Annual Report 2017-18
(July 2017 – June 2018)
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COVER PHOTO

The 2018 Caterpillar capstone team presented a full-scale prototype of a portable photovoltaic cell system in the courtyard of the Scheller College of Business to Mr. Scheller on April 20, 2018. This prototype supports a potential business plan for Caterpillar to provide electric power for short-term use in locations where a traditional power grid is unavailable. Besides portability, another unique feature of their design is it does not require tools or heavy earthwork to the site.

From left to right, T&M students Alex Grady (ME), Nicholas Dillard (ME), Rohan Avalani (CS), Sarah Selim (ME), Alexander Pegues (ME) and Caterpillar Project Sponsor Tony Agosti.
Executive Summary

The Steven A. Denning Technology & Management (T&M) Program helps create cross-functional leaders in technology and business-related fields by building upon Georgia Tech’s outstanding programs and curriculum. Classes emphasize experiential learning and include hands-on elements, allowing Denning T&M students the opportunity to offer interdisciplinary-team solutions to real-world problems faced by the program’s corporate affiliates.

The Denning T&M Program is open to all Georgia Tech undergraduate students, which includes the Scheller College of Business, the College of Computing, the College of Engineering, the College of Design, the Ivan Allen College of Liberal Arts, and the College of Sciences.

Business and Engineering students who complete the program earn a 22-credit minor in Engineering & Business. Computer Science and IT Management students earn a minor in Computing & Business. Students from all other colleges earn a minor in Technology & Business.

<table>
<thead>
<tr>
<th>Vision:</th>
<th>To develop a generation of collaborative, professionally adept, ethical, and successful business leaders with an openness to seeking and learning from alternative points of view, and with the capability to leverage technology to improve the state of the world.</th>
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<tr>
<td>Mission:</td>
<td>To be the flagship interdisciplinary program at Georgia Tech offering minors at the intersections of technology and business, involving rigorous academic and professional training in collaboration with world-class faculty and corporate partners across a breadth of industries.</td>
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</table>

There are two sides to the program: students and corporate affiliates; and the five-member T&M faculty/staff team, with the support of our curriculum professors, bridge these two sides. Additionally, as the alumni base expands, the team strives to incorporate them into the program whenever possible.

When it comes to supporting our students, we offer rigorous academic challenges paired with events to encourage their growth as individuals and team members. Our events can be categorized as career development, corporate partnerships, academic, international, alumni-centered, and administrative.

When it comes to establishing and nurturing our corporate partnerships, the T&M Program team works closely with each affiliate to meet their specific innovation and hiring needs. From on-site visits from our Administrative Director and Corporate Relations & Student Counseling Manager to office takeovers, the T&M career fair, and capstone project development, mentoring, and execution, we are here to listen intently and execute process improvement to benefit affiliates and students alike.

This report includes our curriculum as well as information on our events to create a broad view of the T&M Program’s opportunities. It will touch on students, alumni, and corporate affiliates to show the unique ecosystem that is known across Georgia Tech as one of the leading undergraduate programs.
The T&M Program Model

**Intellectual**
- T&M courses
- Engagement with corporate executives

**Interdisciplinary**
- Cohort spanning all Georgia Tech Colleges
- Interdisciplinary teams

**Professional**
- Oral/written communication skills
- Leadership and team building
- Career support and alumni engagement

**International**
- Themed annual international experience

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Capstone Projects
Faculty and Staff

The T&M Program staff have been working together for over four years now under the guidance of **Faculty Director Han Zhang** and **Administrative Director Bob Burgess**. **Academic Program Coordinator Sheena Brown** is a founding member of the team and has watched the program grow from an idea to a competitive program that draws students away from the Ivy Leagues. **Communications Manager Anne Lynch** and **Corporate Relations and Counseling Manager John Stanford** partner to coach the students for career success. After offering career guidance, John passes the students back to Anne for writing advice. Additionally, **Events Coordinator Jenni Jarrett** rounded out the team by coordinating our packed event schedule. In January 2018, Jenni moved across campus and Sheena took over her duties.


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<tr>
<th>Name</th>
<th>Position</th>
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<tr>
<td>Robert “Bob” Burgess</td>
<td>Administrative Director</td>
<td><a href="mailto:robert.burgess@scheller.gatech.edu">robert.burgess@scheller.gatech.edu</a></td>
<td>404.894.3899</td>
</tr>
<tr>
<td>Sheena Brown</td>
<td>Academic Program Coordinator II</td>
<td><a href="mailto:sheena.brown@scheller.gatech.edu">sheena.brown@scheller.gatech.edu</a></td>
<td>404.385.7688</td>
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<tr>
<td>Anne Lynch</td>
<td>Communications Manager II</td>
<td><a href="mailto:anne.lynch@scheller.gatech.edu">anne.lynch@scheller.gatech.edu</a></td>
<td>404.385.3108</td>
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<td>John Stanford</td>
<td>Corporate Relations &amp; Student Counseling Manager</td>
<td><a href="mailto:john.stanford@scheller.gatech.edu">john.stanford@scheller.gatech.edu</a></td>
<td>404.385.4504</td>
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<tr>
<td>Han Zhang</td>
<td>Faculty Director</td>
<td><a href="mailto:han.zhang@scheller.gatech.edu">han.zhang@scheller.gatech.edu</a></td>
<td>404.894.4373</td>
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Leadership Update

Dr. Han Zhang has now completed the second year of his three-year term as the Faculty Director of the Steven A. Denning Technology & Management Program. He is a Professor in Information Technology Management (ITM) and the Steven A. Denning Professor of Technology & Management. Dr. Zhang’s research focuses on the economics of information technology, online trust and reputation, online word-of-mouth, and the evolution of electronic markets. His research work on the institutional setup to help small businesses grow in the digital economy has been used as the basis for testimony before the Congressional House Committee on Small Business.

In Spring 2018, Dr. Zhang was recognized at the Institute level with the prestigious 2018 Georgia Tech Steven A. Denning Faculty Award for Global Engagement for his sustained outstanding achievement and commitment to the advancement of the Institute’s global engagement over the last decade. For the second year in a row, Dr. Zhang traveled to Hong Kong and Shenzhen, China where he encouraged the students to experience Chinese culture through interactions with Chinese students from Shenzhen University.

Admissions and Program Statistics

Sixty-one students from the Denning T&M Class of 2018 completed minors in either Engineering & Business or Computing & Business. In Fall 2018, 54 students in the Class of 2019 will begin the Pre-Capstone class, and 73 students in the newly admitted Class of 2020 will begin coursework.

The incoming Class of 2020 of 73 students has an average GPA of 3.8 and spans 13 Georgia Tech disciplines. Disciplines represented include Aerospace Engineering (AE), Biomedical Engineering (BME), Business Administration (BA), Chemical & Biomolecular Engineering (CHBE), Civil Engineering (CE), Computer Engineering (CMPE), Computational Media (CM), Computer Science (CS), Ivan Allen College, Electrical Engineering (EE), Environmental Engineering (ENVE), Industrial Engineering (IE), and Mechanical Engineering (ME). Women students represent 44% of this class, African-American students represent 3%, and Hispanic students represent 9% (total of 44% non-White).

Additionally, beginning in the fall semester of 2015, the Denning Technology & Management Program has offered “Express Admission” to all incoming Scheller College of Business Dean’s Scholars. Twenty-three Dean’s Scholars have accepted the offer to date. Several students have stated that a key factor in their acceptance of the Scheller Dean’s Scholarship was the fact that they received “Express Admission,” which means they can declare their desire to join the program in their sophomore year without formally applying or interviewing.
There have been 1,699 applications received up through the Class of 2020, with 515 students accepted into the program.

30% Acceptance Rate

There have been 446 students accepted through the Class of 2018, with 436 earning one of the three T&M minors.

98% Graduation Rate
ENROLLMENT GROWTH BY COLLEGE (TOTAL ENROLLMENT = 599)

Minors

**Computing & Business Minor**
Scheller College of Business – IT Management
College of Computing

**Engineering & Business Minor**
Scheller College of Business – all concentrations except IT Management
College of Engineering

**Technology & Business Minor**
College of Design
College of Sciences
Ivan Allen College of Liberal Arts
Curriculum

**Tracks, Four Semesters**

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<td>Fall 1</td>
<td>MGT 3743: Analysis of Emerging Technologies</td>
<td>MGT 3006: Financial &amp; Managerial Accounting</td>
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<td>Spring 1</td>
<td>MGT 3744: Managing Product, Service, &amp; Technology Development</td>
<td>MGT 3078: Finance &amp; Investments</td>
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<td>Fall 2</td>
<td>MGT 4741: Pre-Capstone</td>
<td>MGT 3300: Marketing Management I</td>
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<td>Spring 2</td>
<td>MGT 4742: Integrated Capstone Project [4 credit hours]</td>
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**Scheller College of Business – all concentrations except IT Management**

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<td>Fall 1</td>
<td>ME 3743: Analysis of Emerging Technologies</td>
<td>ME 2110: Creative Decisions &amp; Design</td>
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<td>Spring 1</td>
<td>ME 3744: Managing Product, Service, &amp; Technology Development</td>
<td>ME 3141: Cutting-Edge Technologies Seminar</td>
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<td>Fall 2</td>
<td>ME 4741: Pre-Capstone</td>
<td>COE 3002: Introduction to Microelectronics &amp; Nanotechnology</td>
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<td>Spring 2</td>
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**Scheller College of Business – IT Management**

*CS 1301 is a pre-requisite (not CS 1315).*

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<td>CS 2316: Data Manipulation for Science &amp; Industry</td>
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<td>CS 4741: Pre-Capstone</td>
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<td>Spring 2</td>
<td>CS 4742: Integrated Capstone Project [4 credit hours]</td>
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**Corporate Statistics**

The 2017-18 Academic Year (AY) marked the official beginning of the T&M Program’s partnership with Honeywell and NCR. Honeywell provided one capstone project, and NCR took advantage of the opportunity to offer two separate projects. This year is the third year in a row where corporate affiliates could sponsor multiple capstone projects. Georgia-Pacific also offered two projects, one for operations and one for IT. Although technically two separate companies, Siemens Power/Finance and Siemens Healthineers provided two unique capstone project opportunities.

There was a total of 12 corporate affiliates for AY 2017-18, including Acuity Brands, Boeing, Caterpillar, Elavon, Equifax, Georgia-Pacific, The Home Depot, Honeywell, Interface, NCR, Siemens, and Siemens’ subsidiary Siemens Healthineers. Because some affiliates had multiple projects, the total number of capstone projects for AY 2017-18 was 15.
Corporate Affiliate Guest Speakers

Denning T&M Program students benefited greatly by meeting and speaking with the following corporate executives who served as guest speakers during AY 2017-18:

Caterpillar:
Amy Moore-McKee, Director of Engineering

Elavon:
Wally Mlynarski, Executive Innovation Leader

Georgia-Pacific:
Lisa Carlson, National Accounts Manager
Dalibor Labudovic, Systems Engineer
David Nettuno, IoT Architect

Siemens:
Jason Martin, Director of Product Management

Salary Statistics

Across the board, students that graduate from Georgia Tech with one of the three T&M minors, realize a financial benefit in their starting salary. The graph below illustrates the differences across the three colleges listed for alumni starting full-time jobs in the summer of 2018. Also, the average hourly rate for T&M students interning was $23.90/hour.
Student Employment with Corporate Affiliates

The Denning T&M Program is pleased to report that a total of 31 students worked for T&M corporate affiliates during the academic year or will work for the corporate affiliates beginning May 2018 in an internship position, and seven students will begin full-time positions with the corporate affiliates beginning May 2018.

<table>
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<tr>
<th>Corporate Affiliate</th>
<th>Student</th>
<th>Major</th>
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<td>Zoe Klesmith</td>
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<td>Sarah Selim</td>
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<td>Herbert Fechter</td>
<td>CMPE</td>
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<td>Darby Foster</td>
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<td>Jessica Jiang</td>
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<td>Christopher Williamson</td>
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<td>Venkatesh Muppaneni</td>
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<td>Miles Parker</td>
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<td>Equifax</td>
<td>Lauren Yeap</td>
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## Corporate Affiliate History

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* Georgia-Tech Community Pro-Bono Project
T&M Events by Category

As mentioned in the Executive Summary, our events can be categorized as career development, corporate partnerships, academic, international, alumni-centered, and administrative. In this section, we will elaborate on these events to allow the reader to see how the Denning T&M Program supports its students and corporate partners across multiple dimensions.

Career Development Events

When it comes to career development, the T&M Program strives to provide as many hands-on workshops and events as possible to allow students to practice their communications skills frequently. By consistently interacting with our corporate affiliates, the students refine their elevator pitches and conversation skills to build confidence for competitive interviews and public speaking opportunities.

Each student starts off their T&M tenure with an official headshot in business formal to use on their LinkedIn profile. They also all go through a rigorous resume review with Communications Manager Anne Lynch to stand out amongst their peers when it comes to clarity, keyword optimization, formatting, and intrigue. Every student along with job-seeking on-campus alumni are included in a bound resume book that corporate affiliates await every fall at the Corporate Affiliate Job Fair.

At the Fall 2017 Corporate Affiliate Job Fair, Corporate Relations & Student Counseling Manager John Stanford welcomed affiliates while they set up their tables in the atrium of the Scheller College of Business. Over the course of the event, 130 students met with recruiters to explore internship and full-time positions. As referenced earlier, 31 students opted to work for a corporate affiliate. Most notable was the strong T&M alumni presence representing corporate affiliates.
John Stanford

2017 Resume Book Featuring Alex Grady

T&M alumna Kinsley Winn representing Honeywell.

T&M alumni Sandhya Srivatsan, Mary Kathryn Elliott, and Phillip Staley representing Equifax.
During the job fair, our students pitch themselves to prospective employers and capstone project sponsors, but in the more intimate setting of the T&M Suite, John Stanford and Sheena Brown, Academic Program Coordinator, host Office Takeovers. These events last from 10:00 am – 2:00 pm and allow the companies to pitch themselves to our students. Corporate affiliates bring anywhere from one top executive, such as when Rob Stoker flew in from Boeing’s headquarters in Seattle to meet students, to over ten employees ranging in experience from executives to new hires joined us from Georgia-Pacific. Students enjoy these informal events where they can learn more about the company culture while practicing their business conversation skills.
Additional workshops that allow T&M students to stand apart from their contemporaries are our **Business Etiquette Dinner** and our **Dress for Success Workshop**. In Spring of 2018, Peggy Parks, CEO of Parks Image Group, led the students in a comprehensive etiquette class. And Nicole Guerrero and Lester McCarter from Nordstrom separated the Class of 2019 into two groups based on gender to teach the differences between casual, business casual, and business formal in order to prepare them for interviews and important corporate events.
Capstone Events

During the pre-capstone course, corporate affiliates pitch their capstone project to the cohort and students vote on their top five projects. Each student must justify their reasoning behind choosing a topic and say how they propose to contribute. After the T&M faculty and staff analyze the results, they place students on balanced teams but wait to reveal the teams at the Ropes Leadership Challenge Course on Georgia Tech’s campus. Students are joined by corporate affiliates to complete group challenges and go up on the ropes. Caterpillar’s Tony Agusti proposed the idea of joining students on the ropes two years ago, and it has been implemented ever since. Later on in the semester, teams take on an Escape Room to learn more about their team dynamic under pressure. This memorable challenge serves as a bonding experience and a starting point for discussions on leadership and group work.
Before the academic year begins, corporate sponsors solidify their capstone project and begin refining it if needed with the T&M team. About one month into the semester four pre-capstone class sessions are reserved for affiliates to give their Capstone Project Pitches. Most students have already met the speaker at a recent Office Takeovers which makes it easier for the students to envision themselves working alongside the project lead for six months. The Capstone Project Pitches also give affiliates an opportunity to get feedback in the form of the Q&A session on how our interdisciplinary students would propose tackling their problem.

Corporate affiliates remain involved throughout the year as they interact with their capstone team and the T&M staff. They often stop by the suite when in Midtown to reconnect, meet with capstone team members, and chat with other T&M students in passing. In April all capstone students present their findings at an On-Site Capstone Presentation. A T&M staff member joins the team to support them as
they present to a room full of executives. This event is an opportunity for our corporate affiliates to showcase the work of their students for their colleagues. Approximately two weeks later, at the close of the semester capstone advisors come to campus to watch public Capstone Project Final Presentations. Presentations are divided over multiple class sessions so that affiliates can support the culmination of their team’s work and also network with other industry executives.

Interface team on site for their final presentation.   Elavon team after their on-site presentation.

Corporate Partnership and Academic Events

Understandably there is overlap between Career Development, Corporate Partnership, and Academic events as these categories are interdependent. In fact, that’s exactly what makes the Denning Technology & Management Program so unique. However, there are some events solely for our corporate affiliates to make sure they are making the most of their sponsorship. In the summer our Administrative Director Bob Burgess and our Corporate Relations and Student Counseling Manager John Stanford conduct their Summer Tour where they go onsite to as many affiliates as possible and have group calls with the locations that are out of state. At these meetings, they discuss best practices, possible capstone projects, and meet new employees that may begin working with the T&M Program. The Summer Tour is a great way to learn more about the company culture as well.

On the last Monday of class, all T&M students from the Class of 2018 and Class of 2019 meet at the Academy of Medicine for the Class of 2019 Poster Session and the Class of 2018 Commencement & Awards Ceremony. The Class of 2019 pitches their new products to student, parent, faculty, staff, and corporate guest in order to compete for one of three awards: “Highest Impact,” “Most Creative,” or “Best Computing Project.” The Poster Session is another opportunity for affiliates to interact with the next class and get to know potential capstone team members for the next academic year. The Class of 2018 also nominates Class Speakers and awards are announced for students of the year and best capstone project as well as best capstone presentation. All award winners are listed in the “Denning Awards” section.
In May after the end of the academic year, the Corporate Advisory Panel Meeting is held at Top Golf so that affiliates can meet with each other as well as the T&M faculty and staff. At this end of year meeting affiliates look back over the year and offer advice on how to continue improving the program. T&M is especially grateful for our partners that have been part of our journey over multiple years. Their wisdom has shaped the program and improved the benefits for new affiliates.

**International Events**

The fourth annual International Experience took place from March 16 to March 24, 2018. Students explored businesses in Hong Kong as well as Shenzhen, China and partnered with Shenzhen University students to earn a “**Global Leadership – Conducting Business in China**” certificate. Thirty-five students took part in the immersion led by Dr. Han Zhang.

Among the 35 students, eight students were from the T&M Class of 2018 and 27 students were from the T&M Class of 2019. The group visited three companies in Hong Kong and three companies in Shenzhen from March 19 to 23, 2018. The highlight of the China trip was a two-day certificate program at College of Management, Shenzhen University (SZU), on March 21 – 22, 2018. The students took two classes (Marketing and Consumer Behavior in China; Understanding Leadership in China), visited Tencent (a top Internet enterprise) arranged by Shenzhen University, and had an Undergraduate Forum with 35 Chinese undergraduate students from SZU.

Our T&M students formed teams with the SZU students and worked on an assigned business question related to global expansion. Each team discussed the question and made a joint presentation at the end. Our students enjoyed the interaction with the SZU students and thought it added significant value to their international exposure. Overall, the China trip was an eye-opening and life-changing experience.

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<td>China</td>
<td>&quot;A Tale of Two Cities: Hong Kong and Shenzhen, China&quot;</td>
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<td>March 2018</td>
<td>China</td>
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Students with Dr. Han Zhang and Anne Lynch in Hong Kong in front of ZCB’s sustainable building.

With Shenzhen University students.  Tencent’s Hong Kong Headquarters

Shenzhen University Marketing Class  Hiking Dragon’s Back Trail in Hong Kong
Alumni Events and Involvement

In August 2017, 55 alumni and their guests gathered at The Torched Hop Brewery for the 2017 Alumni Event. Alumni shared stories about their time in T&M and how they would like to stay connected in the future. There was a consensus that T&M had significant positive impacts on their careers.
In November alumnus Elias Crist (Class of 2013) taught a Financial Planning Workshop. Current students and alumni learned about the importance of living below their means, investing in their 20s, and making smart choices as a young adult to secure a healthy financial future. Additionally, 12 alumni returned to campus to watch and evaluate Capstone Midterm Presentations. Capstone students have the opportunity to present their mid-semester findings to their classmates to get feedback and advice from each other and alumni. It’s a great way to keep alumni involved while inspiring current students.
Administrative Events

Lastly, when it comes to running the Denning T&M Program, certain administrative events allow us to recruit potential students, welcome the newly admitted students, and then celebrate the graduates of our program. It’s a full circle that enables us to keep the program running while enjoying the academic cycle.

The academic year kicked off with the Fall Orientation for both the Class of 2018 and Class of 2019. At this event, students mingled and had dinner in mixed groups so that the older students could pass on advice to the younger students.

Every October we host the Prospective Student Information Session during the application period which ends at exactly 11:59 pm on October 31st every year. Finance major Sarah Jory from the Class of 2018 was the MC of the event, and she engaged a student panel. The panel spoke on all aspects of the program and the three minors and then answered audience questions. Over 150 prospective students attended the event.

In March of 2018, after admissions decisions have been made we host the T&M Class of 2020 Orientation and Welcome event to introduce the newest students to each other and the corporate affiliates.

Tony Agusti (Caterpillar), Kinsley Winn (Siemens Healthineers), and Grace Connell (Home Depot)
T&M alumni now serving as corporate affiliates. Kinsley Winn (Siemens Healthineers), Lisa Carlson (G-P), Jared Moore (Home Depot), Angela Como (G-P), Grace Connell (Home Depot), Mary Kathryn Elliott (Equifax), Hannah Keith (G-P), Phillip Staley (Equifax), and Andrea Vargas (G-P intern).

The academic year ends with the **Commencement and Awards Ceremony** where capstone teams graduate team by team and awards are announced for the best overall team, best presentation, students of the year, and class speakers reflect on their time in the program. The younger cohort also receives awards for “**Highest Impact,” “Most Creative,” or “Best Computing Project**” for their poster competition. Award winners are listed below.
Denning Awards

Class of 2018 Best Capstone Project 1st Place Tie: This year two winning teams were chosen on the criteria of milestone completion and quality, feedback from corporate sponsors, and teamwork.

The winners were **Caterpillar and Georgia-Pacific IT**.

Director Bob Burgess, Alex Grady, Nick Dillard, Sarah Selim, Rohan Avalani, and Alexander Pegues.

Michael Dunn (G-P), Chuck Mulling, Jay Devanathan, Alison Shutzberg, Reid Clyburn, and Edward Austin (G-P).
Class of 2018 Best Capstone Presentation 1st Place: This year NCR Silver Identity won for their outstanding work on their capstone presentation.

Tony Burdett (NCR), Chris Poelma (NCR), Addie Cleary, Trisha Ramakrishnan, Mark Sisco (NCR), Richard Wang, Connie Huang, and Brian Gallagher (NCR).

Class of 2018 Best Capstone Presentation 2nd Place: Elavon won second place for their outstanding work on their capstone presentation.

Shauna Easley (Elavon), Kesha Kanakiya, Amir Bouhafs, Karli Stites, Ellen Brown, and Brenda Washington (Elavon).
Class of 2018 Outstanding Student Awards:

Sarah Selim (Caterpillar, Class of 2018), Keshav Parwal (Equifax, Class of 2018), and Rohan Kadambi (Boeing, Class of 2018)

Class of 2018 Class Speakers: The Class of 2018 nominated classmates Alex Grady and Chuck Mulling to speak on their behalf. Both students reflected on their growth over the years and the important impact that T&M had during their time at Georgia Tech.
Class of 2019 Outstanding Student Awards:

Anne Lynch, Anna Klaussen (Class of 2019), Rachel Luckcuck (Class of 2019), and Bob Burgess

Class of 2019 “Highest Impact” Project Award:

Director Bob Burgess with the “Kitchen Prints” team: Ilesh Jain, Kalie Compton, Varsha Gokare, Nishant Reddy, and Casey Erb.
Class of 2019 “Most Creative” Project Award:

Director Bob Burgess with Team “Breezy Budget” members David Zimmerman, Keenan Witsken, Marlee Massengill, Katherine Strickland, and Madison Jones.

Class of 2019 “Best Computing” Project Award: The team of Karan Achtani, Kar Shin Lin, and Nidhi Palwayi won the Best Computing project. Unfortunately, they were not able to accept the award in person and so a picture is not available.

Scholarships

Boeing Scholarship: The Boeing Scholarship was established in 2014 to be awarded to underrepresented undergraduate students at the Georgia Institute of Technology who have been selected to participate in the Steven A. Denning Technology & Management Program.

Jessica Jiang, ME
Ronnie Ludwin, BA
Lane McAree, BA
Thushara Mudireddy, CS
David Zimmerman, ME
**Robert L. Branner, Jr. Scholarship:** The Robert L. Branner, Jr. Scholarship Endowment Fund was established in 2011 to be awarded to students who have been selected to participate in the Steven A. Denning Technology & Management Program.

*Rachel Luckcuck, BA-ITM*

**Denning T&M Program Scholarship:** The Denning T&M Program Scholarship was established to be awarded to undergraduate students at the Georgia Institute of Technology who are ineligible (for reasons of residency or major) for other listed scholarships.

*Karan Achtani, CS  Anna Klaussen, CS  Kar Shin Lin, CS  Victoria Massaro, IAC*

**Holland-Roller Scholarship:** The Holland-Roller Endowment Fund was established by the donor for Denning T&M undergraduate College of Engineering students at the Georgia Institute of Technology. The scholarship is in memory of L. Aubry Holland, ME 1937 (1915-2003).

*Zach Abrams, MSE  Reid Clyburn, EE  Nathan Girmay, CE  Cristina Guruceaga, ME  Jessica Jiang, ME  Thushara Mudireddy, CS  Miles Parker, ME  David Zimmerman, ME*
Laughter Scholarship: The Laughter Scholarship Endowment Fund was established by the donor to be awarded to Aerospace Engineering undergraduate students at the Georgia Institute of Technology who have been selected to participate in the Steven A. Denning Technology & Management Program.

Lonnie A. “Aubry” Holland Technology & Management Scholarship: Aubry Holland was the founder of the Holland-Underwood Foundation, and this scholarship is in his memory.

Judy D. and Stephen P. Zelnak Jr. Denning Technology & Management Program Scholarship: The scholarship endowment fund was established by the donor Stephen P. Zelnak, Jr., IM 1969 to be awarded to students who have been selected to participate in the Steven A. Denning Technology & Management Program.

Class of 2018 Capstone Projects

The backbone of the Denning T&M Program is the capstone project. Each year our second-year students carefully weigh their options and vote for the team where they will not only be able to contribute significantly but also learn the most. This academic year we had 15 projects split between our 61 Class of 2018 cohort members. At the end of the semester, four teams received awards for their overall work or presentation skills.
The Denning Technology & Management Program capstone team's proposal focused on increasing sales of Acuity Brands’ smart lights. The capstone team created two recommendations. First, the capstone team recommended ways to build lighting installation contractor loyalty to Acuity’s smart lights by making improvements in the user experience of the mobile application, Clairity. Improvements in user experience would offer these contractors incentives that would decrease their costs at the time of installation and thereby increase the likelihood of their support for the smart lights. Second, the capstone team recommended ways to incentivize the development of applications hosted via the smart light network. New applications would add benefits for the owners of the installed smart lights, therefore, decreasing resistance to the additional costs of the smart lights.
Boeing: “Design Review Time Reduction for Aircraft Parts”
Sponsor: Ryan Kerns, Propulsions Structural Analysis Engineer, T&M Alumnus Class of 2014

The Denning Technology & Management Program capstone team's project developed a graphical user interface (GUI) in MATLAB to help reduce the amount of time required by design engineers to review data created by a Finite Element Analysis (FEA) of specific subcomponents of an aircraft. The team demonstrated that using their tool could reduce the review time from 18 hours to only one hour while highlighting more than 90% of the critical load cases designers must consider in the structural design process. By simplifying the amount of data that is processed, Boeing will be able to reduce the communications lag time between suppliers, reallocate the time saved for the design engineers, and reduce human error by introducing a simple data processing interface.
Caterpillar: “CAT 5: Portable PV Microgrid System”
Sponsors: Anthony “Tony” Agusti, Project Manager, Georgia Tech Alumnus, and Darrin Johnston, Customer Solutions Manager

The Denning Technology & Management Program capstone team’s project developed a business proposal for, and a prototype of, a portable photovoltaic (PV) system. This proposed “plug-and-power” system of individual modular panels can be installed without tools and heavy earthworks. The ability to move a PV system reduces the fixed cost of such systems and therefore increases the return on investment for use of PV power in many remote locations.
Elavon: “eCommerce Product Selector Tool Prototype”
Sponsor: Shauna Easley, Chief of Staff, Product and Innovation

The Denning Technology & Management Program capstone team’s project developed a prototype of an eCommerce product selection tool to enhance Elavon’s frontline sales force’s ability to communicate with potential customers accurately. This web-based tool will add value to Elavon because the salesforce would have the ability to better match the needs of the customer with the eCommerce offerings from Elavon.
Equifax: “Payment Hierarchy Pre-Sales Application”
Sponsor: Jeff Dugger, Senior Data Scientist

The Denning Technology & Management Program capstone team’s project developed a pre-sales analytical tool to better predict the order a borrower pays off their various debt obligations, like auto loans, mortgages, and other consumer debt better known as payment hierarchy. This tool adds value to Equifax as the additional information provided will help Equifax’s customers make proactive business decisions prior to the loan agreement being made.
Georgia-Pacific IT: “Smartfloors: Internet of Things Fluid Detection on Washroom Floors”
Sponsors: Michael Dunn, Senior Vice President of Innovation Development, Edward Austin, Project Manager, and Dale Carpenter, Human Resources Director

The Denning Technology & Management Program capstone team’s project developed a business proposal for, and a prototype of, a “Smartfloor.” This Internet of Things (IOT) device demonstrates the ability to detect fluids on washroom floors and send the information over the Internet. The long-term value to Georgia-Pacific is the additional functionality this device would add to the company’s variety of offerings for IOT Washrooms. The potential to prevent accidents in such environments by alerting facility personnel that fluids exist on the floor would be a great benefit to all.
Georgia-Pacific Operations: “Reallocating Available Space at the Savannah River Mill”
Sponsor: Doug Sawyer, VP Long Term Asset Planning

The Denning Technology & Management Program capstone team's project developed a business proposal recommending reallocation of space and a revised storage plan for vital supplies to support the production for the Savannah River Mill in Rincon, Georgia. These recommendations offer savings in process time, transport costs and increased safety for employees.
The Home Depot: “Supporting Pro Support”
Sponsors: Rishi Vasudeva, Senior Manager Pro Workforce and Strategy, and Mark Healy, Senior Director Pro Sales and Support

The Denning Technology & Management Program capstone team’s project developed three recommendations for improvements for the Pro Business Support Group. First, a knowledge sharing platform template was provided for use in updating and sharing current answers to specific questions between store level experts and the Store Support Center in Atlanta. Second, a recommendation for criteria used in onboarding new Pro Customer was provided. Finally, a new predictive analytic tool was created to help categorize requests for support and then assigning these requests to the best team or individual that can provide the answer. All three of these deliverables were designed to streamline operational efficiency and to increase Pro Customer satisfaction.
Honeywell: “Tracking Battery Status and Replacement in Residential Environments”
Sponsor: Christopher Dick, Senior Director of IT

Jihad Iqbal, CS
Brody Johnstone, CS
Nicholas (Nick) Randall, ME
William Stith, CS

The Denning Technology & Management Program capstone team’s project developed three recommendations for accurately tracking and recording the battery status of devices installed in residential environments. First, a proposal to provide a software patch to existing devices would enable Honeywell to gather more data quickly and in a relatively inexpensive manner. Second, a proposed hardware upgrade is recommended for future devices to capture and report battery status. Finally, an outsourcing of the battery replacement process is provided to remove Honeywell from the problem altogether.
Interface: “Luxury Vinyl Tile Opportunities and Challenges”
Sponsors: Jay Brown, Vice President of Supply Chain, and Shawn Byrne, Vice President of Planning and Logistics

The Denning Technology & Management Program capstone team’s project developed two financial models to address the opportunities and challenges currently available for Interface in the Luxury Vinyl Tile (LVT) market. Model 1 gauges Interface’s readiness to switch from the current outsourcing process to insourcing the production of LVT. Model 2 provides an exhaustive economic analysis of the “Make or Buy” decision after better data becomes available in the future. Both models help Interface make better informed operating decisions regarding the LVT market.
Mile Auto: “Chatbot Development for Auto Insurance Quotes”
Sponsors: Fred Blumer, Chief Executive Officer, and Joe Fuller, Chief Technology Officer

The Denning Technology & Management Program capstone team’s project developed a chatbot-based application for smart devices that was designed to streamline the data collection and processing for individuals to receive a quote for auto insurance. MileAuto’s intention is to provide a quote within minutes after the data has been collected. Their business model is to provide coverage to low mileage drivers using smart device to collect data monthly from customers and charge them by the miles actually driven.
The Denning Technology & Management Program capstone team's project developed a Virtual Reality Training (VRT) solution to the problem of training restaurant employees that use the NCR Silver Point-of-Sale (POS) technology to operate their business. The potential benefits of the VTR solution to the restaurant are increased employee engagement, decreased training time and costs, and improved knowledge learned about the POS. All of these advantages to the restaurant would enable NCR to sell the value of their POS systems to future restaurant operators.
NCR Identity: “Silver Identity System”
Sponsor: Brian Gallagher, Head of Product Solutions

The Denning Technology & Management Program capstone team’s project developed a prototype of a facial recognition system to be added to the current NCR Silver Point-of-Sale (POS) technology. This personalization option enhances customer service and satisfaction which potentially increases the revenue of the businesses putting the technology to use. This additional benefit, therefore, would enable NCR to sell this additional value of their POS systems to future operators.
Siemens Healthineers: “Lowering NDF Rate for High Impact Parts”
Sponsors: Gregory Gibbs, Operational Excellence Lead, and Jason Raak, Head of Strategic Market insights – Services Division

The Denning Technology & Management Program capstone team’s project developed three recommendations for reducing the incidence of the “No Defect Found” (NDF) problem. This problem occurs when parts that have been labeled as defective by field engineers and returned to the factory are subsequently found not to be defective. First, one type of part that has been listed as NDF is actually mislabeled due to planned maintenance requirements and therefore inflates the NDF-type costs. Second, a second subset of NDF incidents could be drastically reduced by truly understanding if the defect reported by the operating system is the expensive coils or tube or just a $15 plastic housing. Finally, a behavioral change is recommended for the field engineers to not use a “shotgun” approach to replacing all parts possible when making a service call. These recommendations would save time and money for all concerned.
Siemens Transportation: “Value Addition Calculator”
Sponsor: Kseniya Shelkovskaya, Business Innovation for Digital Services

The Denning Technology & Management Program capstone team’s project developed a value-based pricing model for Siemens Mobility’s transportation sensing platform called Railigent. This MS Excel-based Value Added Calculator leverages data from the National Transit Database to enable Siemens to recommend potential savings for the transit systems (like MARTA). These benefits from using Railigent include better predictive maintenance, greater train availability and service life and increased operating efficiencies.
Class Photos

GEORGIA TECH
DENNING TECHNOLOGY & MANAGEMENT PROGRAM
CLASS OF 2018
GEORGIA TECH
DENNING TECHNOLOGY & MANAGEMENT PROGRAM
CLASS OF 2019