

OVERVIEW OF USTM-TIES

Zoubeida Ounaies



March 27th, 2013

Outline.

Information on USTM

Past Activities: USTM 2012

USTM 2013

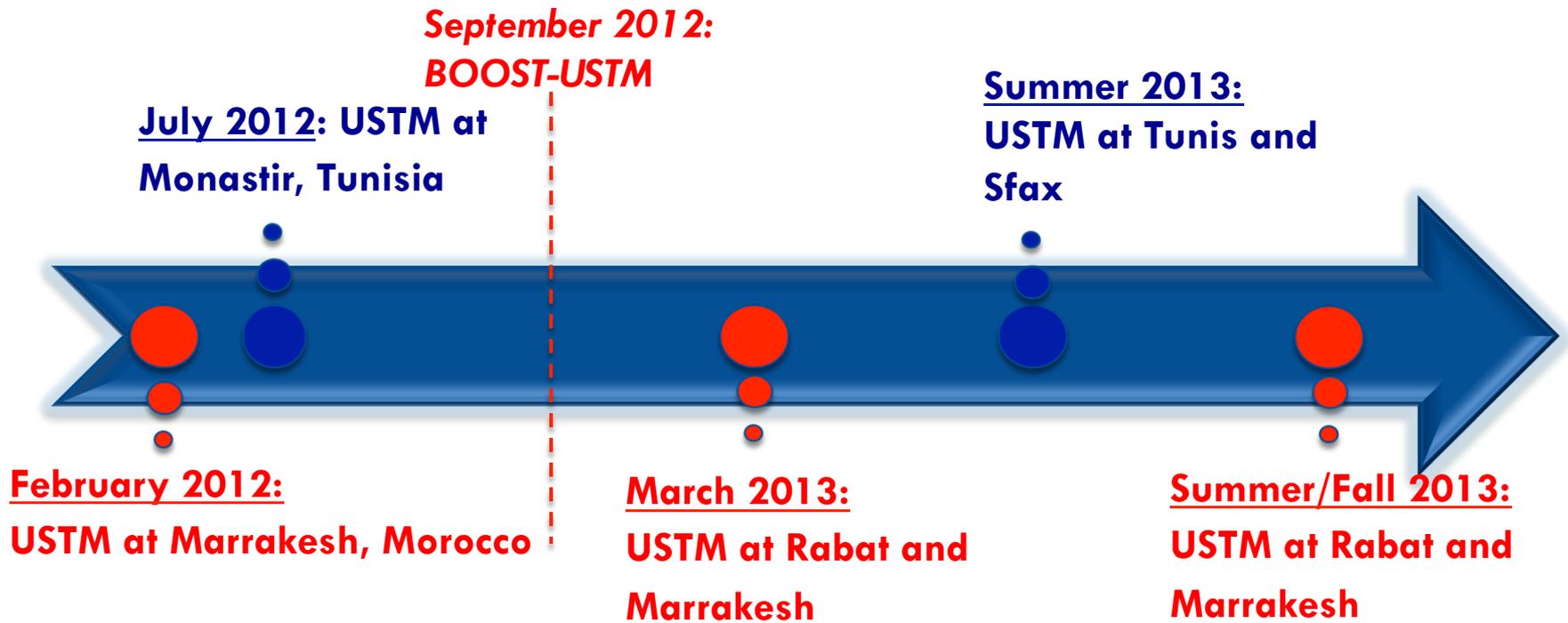
- Goals
- Activities

Current Agenda

USTM.

Mission. Training, engagement and education of young Moroccan and Tunisian scientists/engineers through:

- lectures and hands-on training,
- with the goals of building individual and institutional capacity
- shaping a new type of Tunisian and Moroccan scientist who possesses entrepreneurial and professional skills.



Partners and Sponsor.

SPONSOR:



Funded by the U.S. Department of State's Building Opportunity Out of Science and Technology (BOOST) program.

BOOST is sponsored by the Office of Science and Technology Cooperation in the Bureau of Oceans and International Environmental and Scientific Affairs (OES), part of the U.S. Department of State.

PARTNERS:



Past Activities: USTM 2012

USTM 2012 in Marrakesh



USTM 2012 in Monastir

USTM 2012 Business Plan Competition





Past Activities: USTM 2012

<http://www.engr.psu.edu/ustm/>



US Tunisia Morocco Partnership on Entrepreneurship and Innovation in Engineering Education



- Home
- Morocco Workshop
- Tunisia Workshop
- Business Competition
- Fun Side
- Useful Resources

Organization

US-Tunisia-Morocco Partnership (USTM) for the Promotion of Technology Innovation and Commercialization Strategies in Engineering Research and Education is a project funded by the Bureau of Oceans and International Environmental and Scientific Affairs' (OES), U.S. Department of State. The Pennsylvania State University leads the USTM effort in partnership with the non-profit organization Tunisian-American Young Professionals (TAYP) and premiere science and engineering universities in Tunisia (led by the Ecole Polytechnique de Tunisie) and Morocco (led by Cadi Ayyad University of Marrakech).





Past Activities: USTM 2012



<http://www.engr.psu.edu/ustm/>



Dr. Scarlett Miller
 The Pennsylvania State University
Creativity and Innovation in Engineering Education

Dr Miller holds the James F. Wills Career Professorship in the Hal and Inge Marcus Department of Industrial and Manufacturing Engineering as well as the School of Engineering Design, Technology, and Professional Programs. Her research focuses on developing an in-depth understanding of human physical and cognitive abilities in order to develop next generation products and technologies that support human capabilities. Her research to date has had three main thrusts: ergonomic product design (e.g. laparoscopic surgical tool and a neutron detector), design cognition (understanding the design processes and example reuse in design) and human-computer interaction (developing computer tools that better support the design process).

View the [PDF of Dr. Miller's talk here](#).



Prof. Richard Schuhmann
 The Pennsylvania State University
Entrepreneurship in Engineering Education "Closing the Gap"

Prof. Richard Schuhmann is the Walter L. Robb Director of Engineering Leadership Development at the Pennsylvania State University. He holds faculty positions in Engineering Design, Science Technology and Society, and Civil &

on the topics of entrepreneurship and innovation with audiences from Malaysia to the Czech Republic - but North Africa still remains his favorite destination

View the [PDF of Prof. Schuhmann's talk here](#) or view the [video of Prof. Schuhmann's talk here](#).

Morocco Workshop

USTM organized a two-day workshop in Marrakesh, Morocco on February 27 and 28, 2012. The focus of the workshop was:

- 1) An introduction to entrepreneurship concepts and skills; and
- 2) Hands-on activities on incorporating entrepreneurship and innovation in teaching methods.

Participants included engineering students and early career faculty from Morocco and Tunisia, in addition to instructors/experts from the U.S., Morocco and Tunisia.

Click [HERE](#) to view the official agenda for the Morocco Workshop in PDF form.

Organizers: This workshop is organized by



Past Activities: USTM 2012



http://www.facebook.com/USTMPartnership

HOTEL SEMIRAMIS

U.S. Morocco Tunisia Workshop on Entrepreneurship and Innovation in Engineering Education
February 27 and 28th, 2012, Semiramis Hotel, Marrakech

Ads Manager

Former USTMer 2012 as featured speaker: Mohamed El Mouden is a featured speaker at USTM 2013!

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US-Tunisia-Morocco Partnership (USTM)

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Education
To promote innovation and entrepreneurship in engineering education in Tunisia and Morocco

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US-Tunisia-Morocco Part... Timeline Now

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US-Tunisia-Morocco Partnership (USTM) March 15

INVITES YOU TO

Technology Innovation and Entrepreneurship Workshop

March 25-26th, 2013 | Rabat, Morocco
March 28-29th, 2013 | Marrakesh, Morocco

What?
♦ hands-on training sessions and lectures

♦ Instructors and moderators from Penn State University, MIT and AMIDEAST

Who should attend?
BY REGISTRATION ONLY!
Engineering students and early career engineers from Rabat and Marrakesh

Early career engineering faculty from Cadi Ayyad University and Ecole Mohammeda d'Ingenieurs

HANDS-ON COURSE TOPICS innovation
LECTURES innovation

Like · Comment · Share

2 people like this.

Write a comment...

US-Tunisia-Morocco Partnership (USTM) March 15

We look forward to meeting the next-generation of USTMers in Rabat and Marrakesh at the end of the month!

Like · Comment · Share

9 people like this.

Tanguy Paz Semevo PrinCés Ymén Charming
March 15 at 2:07pm · Like

Write a comment...

87 people saw this post

US-Tunisia-Morocco Partnership (USTM) June 28, 2012

Regarding business competition, we will have coaches to work with the ten finalists on July 17th afternoon and July 18th morning to help them hone their business pitch and

USTM 2013



USTM 2013-Activities

Activity	Specific objectives	Outcome	Key players
<p>AC2-Series of hands-on courses on creativity, innovation and entrepreneurship</p> <ul style="list-style-type: none"> • Lectures • Hands-on learning and training • Online assignment 	<p>-Develop abilities in students and young professionals to conceive and implement innovative design solutions to relevant technological issues</p> <p>-Develop abilities in teachers to establish sustainability of program goals</p>	<p>-Students are trained on relevant innovation and entrepreneurship topics and skills</p> <p>-Students and young professionals are connected to the private sector</p>	<p>PSU faculty</p>
<p>AC5- Targeted activities for retaining and engaging females</p> <ul style="list-style-type: none"> • Focus groups • Brainstorming sessions • Roundtable discussions 	<p>Encourage women to engage in areas related to leadership, entrepreneurship and technology commercialization</p>	<p>-Women participants develop a supportive network</p> <p>-Challenges and ways to confront them successfully are shared</p>	<p>PSU/TAYP/AMIDEAST</p>

Activity	Specific objectives	outcome	Key players
<p>AC3- Ongoing monitoring and development.</p> <ul style="list-style-type: none"> • Lectures on design thinking and process • Oral presentations by teams of participants • Written reports to local mentors • Online portfolio draft 	<ul style="list-style-type: none"> -Maintaining contact with USTM-TIES participants in the interim time between ‘formal’ activities -Conceiving and implementing innovative design solutions to relevant technological issues in Tunisia and Morocco -Increasing the vetted pool of market-viable technologies -Building regional/global innovation ecosystems 	<ul style="list-style-type: none"> - Building camaraderie among the participants -Keeping participants interested and focused on USTM-TIES objectives and outcomes -Drafting of preliminary business plan and elevator pitch inspired by existing technologies presented at short course (AC2) and completed by workshop (AC4) 	<p>PSU and premiere science and engineering schools (start with Cadi Ayyad University and Ecole Mohammadia d’Ingenieurs)</p>

AC4- Training workshop on professional skills development:

1. Lectures and hands-on training
2. Team break-out sessions
3. Online portfolio development
4. Oral presentations
5. AC4*: pilot program using virtual tools

-Promote Tunisian/Moroccan young scientists and engineers professional and leadership development
- Transfer of technology between American and Tunisian/Moroccan communities
- Develop abilities in teachers to establish sustainability of program goals

-Tunisian and Moroccan students and young professionals are trained in oral and written communications, ethics, leadership, team work and global communications
-Early career faculty are trained to effectively educate students on these skill development
-AC4*: Collaborative teams made out of students from the three countries

USTM 2013-AC2 Agenda

MARRAKESH WORKSHOP AGENDA (AC 2)

Thursday March 28 th , 2013	Topic	Presenter	Location
8:00am-8:30am	Registration		
8:30am-8:45am	Welcome and Opening Remarks	Vice-President Prof. Janah Saadi and Prof. Hamid Kaddami-Cadi Ayyad University Mr. Joseph Phillips-AMIDEAST	Main conference room
8:45am-9:00am	Administering the mandatory pre-test	Ms. Samantha Adams	Main conference room
9:00am-9:30am	Overview of USTM-TIES	Prof. Zoubeida Ounaies-Penn State University	Main conference room
9:30am-10:00am	USTM'12: An Alumnus' Perspective	Mr. Mohamed El Mouden	Main conference room
10:00am-10:15am Coffee Break			
10:15am-10:45am	Culture: An Important Aspect in the Entrepreneurial Process	Prof. Abdellatif Laklida	Main conference room



USTM 2013-AC2 Agenda

10:45am-11:15am	Innovative Startup: A Real Experience	Dr. Said Azizi	Main conference room
11:15am-12:00pm	Engineering Creativity and Innovation	Prof. Scarlett Miller	Main conference room
12:00pm-12:45pm	Entrepreneurship in Engineering Education	Prof. Richard Schumann	Main conference room
12:45pm-1:45pm Lunch			
1:45pm-3:15pm	The Innovation Process *	Prof. Scarlett Miller	Room 1
1:45pm-3:15pm	Engineering Systems **	Prof. Richard Schumann	Room 2
3:15-3:30pm Coffee Break			
3:30pm-5:00pm	Engineering Design Challenge/ Creative Concept Generation *	Prof. Scarlett Miller	Room 1
3:30pm-5:00pm	Engineering Designership **	Prof. Richard Schumann	Room 2

USTM 2013-AC2 Agenda

Friday March 29 th , 2013	Topic	Presenter	Location
9:00am-10:30am	Design Challenge Presentations and Feedback Session *	Prof. Scarlett Miller	Room 1
9:00am-10:30am	Engineering Enterprise Construction and Communication **	Prof. Richard Schumann	Room 2
10:30am-10:45am Coffee Break			
10:45am-12:15pm	Debriefing Discussion of plans for the next events	USTM PIs	Main conference room
12:15pm-1:45pm Lunch and conclusion of AC2			

*Hands-on training sessions for students

** Hands-on training sessions for early career professionals

USTM 2013-AC2 Agenda

SPECIAL CLOSED SESSION (BY INVITATION ONLY)

Friday March 29 th , 2013	Topic	Moderator	Location
2:00pm-3:30pm	Introductions Hands-on Activity Presentations/Discussions	Ms. Samantha Adams Prof. Scarlett Miller Prof. Zoubeida Ounaies	Main conference room
3:30pm-3:45pm		Coffee Break	
3:45pm-4:30pm	Focus Groups	Ms. Samantha Adams Prof. Scarlett Miller Prof. Zoubeida Ounaies	Main conference room
4:30pm-5:00pm	Debriefing/Regrouping Concluding Remarks	Ms. Samantha Adams Prof. Scarlett Miller Prof. Zoubeida Ounaies	Main conference room

Assessment Tools

- To assess depth of learning
- To continuously improve workshop and identify areas of future focus



Demographic Information

Pre-survey

USTM #: _____

US-MOROCCO WORKSHOP FOR TECHNOLOGY INNOVATION AND ENTREPRENEURSHIP STIMULATION

DEMOGRAPHICS

Please state your gender:

MALE FEMALE

Please choose the range that identifies your age:

18-22 23-27 28-32 33-37 38-42 43-47 48+

Occupation (please choose one):

STUDENT PROFESSIONAL PROFESSOR

Please state your major or area of professional expertise (e.g. Mechanical Engineer):

Have either or your **parents** started or been part of a new business opportunity?

ONE PARENT BOTH PARENTS

If so, please describe the business below.

Has anyone in your family (**not your parents**) started or been part of a new business opportunity?

YES NO

How many entrepreneurship-focused courses have you taken?

0 1 2 3+

USTM # _____

US-MOROCCO WORKSHOP FOR TECHNOLOGY INNOVATION AND ENTREPRENEURSHIP STIMULATION

The following questionnaire was developed in order to understand your interest and knowledge of entrepreneurship and innovation. For the following questions, please either **circle the numeric response (1-5)** for each of the questions below or **provide a detailed written response in ENGLISH**.

Please circle the numeric response (1-5) for each of the following questions

1. Why you would start a business due to/ in order to...

	Strongly Disagree	1	2	3	4	5	Strongly Agree
Focus on a technology that interests me	1	2	3	4	5		
Satisfy a need in a market	1	2	3	4	5		
Solve a social problem	1	2	3	4	5		
Create something of my own	1	2	3	4	5		
Have more flexibility and independence	1	2	3	4	5		
Have more free time	1	2	3	4	5		
Make more money	1	2	3	4	5		
Be at the head of an organization	1	2	3	4	5		
Manage people	1	2	3	4	5		
Create jobs	1	2	3	4	5		

2. If there are any reasons not listed above for why YOU would start a business, please list them here.

USTM NUMBER:

Post-survey

USTM # _____

US-MOROCCO WORKSHOP FOR TECHNOLOGY INNOVATION AND ENTREPRENEURSHIP STIMULATION

The following questionnaire was developed in order to understand your interest and knowledge of entrepreneurship and innovation. For the following questions, please either circle the numeric response (1-5) for each of the questions below or provide a detailed written response in ENGLISH.

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Have more flexibility and independence	1	2	3	4	5
Have more free time	1	2	3	4	5
Make more money	1	2	3	4	5
Be at the head of an organization	1	2	3	4	5
Manage people	1	2	3	4	5
Create jobs	1	2	3	4	5
Follow a family tradition	1	2	3	4	5
Gain high social status	1	2	3	4	5
No job prospect	1	2	3	4	5
Frustration or lack of satisfaction with current work/job	1	2	3	4	5
Badly needs money	1	2	3	4	5
Great market opportunity	1	2	3	4	5
Previous work experience	1	2	3	4	5
Observed success of others	1	2	3	4	5
Being approached by a potential partner	1	2	3	4	5

2. If there are any reasons not listed above for why **YOU** would start a business, please list them here.

USTM 2013



Next Steps...

AC3- Ongoing monitoring and development. Design exercises. Building camaraderie and team work. Design Competition.

AC4- Training workshop on professional skills development. CV writing. Oral presentations. Mock interviews. Elevator pitch.

Next Steps...

An elevator pitch...

- is a short summary used to quickly and simply define a product and its value proposition.
- delivers a summary in the time span of elevator ride or approximately thirty seconds to two minutes.





See you soon!!!

!!! سلام