@attbi.com

In-Bin Lim was born in Buyeo, Korea and grew up in Daejeon. After receiving a bachelor's degree in business administration from Yonsei University, he joined SK Corporation. SK Corporation is a leading company of SK Group, which is one of Big Four conglomerates in Korea. He is a veteran manager in the dynamic context of Korean business and have spent nearly a third of his 16-year-professional life in international assignments. His multicultural experiences include Hong Kong and France. He provided comprehensive solutions that range from financial strategy, international finance, and accounting to investor relations. Being motivated by a new challenge, he moved to the United States from Hong Kong in October 1998. He will graduate in December with an MBA degree from Seattle University.

Ms. Kyong A “Claire” Lee: leekya28@hotmail.com

Claire Lee is a second year law student at Seattle University School of Law. Before coming to law school, she studied at the University of Iowa as a graduate student. She got BA from Ewha Womans University and majored in History. She is interested in business law and intellectual property law.

Ms. Sun-jin “Jeannie” Choi: chois@seattleu.edu

My name is Sun-Jin Jeannie Choi, and currently enrolled in Seattle University Undergraduate Computer Science with Business specialization program. I am a senior this coming year 2003. My interests are computer programming and business field especially e-biz as my major shows. I am very easy to get along with people, try best for what is given to me. Furthermore my best point of excellence is that I am a very fast learner. And I would love to help people with what they need as well.

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I am a junior at Seattle University majoring in marketing. My interests include Internet marketing and international marketing. During my years in college I've learned that I'm a quick study, very team oriented, and organized.