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## Definitive Module Document (DMD)

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**Module Code:**MACM0009

**Title of Module**

**Full Title:** AUTOMOTIVE PRODUCT ENGINEERING

**Short Title:** AUTO PROD ENG

## MODULE

MACM0009 (A 05/6)

AUTOMOTIVE PRODUCT E...

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**Version:** 1

**Credit Points:** 15

**Level / ECTS Level:** M

**First Offered:** 22/9/1997 00-00-00

### 6. Home Department:

AAD

### 7. Departments(s) contributing to teaching:

### 9. Module Aims:

- \* gain a strategic overview and critical insight into the issues, trends and current/future drivers affecting the development of automobiles, their people, processes and mechanisms.
- \* assess and develop their understanding of the latest knowledge and techniques in the industry with particular reference to innovation.
- \* have an overview of the engineering of the product from concept to reclamation.
- \* analyse their current PD business in the context of Product Strategy, Core Knowledge, Best Practice Tools and Programme Management Methods.
- \* have an awareness of future technological developments and their possible uses/impact.
- \* make more integrated product/process decisions.

### 10a. Learning Outcomes: Knowledge and Understanding:

- \* appreciate the complexity of a vehicle design and manufacture.
- \* understand and be able to initially assess the prime drivers of vehicle design
- \* understand the future technological developments available to the industry considering their potential risks and benefits.
- \* understand in detail some of the key systems and processes that enable complex product development.

### 10b. Learning Outcomes: Skills and Attributes:

\* be able to critically analyse current business practice, process and technology for its strengths, weaknesses and opportunities.

\* be able to debate new innovations in product, process and programme delivery, and assess their impact.

## **11. Module Content**

### **11a Module Content:**

The opening, key note, integrating module for the IGDS Masters Degree. This two week module aims to provide a strategic overview and critical insight into the issues, trends and current/future drivers affecting the development of automobiles, their people, processes and mechanisms.

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

This module covers four key themes via a range of input from Key note industrial speakers, followed up by critical analysis and dialogue led by the module leader.

The themes are-

- Automotive Product development strategy
- New knowledge in materials, manufacturing processes and technology that enable new product ideas to be realised
- Tools and techniques that enable engineers to apply their skills and knowledge more effectively. Examples covered include CAE, Innovation Methods, Tear down analysis, etc.
- Processes by which the Product Development process is managed and run.

## **12. Language of Delivery:**

English

## **13. Language of Assessment:**

English

## **14. Assessment Details (Academic):**

Coursework: 100

Exam: 0

Other:

### **Assessment Notes:**

Typically, assessment will consist of-

Assignments, one piece of work worth 90%

Presentation 10%

## **15. Locations(s):**

UH HATFIELD

## **16. Pre and Co-Requisite:**

### **Pre-Requisite**

### **Co-Req**

### **Prohibited**

## **17. Subject Board of Examiner/s:**

IGDS SUBJECT BOARD

## **18. Comments**

18 Pre and Co-Requisites

Pre-Requisites- First degree or equivalent.

Co-Requisites- Has access to a product development environment.

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