

CLASS SCHEDULE

Class – 1 Introduction	Class – 2 Product Planning
Class – 3 Identifying Customer Needs	Class – 4 Project Selection <i>Project Proposal must be submitted</i>
Class - 5 Product Specification	Class – 6 Concept Generation <i>Mission statement and customer needs must be submitted</i>
Class – 7 Industrial Design	Class – 8 Concept Selection <i>Concept sketches and target specification must be done</i>
Class – 9 Prototyping	Class – 10 Product Architecture <i>Preliminary concept selection must be done</i>
Class – 11 Lecture by a Project Consultant	Class - 12 Peer Concept Review
Class - 13 . Product Development Economics	Class – 14 Design for Manufacturing
Class- 15 Robust Design <i>Drawings, plans, and revised schedule must be submitted</i>	Class – 16 Lecture by a Project Consultant
Class – 17 Intellectual Property	Class – 18 Concept Testing <i>Financial model and patent review must be submitted.</i>
Class – 19 Case Study	Class – 20 Design for Environment
Class – 21 Organizing Concurrent Engineering	Class – 22 Supply Chain Design
After one week: <i>Alpha prototype must be submitted</i>	After one week: <i>The report on alpha prototype testing and evaluation and the beta prototype must be submitted.</i>
After one week: <i>The report on beta prototype testing and customer evaluation must be submitted along with final market ready model.</i>	After three days: Final Presentation. <i>Demonstration of the working model.</i>

TEXT BOOKS:

1. Karl T. Ulrich and Steven D. Eppinger, Product Design and Development, Third Edition, Tata McGraw- Hill. 2003, Price Rs. 250/-, ISBN 0-07-058513-X
2. Kevin Otto and Kristin Wood, Product Design
Pearson Education, 2003, ISBN: 8129702711, Price Rs. 495/-

WEB RESOURCES:

1. www.ocw.mit.edu
2. www.uspto.gov
3. www.businessweek.com
4. www.epa.gov
5. www.hbsp.harvard.edu
6. www.patent.gov.uk