

ENGINEERING MANAGEMENT, INFORMATION, AND SYSTEMS (EMIS)

we engineer better business

DEPARTMENT OF THE SMU LYLE SCHOOL OF ENGINEERING

EMIS Talking Points

Wondering 'Why partner with SMU EMIS?'

- Employ SMU educational programs to advance your employees' skills.
- Discover and interact with qualified applicants before your competitors.
- Strengthen and improve your firm's operations through joint research with SMU faculty. Your operational challenges become the subject of SMU classroom assignments, research papers, lectures, and projects.
- Enjoy the satisfaction of giving back! You will enrich a student's education by sharing your experience and expertise with them.

SMU Lyle students are not stereotypical engineers!

- Nearly half of our undergraduates are women.
- Unlike the Dilbert caricature, the typical EMIS student has strong leadership, quantitative, and analytical skills, presents well, has a broad range of interests, and has taken courses in economic analysis, systems engineering, operations, and management.

You likely know these SMU Lyle graduates...

- Jerry Junkins, Texas Instruments
- Bobby B. Lyle, Lyco Energy
- Robert Palmer, Rowan Companies
- Gov. William Clements

Industries that EMIS students serve include:

- Consulting
- Aerospace and Defense
- Engineering
- Healthcare
- Entertainment
- Banking
- Telecommunications
- Military
- Research and analytics firms
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Companies/Organizations need EMIS experts who:

- Understand the big picture and priorities while they dive into the details.
- Possess technical depth and use analytical thinking to make strategic decisions.
- Know how to discern marketing hype vs. real value.
- Stay abreast of current technology and best practices.
- Think 'what if' and proactively ask insightful questions.
- Demonstrate a spirit of helpfulness and eagerness to make things better.
- Know when to listen and when to talk; understand and then solve.
- Discern when to lead and when to follow.



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