Course Descriptions None 2021-2022

Course Title	Process and Product Design Project
Course Code	BENP2001
ECTS Credits	5,0
Assessment	Whole/Half Grades

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
3	10-1-2022	28-1-2022	C				

Level	no level
Coordinator	Gabriëlle Tuijthof For more information:gabrielle.tuijthof@maastrichtuniversity.nl
Language of instruction	English
Goals	* Integrate and apply theories and methods in the field of business engineering * Analyse a real-life case and assess what information is needed to solve the problem * Form a critical opinion on their work * Generate feasible solutions for a real-life case support with solid arguments * Act as a junior professional * Demonstrate adequate communication orally and in writing * Work in a team to accomplishing the tasks effectively
Description	The emphasis of this course will be on integrating knowledge and skills of previous courses, by project-centred learning. Students work in small groups on a real-life case to generate a new concept, business strategy and resulting modification in the production cycle for an existing product. The focus will be on offering personalized versions of the product. Students are required to analyse the product for its design, manufacturing process, business case and perform a consumer analysis to identify needs for personalisation. With this information, design requirements are formulated and a redesign of the product is made with CREOCAD to allow for personalisation. A prototype is manufactured and tested for basic functionality. Based on this, the team will generate a new production plan and complementary business strategy providing evidence of an economically feasible personalized product change. Creative ways to address issues are encouraged. Students will further train their skills to manage projects as well as present their work to a broad audience in a professional manner both orally and in writing.
Literature	Books acquired for previous courses * Morse, L.C. and Babcock D.L. (2014). Managing engineering and technology, International Edition, Sixth Edition, Pearson. * Moaveni S. (2016). Engineering Fundamentals: An Introduction to Engineering, SI Edition. Cengage Learning, 5th edition, ISBN 978-1-4390-6208-1 * Mantel, Meredith, Shafer and Sutton (2016) Project management: a managerial approach 9th edition, Wiley, 2016. ISBN: 978-1-118-94583-4 * Kalpakjian S, Schmid SR (2014). Manufacturing Engineering and Technology. Pearson, Hoboken, NJ, USA, 7th edition, ISBN 13: 978-981-06-9406-7 * Burns, A.C. & Bush, R.F. (2013). Marketing Research. New Jersey: Pearson Education.
Prerequisites	
Keywords	
Teaching methods	Presentation / Groupwork
Assessment methods	Presentation
Evaluation in previous academic year	For the complete evaluation of this course please click http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM

This course belongs to the following programme / specialisation

Bachelor Business Engineering	Year 2 Project(s)