

**iMDE**  
**International Market Driven Engineering**  
(as of 2012-04-10)



The course International Market-Driven Engineering is a joint course collaboration that aims at making it possible to intertwine the two disciplines Technology and Management, in Sweden and in China, in four ways; Students, Teachers, Subjects and Cultures.

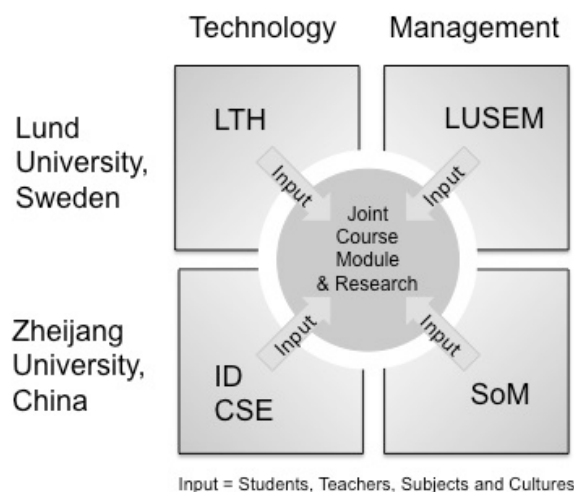
The involved parties are:

- LUSEM: Lund University School of Economics and Management
- LTH: Lund University, faculty of Engineering
- SoM, Zhejiang University, School of Management
- ID and CSE: Zhejiang university, Engineering, Industrial Design (ID) and Department of Control Science and Engineering (CSE).

LTH and LUSEM are together in charge of a 2-year-program (master level) that combines technology with management and economics. The program is referred to as Technology Management (TM). For the Swedish students, the joint course will be part of the TM-program.

The result of the joint course collaboration will be a course module and potential new research collaborations. The result will also be highly skilled students as well as encouraged teachers and researchers. The joint course has the name International Market Driven Engineering and will focus on Innovation and Product-development.

The collaboration is visualized in the new joint collaboration model below.



The joint course collaboration will intertwine the two disciplines Technology and Management, in Sweden and in China, in four ways; Students, Teachers, Subjects and Cultures.

- Subject: the focus will be on Innovation and Product Development , a subject that is of great relevance from both the technical aspect as well as the economical and management aspect. The course module, in which the students will encounter the collaboration model is referred to as "international Market driven Engineering (iMDE)". The course will contain both lectures and a project.
- Students: The course should be given to the 40 Swedish students from the Technology Management (20 from LUSEM and 20 from LTH) together with, a minimum of 20 Chinese students (10 from SoM and 10 from the technical departments (ID and CSE)).
- Teachers: Teachers from both Sweden and China and from both Engineering (LTH, ID and CSE) and Management (LUSEM and SoM) will be involved in the lectures. A minimum of two teachers with different aspects of the subject matter will be present at each lecture.
- Cultures: The cultural aspects of project management and business behavior will be treated in the course and practised in real life through the course project.

### **Course Details**

The course will start on Monday September 10th 2012 and end on Friday October 19 2012. There will be no course activities in the week October 1-7, 2012 since this is a holiday in China. The course will contain a set of lectures as well as a project. Researchers/teachers from both disciplines, Technology and Management, from both LU and ZJU will be involved in the course development and in its operation. The project will be done in groups of approx 7-8 students. At the end of the course the students should present their project through a written project report and an oral presentation. The course language will be English.

### **Practical Details**

Visas and housing for the Swedish students will be organized through International College at Zhejiang university. In addition to the iMDE-course, the Swedish students will also have some lectures about Chinese culture. This will be also organized by International College.

### **Agreement**

There is a written agreement between LUSEM, LTH, SoM, ID , CSE and International College. The agreement is currently out for review.

### **Additional information**

For more information please contact:

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