



# EMSA SEMINAR

BY PROF. VERNON IRELAND ON NOVEMBER 8, 2012



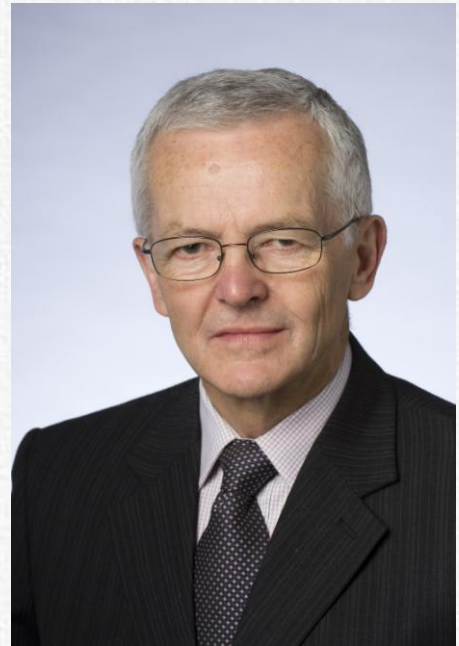
*The strengths and weaknesses of Systems Engineering*

## SEMINAR DESCRIPTION:

Prof. Ireland will lecture on different issues like strengths of systems engineering, problems with a requirements based approach, the ways systems engineering reduces such problems, and project hierarchy types. In addition Prof. Ireland will answer the following question:

Why did some complex technical projects fail?

He continues with Boston's Big Dig, and FAA Air traffic Management System. Prof. Ireland will discuss about Sydney's Travel card Wicked problems and the role of architecture and Checkland's Soft System Methodology.



## SEMINAR INFORMATION:

**Date:**

November 8, 2012

**Time:**

7:00pm-9:00pm

**Location:**

JD 1593

**Cost:**

Free (To Confirm, RSVP to  
ems@my.csun.edu)

**Organized by:**

Engineering Management Student  
Association (EMSA)

Dr Vernon Ireland is Director of the Master of Applied Project Management. Vernon Ireland was originally a structural engineer practicing for 8 years and then became an academic. He changed to project management. He was Professor and Dean at the University of Technology, Sydney and then worked in the commercial sector initially as Corporate Development Director of a multinational construction company. In this period his company built the Getty Museum (\$1.2 billion). The company also operated in Seattle, San Francisco, New Zealand and Australia and three Asian countries. He then became CEO of the Australian Graduate School of Engineering Innovation and then took up his current position.

He is one of the joint editors with Dr Gandhi of the book on complex systems case studies to be published in 2013 by Taylor and Francis.