

# MANAGEMENT OF PRODUCT DESIGN

1	Course Title:	MANAGEMENT OF PRODUCT DESIGN	
2	Course Code:	END6117	
3	Type of Course:	Optional	
4	Level of Course:	Third Cycle	
5	Year of Study:	2	
6	Semester:	3	
7	ECTS Credits Allocated:	7.50	
8	Theoretical (hour/week):	3.00	
9	Practice (hour/week):	0.00	
10	Laboratory (hour/week):	0	
11	Prerequisites:	None	
12	Language:	Turkish	
13	Mode of Delivery:	Face to face	
14	Course Coordinator:	Prof. Dr. ERDAL EMEL	
15	Course Lecturers:		
16	Contact information of the Course Coordinator:	erdal@uludag.edu.tr Tel: 0224 294 2080 Endüstri Mühendisliği Bölümü, Mühendislik Mimarlık Fakültesi Uludağ Üniversitesi, Görükle, Bursa	
17	Website:	<a href="http://endustri.uludag.edu.tr">http://endustri.uludag.edu.tr</a>	
18	Objective of the Course:	The purpose of this course is to help students gain a variety of knowledge and skills on issues such as implementation of new technologies, starting a process via considering options to solve problems in complex decision-making, technology acquisition and implementation of the necessary resources required for the processes of design, organization and management.	
19	Contribution of the Course to Professional Development:		
20	Learning Outcomes:		
		1	Understand the process of implementation of new technologies
		2	Be informed about new product development process
		3	Assimilate decision-making process to consider various options to solve complex problems
		4	Learn the necessary resources needed for technology acquisition and implementation of the processes
		5	Understand the process of professional Sales and Marketing
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21	Course Content:		
		<b>Course Content:</b>	
Week	Theoretical	Practice	
1	Introduction		

2	History of Product Design and Development	
3	Product Development Process	
4	Decision of Project Subjects	
5	What are the customer needs?	
6	Customer Preferences	
7	Industrial Design and Development	
8	Product Specifications and Concept Generation	
9	Product Reliability	
10	Costing and Manufacturing for Designed products	
11	Concept and evaluation system, concept tests	
12	Sales forecasts, financial analysis, and product creation protocol	
13	Process of development that includes design, organization and management of the design team and product usage tests	
14	Product Launch Period	

22	Textbooks, References and/or Other Materials:	Product Design and Development, Ulrich, Karl, and Steven Eppinger. 3rd ed. New York, NY: McGraw-Hill, 2003. ISBN: 9780072471465. New Products Management, Crawford, C. Merle and C. A. Bessant. New York (2002). Ch. 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100.
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Activites		Number	Duration (hour)	Total Work Load (hour)
<b>TERM LEARNING ACTIVITIES</b>		<b>NUMBER</b>	<b>WEIGHT</b>	
Theoretical		14	3.00	42.00
Practicals/Labs		0	0.00	0.00
Self-study and preperation	0	0	8.00	104.00
Homeworks		3	26.00	78.00
Project Exam	1	3000	0.00	0.00
Field Studies		0	0.00	0.00
Midterm exam		70	2.00	2.00
Contribution of Term (Year) Learning Activities to Final Exam		70	100	
Others		0	0.00	0.00
Contribution of Final Exam to Success Grade		30	2.00	2.00
Total Work Load				228.00
Total work load/30 hr				7.60
Measurement and Evaluation Techniques Used in the				
ECTS Credit of the Course				7.50

## 24 ECTS / WORK LOAD TABLE

25	CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS															
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ10	PQ11	PQ12	PQ13	PQ14	PQ15	PQ16
ÖK1	4	0	4	0	0	0	5	5	0	0	0	0	0	0	0	0
ÖK2	4	0	4	0	0	0	5	5	0	0	0	0	0	0	0	0
ÖK3	4	0	4	0	0	0	5	5	0	0	0	0	0	0	0	0
ÖK4	4	0	4	0	0	0	5	5	0	0	0	0	0	0	0	0

ÖK5	4	0	4	0	0	0	5	5	0	0	0	0	0	0	0	0
LO: Learning Objectives    PQ: Program Qualifications																
Contrib ution Level:	1 very low		2 low		3 Medium		4 High		5 Very High							