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Module Code:MAAD0001

Title of Module

Full Title: Integrated Product Engineering

Short Title: Integrated Product E

MODULE

MAAD0001 (A 05/6)

Integrated Product E...

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Version: 1

Credit Points: 15

Level / ECTS Level: M

First Offered: 1/9/2003 00-00-00

6. Home Department:

AAD

7. Departments(s) contributing to teaching:

9. Module Aims:

10a. Learning Outcomes: Knowledge and Understanding:

10b. Learning Outcomes: Skills and Attributes:

11. Module Content

11a Module Content:

To achieve and maintain market position, manufacturing industry must develop profitable and competitive products in time, to quality and within budget. This requires all operational functions of the company to be organised to achieve common objectives. This module examines the organisational aspects of product development from corporate aims and product strategy through design, manufacturing engineering and into production.

The module comprises product portfolios management, development strategy, development planning and the process of product development. Aspects of management practice and the application of tools and techniques are taught.

The module is assessed through a group assignment presentation and report.

11b. Further details on how the learning outcomes of the module will be achieved:

1.Managing the Product Portfolio. Rationale for product development strategy; business and market competitive forces, managing the product portfolio and innovation.

2.Product Development Strategy Conceptual structures and organisation for effective product development. Parallel and sequential processing, effects of product cost/budgets in relation to market return, risk evaluation and management.

3. Management Structure Company structure, dynamics and style; communications within organisations, roles and values.

4. Product Development Planning Managing product planning; idea screening, market led product definition (QFD, Pugh and BS 7373 specification, risk analysis, financial model and sensitivity analysis, project planning, budget planning, budget planning and control, investment justification, development authorisation and reporting).

5. Product Development Process Managing the development process; concurrence in design and development, BS7000 methodology, value engineering and design for manufacture, FMEA, maintaining design and data integrity, multi-functional inputs and relationships, design change control, product evaluation, launch and post launch review, transition to ongoing production, product evaluation and development.

The module will be taught through case studies and assessed through a product concept example developed by the students that incorporates the process and tools and techniques identified within the lectures and examples as identified in the contents.

12. Language of Delivery:

English

13. Language of Assessment:

English

14. Assessment Details (Academic):

Coursework: 100

Exam: 0

Other: Assessments are through in-course assignments and will be largely on an individual basis.

Assessment Notes:

See Section 22

15. Locations(s):

UH HATFIELD

16. Pre and Co-Requisite:

Pre-Requisite

None

Co-Req

None

Prohibited

None

17. Subject Board of Examiner/s:

MAN SYST ENG LEVEL M COURSES

18. Comments

An aggregate pass must be attained.

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