Technology Innovation and Industrial Management

2011

BUSINESS SEMINAR

Managing complex product development –
28.6.2010 OULU, FINLAND

Prof. Steven Eppinger,

a world expert in product design and development

The seminar discusses the topical issue of managing complexity in product development project and utilises illustrative cases as well as offering a practical tool, DSM, to help with design development challenges.

UNIVERSITY of OULU
OULUN YLIOPISTO

OULU UNIVERSITY of APPLIED SCIENCES

Trainer

Prof. Eppinger has a strong industrial and academic background. His research is applied to improving complex design processes in order to accelerate industrial practices. He is a pioneer in the development of the widely used Design Structure Matrix method for managing complex system design. Prof. Eppinger has co-authored a leading product development textbook entitled Product Design and Development and has authored over 70 articles in refereed academic journals and conferences.

To whom

The seminar is intended for managers working in product development and design, e.g. research and product development managers, product managers, product program or project managers and to all who strive for more efficient product design and development practices.

Seminar content

- Managing complexity in product development projects
- Design Structure Matrix method (DSM)
- Case studies on Managing process complexity and iterations Intel microprocessor design application and Managing architectural complexity and organizations in General Motors and Pratt & Withney applications
- Two local cases: processing them
- Globally distributed product development

Time and place

Tuesday 28.6.2010, 9.00 – 16.00 University of Oulu
The reception jointly with the TIIM 2011 conference starting at 19.00 is held in the Oulu City Hall.

Fee and registration

Participation fee is 400 €/person (VAT 0%) including materials, refreshments, lunch and the reception. Registration via http://www.tiimconference.org by xx.5.2011.

Further information

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