

For Immediate Release

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Contact:

Cynthia Shoemaker, University Programs Coordinator
301-737-2500 x 204, cshoemaker@smhec.org

“Fundamentals of Technology Start Up Ventures” Course Joins the Line-Up of University of MD Engineering Programs at SMHEC

The University of Maryland is adding a new course to its Engineering Masters line-up at SMHEC as part of a group of courses in Technology Innovation and Entrepreneurship. This course will be an elective in some of the options in the eight Professional Masters of Engineering programs now available at SMHEC. More information on the Masters of Engineering (M.Eng.) and on all U. MD engineering programs are at www.enpm.umd.edu/ and also will be available at the **SMHEC Summer Semester Open House, Thursday, April 3, from 4:00 to 7:00 p.m.**

Entrepreneurship offers an individual the opportunity to directly control their career and to create great value for society and themselves. Notable successes routinely in the news include Bill Gates, Microsoft, Larry Page and Sergey Brin, Google, Steve Case, AOL, Larry Ellison, Oracle, and Steve Jobs, Apple & Pixar. These people have changed the way people live and work in very fundamental ways. Yet, very few entrepreneurs achieve this level of success and many fail entirely.

Through this course, students will learn the basics of entrepreneurship including the various types of entrepreneurship, what makes the difference between success and failure, the importance of networking to obtain advice without letting others know about the idea and how to create success from almost nothing. Students will also be led through an exercise to determine the strength of their leanings toward entrepreneurship.

The information in this course will be delivered through in-class video-conferenced instruction, out of class readings and video conference visits by successful entrepreneurs and entrepreneurs in the making across a broad range of businesses in the DC region.

The Instructor will be Mr. David J. Mitchell, who is a multi-faceted, senior executive with a proven track record in growing revenues and profits for technology based companies that develop, evaluate, integrate and apply advanced information, communications and computer systems to solve complex problems affecting US citizens and businesses. His extensive experience base ranges from small, startup-up companies to multi-billion dollar international enterprises.

As COO at Digital Now, Mr. Mitchell co-led the turnaround of this start-up company that was experiencing delays in developing their new product. He recruited a new CTO and design team to re-launch a dormant product in the first two months and launch a new product on time and within budget in the following four months. Before that, Mr. Mitchell co-led the transition of LogicTree, a startup software company, from software platform development to product development, marketing, partnership development, sales and support in two years. The company went from breakeven to 23% earnings in one year.

Much of Mr. Mitchell's career was at Battelle Memorial Institute – a 16,000 employee, \$3B/year technology development, application and commercialization company – where he created an emerging technology based division serving the federal and commercial markets. He and his team increased the division's annual sales seven-fold to \$40M in five years and tripled profitability in two years. As Corporate Vice President and a member of the Office of the Chief Executive Officer, Mr. Mitchell was also a key contributor to a new corporate strategy for Battelle resulting in a 300% increase in revenues in four years and the sale of intellectual property worth over \$250M.

Mr. Mitchell routinely speaks on the subject of technology-based businesses and the market at conferences worldwide. He is a member of Tau Beta Pi, Eta Kappa Nu and the Academy of Distinguished Alumni in the Lane Department of Computer Science and Electrical Engineering at West Virginia University.

The required text is: Technology Ventures: from Idea to Enterprise, by R. C. Dorf and T. H. Byers, MP, from McGraw Hill, 2007. Students will have an opportunity to write business plans in teams in this course.

Another course in Spring 2008 at SMHEC is “Global Project Management” in the Project Management Masters, Graduate Certificate and Ph.D. programs. The professor is Global Program Manager at Oracle corporation and has experience in 23 countries including the United States.

Southern Maryland is always seeking more graduate education opportunities, particularly in the engineering sciences. While the economy of the Region has grown significantly in recent years, a highly educated workforce is necessary to maintain the high technology driven economy of the Region. To support continuing economic development of the Region, opportunities for educational advancement in engineering are essential.

Working with the leadership at the Naval Air Station Patuxent River, in addition to the technology and defense support communities, SMHEC selects specific academic programs and universities to meet new professional development needs of the Navy and companies in Southern Maryland. Classes and training are provided at the Center's high-tech, centrally-located facility, providing the tri-county region with unprecedented access to higher education opportunities.

For more information, contact Dr. Cynthia Shoemaker at SMHEC at 301-737-2500 ext. 204, or Dr. George Syrmos at University of MD College Park School of Engineering at 301-405-3633. Their website is www.enpm.umd.edu. or visit the SMHEC website at www.smhec.org/. The Technology Start Up class will be given on Wednesdays from 7:00 to 9:40 p.m. from January 24 to May 8, meeting once a week at SMHEC. The Global Project Management course at SMHEC is given Saturday mornings from 9:00 to 11:30 a.m. from January 26 until May 3, weekly. Both carry three graduate credits from the Engineering School at the University of Maryland.

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The Southern Maryland Higher Education Center is committed to workforce development in St. Mary's, Charles and Calvert counties. Part of that development is a focus on our region's engineering, information technology and management workforce, assuring that they have access to education opportunities to develop the skills they require at every professional level. It is located in the Wildewood Professional and Technology Park, 44219 Airport Road in California.

All degree programs offered at the SMHEC are approved for presentation at the Center by the Maryland Higher Education Commission, and are presented in their entirety at the Center. The Southern Maryland Higher Education Center was established by legislation in 1994 as the State of Maryland's provider of graduate degree programs for citizens in Southern Maryland.

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