

# Educating Students for ITS Careers: Are Universities Meeting the Challenge?

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# Teaching ITS is neither exciting nor motivating

- plenty of ITS literature
  - no traditional text books
- so
- avoid quantitative reasoning
- so
- series of “nice ideas”
- so
- endless PowerPoint slides

# There are only Two Types of ITS Student:

1. Engineers
2. Those that are not engineers

# ITS Engineers

Frame problems

Solve problems

Draw relevance from problems

# An ITS Curriculum

The Future

ITS Core

Engineering & I.T.

Foundations

# Foundations

Transportation & Mobility  
People & Freight  
Intermodalism

# Engineering & I.T.

Traffic Engineering & Highway Design	I.T. Data Management Statistics Modeling
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# ITS Core

Systems Engineering

Transit

Traffic Operations

Road Pricing

Telecommunications

Rural ITS

ITS & Business



# Research

Systems under development

“Hot” Research

Emerging Technologies

Future Opportunities

# Conclusion

- A. Most of the field is Engineering
- B. Teach to Engineers
- C. Engineers love solving problems
- D. Frame problems, “sell relevance”
- E. We need a Core Curriculum

# Google Drive Site For ITS Problems

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