

# iMDE

## International Market Driven Engineering



### Introduction

The world is becoming more international and cutting edge knowledge in marketing as well as engineering in a global world is becoming a valuable asset on the job-market. There is a lack of people with skills in both fields with the ability to connect market needs and innovations with product development, especially in an international context. International Market Driving Engineering is aimed at providing these knowledge and skills.

The course International Market-Driven Engineering is a joint course collaboration developed within the framework of LU-ZJU JCIE (Joint Centre for Innovation and Entrepreneurship). The course 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:

1. LUSEM: School of Economics and Management, Lund University, Sweden
2. LTH: Faculty of Engineering, Lund University, Sweden
3. SoM: School of Management, Zhejiang University, China
4. ID and CSE: Engineering, Industrial Design (ID) and Department of Control Science and Engineering (CSE), Zhejiang University, China

### 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. The classroom will be D:201, Art Building, Xixi Campus, Zhejiang University.

Teachers from both disciplines, Technology and Management, from both Lund University, Sweden and Zhejiang University, China will be involved in the course. The course language will be English. Course homepage: <http://www.control.lth.se/Education/EngineeringProgram/TMAF05.html>

### Course Material

The course material will consist of lecture notes, articles and chapters from various books.

### Lectures and Projects

The course will contain 10 lectures and a project. The project will be performed in groups of 8 students, i.e., 4-5 Swedish students and 3-4 Chinese students.

The course schedule is shown in the chapter Weekly Schedule.

- All course-lectures will be given at Xixi campus, classroom D:201, Art Building, Xixi Campus, Zhejiang University. The lecture time will be 9.00-12.00 except Monday Sept 10th when the lecture time will be 13.00-16.00 (start 13:15).
- The coaching sessions will be arranged by each teacher individually. Coaching slots, that the groups can book, will be made available from 9.00 to 12.00 the respective days. The location for the coaching sessions will be determined by each teacher individually but will most probably be in the office of the teacher.

The project will be centered around a theme. The student should try to make a small prototype of the "product" and to document (by filming) their work along the way. The students should write a market-and-business-plan for their product. At the end of the course the students should make an oral presentation of their market-and-business plan. They should also hand in a report containing the market and business plan in a written format.

Their work during the project should result in a short film that they can include in their presentation. The film should highlight their working procedure as well as their product. Each group will have a budget of max 1000 Yuan. The students need to apply for money from the teachers. Possible themes are: toys, services/devices for elder people, convenience for students, communication, helping-everyday-life, booking/service systems, traffic planning

### Examination

The examination is the written project-report and the oral presentation.

- A written report should be handed in. This report should also contain the Business plan.
- An oral presentation should be made, presenting the prototype and its business plan. The oral presentation should also show the film.

The grade will be pass or fail. For the Chinese students the course will result in 2 credits.

### Additional information

For more information please contact:

1. Jun Jin, SoM (email: junjin@zju.edu.cn)
2. Qinmin Yang, CSE (email: qmyang@ipc.zju.edu.cn)
3. Shijian Luo, ID (email: sjluo@zju.edu.cn)
4. Charlotta Johnsson, LTH (email: charlotta.johnsson@control.lth.se)
5. Carl-Henric Nilsson, LUSEM (email: carl-henric.nilsson@gmail.com)
6. Gabriel Somesfalean, JCIE (email: gabriel.somesfalean@fysik.lth.se)

### Course Schedule

<i>Week</i>	<i>Date</i>	<i>Lecture</i>	<i>Time</i>	<i>Content</i>
September 10-14	10/9	L1	13-16	Introduction
	12/9	L2	9-12	Innovation-1 (Inspiration)
	14/9	Coaching	9-12	1 hour coaching per group
September 17-21	17/9	L3	9-12	Innovation-2 (Ideation)
	19/9	Company visit	afternoon	Ali-pay
	21/9	L4	9-12	Innovation-3 (Implementation)
September 24-28	24/9	L5	9-12	Innovation-4 (Examples)
	26/9	Coaching	9-12	1 hour coaching per group
	28/9	L6	9-12	Business plans
October 1-5	1-5/10			Holiday in China
October 8-12	8/10	L7	9-12	Product Development, Sourcing and Production
	10/10	Visit to company		Sup-Con
	12/10	L8	9-12	Marketing and Sales
42	15/10	Coaching	9-12	1 hour coaching per group
	17/10	L9	9-13	Final presentations
	19/10	L10	9-13	Final presentations. End of course