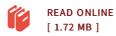# Engineering for Business: Theory and Cases

By Colin O. Benjamin

University Press Of America. Paperback. Condition: New. This item is printed on demand. 278 pages. Engineering for Business features teaching materials and case studies developed for senior undergraduate courses in engineering and business and graduate-level classes in Engineering Management, Industrial Engineering and Management, and Technology Management. This work surveys the more robust quantitative tools and techniques used to facilitate decision-making in business and uses case studies to illustrate their application. Where appropriate, the readers are provided with frameworks to enable application of the techniques covered and are directed to commercially available software developed to facilitate the deployment of these tools and techniques. Traditional industrial engineering and engineering management techniques related to Engineering Economy, Multi-Criteria Decision-making, Project Management, Management Science, and Facilities Planning are covered. These are complemented by a review of more topical areas, such as Applications Software for Business, Technology Commercialization, and Supply Chain Management. In all areas, the emphasis is on integrating theory and practice through the use of case studies based on projects conducted in a wide range of industry settings. Engineering for Business provides a robust framework for the explicit integration of engineering tools and techniques into a business curriculum. The case studies are rich in...

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