

# UA Special Workshop

## Cultivating the Business Side of a Science/Engineering Career in a Globalized World



**Dr. Turki F. Al Rasheed**



**Dr. Joel L. Cuello**



**Dr. Leila Hudson**

**3-5 November 2014**

**4:00 - 6:00 P.M.**

**Shantz Building, Room 440**



**THE UNIVERSITY  
OF ARIZONA**



*Special Workshop:*

## **Cultivating the Business Side of a Science/Engineering Career in a Globalized World**

Offered by: The Global Institute for Strategic Agriculture in Drylands (GISAD)  
Sponsored by: Department of Agricultural and Biosystems Engineering (ABE)  
School of Middle Eastern & North African Studies (MENAS)

Lecturers:

Dr. Turki F. Al-Rasheed, Adjunct Professor, ABE  
Dr. Joel L. Cuello, Professor, ABE  
Dr. Leila Hudson, Associate Professor, MENAS

Location: Shantz Building, Room 440

DAY 1: Monday, Nov. 3, 2014

Lecture 1: Goal Setting (4:00 – 4:50 P.M.)

*Prof. Al-Rasheed*

Lecture 2: Smart Management Skills and Business Practices (5:00 – 5:50 P.M.)

*Prof. Al-Rasheed*

DAY 2: Tuesday, Nov. 4, 2014

Lecture 3: Entrepreneurship and Professional Consulting (4:00 – 4:50 P.M.)

*Prof. Al-Rasheed*

Lecture 4: Current and Emerging Business Opportunities in Agriculture in KSA and the Middle East (5:00 – 5:50 P.M.)

*Prof. Al-Rasheed*

DAY 3: Wednesday, Nov. 5, 2014

Lecture 5: Making Sense of Economic Globalization (4:00 – 4:50 P.M.)

*Prof. Cuello*

Lecture 6: Disruptive Innovation (5:00 – 5:50 P.M.)

*Prof. Hudson*

*For inquiries, contact:*

Prof. Joel Cuello     [cuelloj@email.arizona.edu](mailto:cuelloj@email.arizona.edu)  
Prof. Leila Hudson     [ludson@email.arizona.edu](mailto:ludson@email.arizona.edu)