Monthly Meeting and Lecture

INCOSE | **Chesapeake Chapter** — Champions and Practitioners of Systems Engineering

Wednesday, 16 March 2022 (6:45 – 8:00 pm)

Cost-Effectiveness Analysis

Dr. Howard Eisner

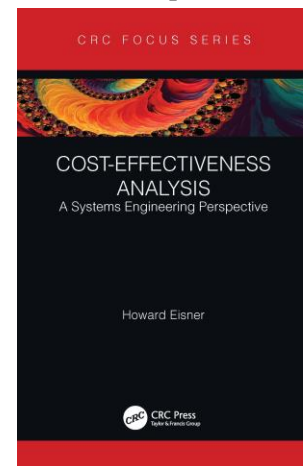| **Location:** This presentation is purely **VIRTUAL/ONLINE.**	*An online chat questions-and-answers session will also be available. Webcast Link will be sent to Registrants*

Presentation: This presentation will focus upon cost-effectiveness analysis (CEA) as systems engineers are looking for cost-effective solutions; CEA is a proven method for choosing the best answer from a set of alternatives; a brief look at examples from the military as well as from everyday consumer decisions; three solution domains are recognized explicitly: low cost, low effectiveness, knee-of-the-curve, and high effectiveness, high cost; the role of cost-effectiveness in systems architecting is explored; this approach leans on Rechtin's KISS heuristic.

Speaker: Dr. Eisner's career as a Systems Engineer spans a combined 50 years in both industry and academia. His industry experiences cover the complete spectrum from working engineer, to management, to executive and president positions at technology companies. Moving beyond his commercial exposures, he has been a professor of engineering management and distinguished research professor at The George Washington University (GWU), he has taught courses in systems engineering, technical enterprises, project management, and information theory. Since 2013 he's served as professor emeritus at GWU. He is also a fellow of INCOSE and a life fellow of the IEEE. He holds the following degrees: BEE from CCNY (1957); MS in electrical engineering from Columbia University (1958) and Doctor of Science from the George Washington University (1966). He is a member of Tau Beta Pi, Eta Kappa Nu, Sigma Xi and Omega Rho. He has written twelve books relating to engineering, management, systems, and of course systems engineering. Tonight's lecture is based on his latest title

Door Prize for this month
Cost-Effectiveness Analysis- A systems Engineering Perspective **By Howard Eisner**

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To be sent the Webcast Link, please register at
incose-cc.eventbrite.com

Our Evening's Agenda	6:00 – 6:45 pm SE Table talk 6:45 – 7:00 pm Chapter Business Meeting 7:00 – 8:00 pm LECTURE

Search "INCOSE Chesapeake" on YouTube for all Monthly Lectures