

TO: The Engineering Faculty
FROM: The Faculty of the Experiential Learning Committee
RE: New undergraduate course – ENGR 30301 Springer Executive Forum

The Faculty of the Experiential Learning Committee has approved the following new undergraduate course. This action is now submitted to the Engineering Faculty with a recommendation for approval.

FROM (IF ALREADY OFFERED WITH TEMPORARY NUMBER):

ENGR 39600 Springer Executive Forum

2 total credits

Offered Fall 2024 with total enrollment of 63 students.

TO:

ENGR 30301 Springer Executive Forum

2 total credits; LEC + EXP

This course will provide undergraduate engineering students access to Purdue Engineering alumni working in the C-suite, as well as basic knowledge regarding the understanding of corporate financial statements. The forum is a lecture-discussion course featuring executives from engineering firms, tech companies, and other organizations. Emphasis is placed on the actual practice of leadership in corporate America, on career selection and mobility, on styles of leadership, and on other business topics not normally covered in undergraduate engineering courses.

RATIONALE:

This course is required for the new Business Essentials for Engineering Leadership certificate



Head/Director of the Experiential Learning Committee

ENGR 39600: Springer Executive Forum Fall 2024

COURSE INFORMATION

CRNs: 32386, 32387

Meeting Day and Time: Friday, 10:30am – 11:20am

Instructional Modality: Lecture (Face-to-Face)

Location: Physics Building, Room 112

Course Credit Hours: 2

INSTRUCTOR CONTACT INFORMATION

Name of Instructor: Darren Henry (*he/him/his*)

Office Location: Krannert Building, Room 361

Office Phone Number: (765) 494-6602

Email Address: henrydl@purdue.edu

Office Hours: Use Purdue email address to request virtual office hour time. For all email communications, please list “ENGR 396” in the subject line. Expect a response within two business days.

COURSE DESCRIPTION

This course will provide undergraduate engineering students access to Purdue Engineering alumni working in the C-suite, as well as basic knowledge regarding the understanding of corporate financial statements.

The Springer Executive Forum is a two-credit hour course that meets every other Friday at 10:30am to 11:20am in PHYS 112. The forum is a lecture-discussion course featuring executives from engineering firms, tech companies, and other organizations. Emphasis is placed on the actual practice of leadership in corporate America, on career selection and mobility, on styles of leadership, and on other business topics not normally covered in undergraduate engineering courses.

LEARNING RESOURCES, TECHNOLOGY & TEXTS

Software/Web Resources

- Word Processor (i.e., MS Word), remember that [MS Office is free for all students.](#)
- Harvard Business Publishing Coursepack (cost \$80)

Academic Support

- The Helen Bass Williams [Academic Success Center](#), provides a variety of proactive, practical and approachable academic support services for you to strengthen your approaches and strategies for learning, including study skills consultations, peer coaching, workshops, and online handouts. [Visit the ASC website](#) for more information and to access resources.

Brightspace Learning Management System (LMS)

- Access the course via Purdue's Brightspace learning management system. Begin with the Start Here tab, which offers further insight to the course and how you can be successful in it. It is strongly suggested that you explore and become familiar not only with the site navigation, but also with the content and resources available for this course. See the Student Services widget on the campus homepage for resources such as Technology Help, Academic Help, Campus Resources, and Protect Purdue.

LEARNING OUTCOMES

By the end of this course, you will be able to:

- Have a fundamental understanding of basic financial statements, ratios, and methods used to make business decisions
- Understand the backgrounds, traits, qualities, and mindsets of Purdue undergraduate engineering alumni at the executive level
- Acquire up-to-date knowledge of business essentials needed for corporate leadership
- Discover career opportunities for engineers in the business function of organizations

ASSIGNMENTS

Your achievement of course learning outcomes will be assessed through a combination of surveys, participation, online modules, and a speaker reflection. Listed below are details on these items.

Course Participation

Students may earn course participation points in three ways:

- Breakfast or lunch with forum speaker. Students will receive 10 points for having breakfast or lunch with a forum speaker. Students may participate in a maximum of two meals. **If you have a schedule conflict and cannot attend a breakfast or lunch, you must email the instructor as soon as possible.** Breakfast is scheduled for 8:30am, and lunch is scheduled for noon. If you are attending a meal, be prepared to ask at least one question. Breakfast and lunch sign-up sheets will be placed outside of the classroom before class.
- Asking questions. Earn 10 points with each question asked during class, breakfast, or lunch. **Before asking a question in class, stand up, state your name, year of study,**

and major. At the end of class, check with the course instructor to be sure you received points for asking a question.

- **Introducing the Speaker.** Students will introduce our guest speakers and conclude the class by thanking them. Introductions are brief and biographical information is provided toward the end of the syllabus. If you are interested in doing an introduction, please sign up on sheets provided during orientation. Dress for introducing speakers is **business professional**. After signing up, contact the course instructor to establish a meeting time prior to the class to review a rough draft of the introduction and discuss the procedures to use in class. Please use the following tips to guide your introduction.

State the Speaker's Name. Be sure to pronounce the name correctly and clearly. Do not be embarrassed to ask the instructor to help you learn the correct pronunciation.

Provide Background Information. Tell the audience about the accomplishments of the speaker. Briefly outline the speaker's credentials, expertise, and experiences so the audience understands what the speaker does. **Do not just read the bio from the syllabus.**

Give Insights into the Speaker's Interests and Personality. The audience should feel that the person being introduced is a human being rather than merely a list of credentials. At the end of the introduction, the audience should feel as if they know the speaker better than before you began. The speaker's personality can be illustrated through short anecdotes or personal experiences. Be sure that remarks and anecdotes do not disclose private or confidential information that may be embarrassing.

Express your Pleasure in Introducing the Speaker. It is important for the audience to realize that they are about to hear from an interesting person. The audience should look forward to hearing from or talking with the speaker. Be sincere and brief in your expression of pleasure or honor in introducing the speaker and try to avoid cliché phrases that may be perceived as insincere.

Be Concise. Even though there may be much to talk about and lots of information to include in the introduction, be concise. Tell anecdotes or give examples to describe the speaker, but do so briefly and efficiently. Use one short anecdote rather than two. Select meaningful information about the speaker's credentials and experiences; do not read the entire resume. After all, the audience members want to listen to or meet the speaker being introduced, not listen to a long oration by you.

Conclude with a Presentation of the Speaker to the Audience. The goal of the introduction is to present the speaker. After a discussion of the speaker's background and personality and concise statements concerning your pleasure in introducing the speaker, let the speaker have the time allotted.

Accounting and Finance Modules

Many corporate executives and C-suite individuals state that an understanding of financial statements, as well as return on investment, are necessary for the leadership of innovative manufacturing and technological organizations. To lay a foundation of financial statement analysis, each student will complete an online training module in financial accounting and finance. Students must receive at least a 75% on each exam (excluding the pre-tests) to receive full credit for completing the modules.

Speaker Reflection

Each student will write a reflection on one of the forum presentations. The reflection will be 350 to 500 words and include information you learned from the presentation, your reaction to the information, how the information is related to you and/or your goals, and any lingering thoughts from the speaker's presentation. Some questions to consider: What stood out to you and why? What surprised you? What ideas were reinforced? Did the speaker make you think about a topic in a new way? How did the speaker's advice or journey relate to your own life? Only thoughtful, well-written reflections will receive full credit. You must write a reflection for a speaker's presentation you attended.

GRADING SCALE

In this class, grades reflect the sum of your achievement of learning outcomes throughout the semester. You will accumulate points as described in the assignments portion above. At the end of the semester, final grades will be calculated by adding the total points earned and translating those numbers (out of 180) into the following letters (there will be no partial points):

Class Attendance (10 points each class)	70 points
Course Participation	30 points
Accounting Module	25 points
Finance Module	25 points
Speaker Reflection	20 points
Course Surveys	10 points
TOTAL	180 points

A+	96.7 - 100.0%
A	93.4 - 96.6%
A-	90.0 - 93.3%
B+	86.7 - 89.9%
B	83.4 - 86.6%
B-	80.0 - 83.3%
C+	76.7 - 79.9%
C	73.4 - 76.6%
C-	70.0 - 73.3%
D+	66.7 - 69.9%
D	63.4 - 66.6%
D-	60.0 - 63.3%
F	< 60%

*If a student receives a 93.34% in the class, that student will receive an A- letter grade. If the student receives a 93.35% in the class, the grade is rounded to a 93.4%.

ATTENDANCE POLICY

Because of the nature of this course and the visiting speakers, the executive forum will be conducted formally and with a high level of professionalism. The class will start promptly at 10:30am every Friday. **Please do not be late**, as it is disruptive to the speaker and other students. **Students who are more than 5 minutes late** will be counted as absent. Attentiveness is expected during the speaker's presentation, as well as during the question-and-answer session. Sleeping, eating lunch, talking during the presentations, or using an electronic device of any kind during the executive presentations will not be tolerated and may be counted as an absence.

Attendance will be taken via a card swipe. You are required to bring your Purdue student ID to every class. You will swipe your ID at a computer located outside the classroom. The executive forum personnel will be there to assist you. Attendance will be taken beginning with the first speaker. In the event that the computer is not available, attendance will be taken before entering the classroom. This is critically important, as attendance is a large part of the total grade.

All students are expected to attend the entire class period in order to get the attendance points. However, if a student needs to leave during class (for an approved reason), the student will need to present their student ID and sign out, and then sign back in upon returning to receive the attendance points (i.e., signing in and then leaving class early will not be allowed). Violations of this policy will be addressed in accordance with the code of academic integrity.

Students receive 10 points for attending class. **There are no excused absences.** However, documentation (e.g., letters) for certain class absences will be considered for exceptions on a case-by-case basis. Such documentation may include a university letter stating a student is required to miss class, a Disability Resource Center accommodation letter, a medical excused absence, jury duty, military service, parenting leave, or a grief absence.

A student can contact the [Office of the Dean of Students \(ODOS\)](#) to request verification and notification for absences that meet the criteria of the excused class absence policies established by the University Senate.

Note: Job interviews and Purdue student club activities will not be considered as excused absences.

COURSE SCHEDULE

Date	Speaker	Assignment Due
August 30 th	NO CLASS	Pre-Course Survey Due by 11:59pm ET
September 6th	Mark Pollard	
September 20th	TBD	
October 4th	Christine Krueger	
October 13 th	NO CLASS	Accounting Module Due by 11:59pm ET
October 18th	Viveca Fairbanks-Henderson	
November 1st	Andrew Oxtoby	
November 15th	John Beering	
December 1 st	NO CLASS	Finance Module Due by 11:59pm ET
December 6th	Jatin Mehta	
December 13 th	NO CLASS	Speaker Reflection Due by 11:59pm ET; Post-Course Survey Due by 11:59pm ET

ACADEMIC INTEGRITY

Academic integrity is one of the highest values that Purdue University holds. Individuals are encouraged to alert university officials to potential breaches of this value by either emailing integrity@purdue.edu or by calling 765-494-8778. While information may be submitted anonymously, the more information is submitted the greater the opportunity for the university to investigate the concern. More details are available on our course Brightspace under University Policies and Statements.

For this course, academic integrity means each student is expected to attend class, participate, complete the accounting and finance modules on their own, and write their own speaker review without the use of artificial intelligence. Incidents of academic misconduct in this course will be addressed by the course instructor and referred to the Office of Student Rights and Responsibilities (OSRR) for review at the university level. Any violation of course policies as it

relates to academic integrity will result minimally in a failing or zero grade for that assignment, and at the instructor's discretion may result in a failing grade for the course. In addition, all incidents of academic misconduct will be forwarded to OSRR, where university penalties, including removal from the university, may be considered.

NONDISCRIMINATION STATEMENT

Purdue University is committed to maintaining a community that recognizes and values the inherent worth and dignity of every person; fosters tolerance, sensitivity, understanding, and mutual respect among its members; and encourages each individual to strive to reach his or her potential. In pursuit of its goal of academic excellence, the University seeks to develop and nurture diversity. The University believes that diversity among its many members strengthens the institution, stimulates creativity, promotes the exchange of ideas, and enriches campus life. A hyperlink to Purdue's full Nondiscrimination Policy Statement is included in our course Brightspace under University Policies and Statements.

ACCESSIBILITY

Ensuring that Purdue students have access to equitable learning experiences is a university-level commitment and is the responsibility of all members of the Purdue community. The Disability Resource Center (DRC) is a key partner in this work and is a resource for students and instructors to ensure access it met.

The Student Services widget links to the DRC. Your syllabus or Brightspace Start Here may address your personal policy for making the learning experiences in your course as accessible as possible. The [DRC website](#) provides a sample syllabus statement as well as other [Instructor Resources](#) such as the [Usable Materials Center](#). You are also encouraged to contact the Disability Resource Center at: drc@purdue.edu or by phone: 765-494-1247.

MENTAL HEALTH/WELLNESS STATEMENT

If you find yourself beginning to feel some stress, anxiety and/or feeling slightly overwhelmed, try [Therapy Assistance Online \(TAO\)](#), a web and app-based mental health resource available courtesy of Purdue Counseling and Psychological Services (CAPS). TAO is available to all students at any time by creating an account on the [TAO Connect website](#), or downloading the app from the App Store or Google Play. It offers free, confidential well-being resources through a self-guided program informed by psychotherapy research and strategies that may aid in overcoming anxiety, depression and other concerns. It provides accessible and effective resources including short videos, brief exercises, and self-reflection tools.

If you need support and information about options and resources, please contact or see the [Office of the Dean of Students](#). Call 765-494-1747. Hours of operation are M-F, 8 a.m.- 5 p.m.

If you find yourself struggling to find a healthy balance between academics, social life, stress, etc., sign up for free one-on-one virtual or in-person sessions in West Lafayette with a [Purdue Wellness Coach at RecWell](#). Student coaches can help you navigate through barriers and challenges toward your goals throughout the semester. Sign up is free and can be done on BoilerConnect.

If you're struggling and need mental health services: Purdue University is committed to advancing the mental health and well-being of its students. If you or someone you know is feeling overwhelmed, depressed, and/or in need of mental health support, services are available. For help, such individuals should contact [Counseling and Psychological Services \(CAPS\)](#) at 765-494-6995 during and after hours, on weekends and holidays, or by going to the CAPS office in [West Lafayette](#).

EMERGENCY PREPAREDNESS

In the event of a major campus emergency, course requirements, deadlines and grading percentages are subject to changes that may be necessitated by a revised semester calendar or other circumstances beyond the instructor's control. Relevant changes to this course will be posted onto the course website or can be obtained by contacting the instructors or TAs via email or phone. You are expected to read your @purdue.edu email on a frequent basis.

A link to Purdue's Information on [Emergency Preparation and Planning](#) is located on our Brightspace under "University Policies and Statements." This website covers topics such as Severe Weather Guidance, Emergency Plans, and a place to sign up for the Emergency Warning Notification System. I encourage you to download and review the [Emergency Preparedness for Classrooms document](#).

The first day of class, I will review the Emergency Preparedness plan for our specific classroom, following Purdue's required [Emergency Preparedness Briefing](#). Please make note of items like:

- The location to where we will proceed after evacuating the building if we hear a fire alarm.
- The location of our Shelter in Place in the event of a tornado warning.
- The location of our Shelter in Place in the event of an active threat such as a shooting.

September 6, 2024



Mark Pollard
Chief Sales Officer & Founder (retired)
Compellon
Columbus, Ohio



Mark co-founded Compellon and is Chief Sales Officer for the company. Prior to Compellon, he spent three years as Vice President of Marketing and Sales at Altus365, an award-winning, SaaS-based, on-demand video solution targeting leading Fortune 500 and mid-market companies. Mark has held multiple executive positions in the technology industry including COO of SENCOR, Vice President of Marketing for Adaptec, co-founder and Vice President of Marketing for Snap Appliance (acquired by Adaptec), as well as executive sales and marketing positions at Netigy, Western Digital and Maxtor.

Mark holds a BS in Mechanical Engineering from Purdue University.

College of Engineering

September 20, 2024

TBD



**PURDUE
UNIVERSITY®**

College of Engineering

October 4, 2024



Christine Krueger
Associate Vice President-Global Marketing
Alzheimer's Diagnostics, Neuroscience Business Unit
Eli Lilly & Company
Indianapolis, Indiana



Christine Krueger is currently the associate vice president of global marketing for Alzheimer's diagnostics at Eli Lilly and Company. She has over six (6) years of commercial experience within the pharmaceutical industry and over seven (7) years of development and manufacturing experience in pharmaceuticals and medical devices. She also serves on the board of directors of The LAM Foundation, a non-profit, patient advocacy organization seeking safe and effective treatments, and ultimately a cure, for lymphangiomyomatosis. She graduated from Purdue University with a bachelor's degree in biomedical engineering and from Harvard Business School with a Master of Business Administration degree. She is passionate about improving the lives of patients with progressive diseases and advancing the field of personalized medicine.

<https://www.linkedin.com/in/christine-krueger-6b73b751/>

College of Engineering

October 18, 2024



Viveca Fairbanks-Henderson
Senior Vice President, Global Enterprise Programs
Ecolab
Naperville, Illinois



Viveca Fairbanks-Henderson is Senior Vice President, Global Enterprise Programs for Ecolab, the global leader in water, hygiene and infection prevention solutions and services. She joined Ecolab in 2019 as the Vice President for Global Engineering – Industrial Group and subsequently served as Vice President and General Manager of Nalco Water Food & Beverage North America.

Prior to joining Ecolab, she spent 28 years in the consumer packaged goods industry at Procter & Gamble and Kellogg's. Her experiences included regional and global roles of increasing responsibility across Engineering, Supply Chain, Sustainability, Strategy, Innovation, Research & Development, and Packaging.

Viveca currently serves on the Purdue Engineering Advisory Council and has established an endowment for the Purdue Minority Engineering Program. She previously served on the Purdue Alumni Association Board of Directors and Executive Committee. In addition, she served as President of the Purdue Black Alumni Organization for 10 years.

Fairbanks-Henderson is a member of the Ecolab Global Management Team, serves on the Ecolab Executive Diversity & Inclusion Council, is the Executive Sponsor of the Ecolab Black Leaders Forum and is a member of the Ecolab Women's Executive Forum. Viveca is a member of CHIEF and the CALIBR Global Leadership Network. She is also a member of WeQual Executives and was the winner in the Business Transformation Category for the WeQual Awards, Americas 2024. She was recognized as an Ecolab Woman of Impact and was named to Diversity Woman Magazine's Power 100 List in 2022. She has a passion for giving back to the community as a member of Alpha Kappa Alpha Sorority, Incorporated and The Links, Incorporated.

Fairbanks-Henderson received her BSEE degree from Purdue University in 1990.

November 1, 2024



Andrew Oxtoby
President & CEO
Kalaris Therapeutics
Indianapolis, Indiana



Andrew has over two decades of experience gained in both large pharmaceutical and small biotech environments in the United States and Europe. He is currently the President & CEO of Kalaris Therapeutics, a privately held biotech focused on the development of treatments for retinal diseases. Prior to joining Kalaris, he was the Chief Commercial Officer of Chinook Therapeutics until their acquisition by Novartis in August of 2023. Before joining Chinook, Andrew was at Aimmune Therapeutics, first as Chief Commercial Officer, and then as President and CEO following their acquisition by Nestle Health Science.

Prior to his time at Aimmune, Andrew spent 16 years at Eli Lilly and Company where he was responsible for Lilly's U.S. insulin business as Vice President of U.S. Diabetes Connected Care and Insulins, after previously having responsibility for Lilly's International Oncology business. His previous roles at Lilly include Global Product Development Leader for Thoracic Oncology and General Manager of Lilly's Netherlands operation, following several positions of increasing responsibility in finance, marketing, and sales in the U.K. and the US.

Andrew is proud to serve on the Board of Damien Center, a non-profit organization providing support and services to people living with HIV in central Indiana.

Andrew received his BS in Mechanical Engineering from Purdue University in 1996 and then started his career as a process engineer in materials engineering at Procter & Gamble. He received his MBA from Harvard Business School in 2002. A native of the United Kingdom, Andrew now lives in Indianapolis with his wife Tracy, their two daughters, and two unbelievably pampered wheaten terriers.

November 15, 2024



John Beering
CEO
Red Dot Corporation
Seattle, Washington



As the Chief Executive Officer at Red Dot, **John Beering** is focused on driving Red Dot's company-wide strategic vision and elevating the company's operational integrity and reputation for manufacturing excellence.

John joined Red Dot in April 2024, bringing more than 30 years of experience as a transformational growth leader across a range of industries and functions including commercial vehicle development, aftermarket and OEM sales for energy storage solutions, and mobility equipment sales.

Prior to joining Red Dot, John led operations, growth and strategic consolidation of BraunAbility Arch Retail | United Access, LLC, the nation's second largest retail provider of wheelchair-accessible vans and mobility equipment. By strengthening processes and keeping the company's experienced workforce intact through the COVID pandemic, John expanded the organization's footprint to serve individuals and commercial clients across 49 locations in 15 states. He also served as COO of Trojan Battery and senior vice president and general manager of commercial powertrain with Eaton Corp.

In addition to his leadership roles, John serves as a board member to the Purdue Industrial Engineering Advisory Council, the Purdue Acacia Building Association and board chair of For the Children (Royal Family Kids). John holds a Bachelor of Science in industrial engineering and a master's degree in management from Purdue University.

December 6, 2024



Jatin Mehta
Vice President, Strategic Programs
Vectra AI
Seattle, Washington



Prior to joining Vectra AI, **Jatin Mehta** was VP of Business Development for Aiqudo (the AI pioneer bringing natural language voice comments to mobile apps) after wrapping more than five years at Amazon where he most recently focused on Alexa's monetization efforts. Previously Mehta recruited third-party partners and developers to launch Alexa in Canada and prior to that headed business development and strategy at Amazon Consumer Payments.

Prior to his work at Amazon, Mehta spent more than 7 years at Dell as part of its corporate development and Dell Ventures team, where he focused on mergers and acquisitions and investments in enterprise software, the cloud and hardware sectors.

Mehta earned a bachelor's and master's degree in Aerospace Engineering, and an MBA; all from Purdue University.

College of Engineering