

# 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 9th 2013 and end on Friday October 18th 2013. There will be no course activities in the period of Sept 19-20 and October 1-7, 2013 since these are holidays 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. You will find more information on the homepage: <http://www.control.lth.se/Education/EngineeringProgram/TMAF10.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 approx. 10 students, i.e., 5 Swedish students and 5 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 9th when the lecture time will be 13.00-16.00 (start 13:15).
- The coaching sessions will be arranged by the teachers. 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 or in the lecture hall.

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, 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 (confirm with your home department).

### 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)
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### Course Schedule

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

Coaching: At the office of the teachers or in the lecture hall.

<i>Week</i>	<i>Date</i>	<i>Lecture</i>	<i>Time</i>	<i>Content</i>	<i>Responsible teachers</i>
September 10-13	9/9	L1	13-16	Introduction	Charlotta Johnsson, LTH Anders Warell, LTH Qinmin Yang, CSE Shijian Luo, ID
	11/9	L2	9-12	Innovation-1 (Inspiration)	Anders Warell, LTH Charlotta Johnsson, LTH Qinmin Yang, CSE
	13/9	Coaching	9-12	1 hour coaching per group	Anders Warell, LTH Charlotta Johnsson, LTH Qinmin Yang, CSE Luo Shijian, ID
September 16-20	16/9	L3	9-12	Innovation-2 (Ideation)	Anders Warell, LTH Jun Jin, SoM
	18/9	L4	9-12	Innovation-3 (Implementation)	Anders Warell, LTH Jun Jin, SoM
	18/9	Visit to company	Afternoon	Ali-pay	Luo Shijian, ID
	19/9			Holliday in China	
	20/9			Holliday in China	
	Sunday 22/9			Working day in China	
September 23-27	23/9	L5	9-12	Innovation-4 (Examples)	Anders Warell, LTH Jun Jin, SoM, Qinmin Yang, CSE Luo Shijian, ID
	23/9	Coaching	afternoon		Anders Warell (since not

		(extra)			available Friday 27/9) and Damien Motte
	25/9	L6	9-12	Product Development, Sourcing and Production	Damien Motte, LTH Jun Jin, SoM
	26/9	Visit to company	Morning	SupCon	Qinmin Yang, CSE
	27/9	Coaching	9-14	1 hour coaching per group and visit to Zijingang Campus	Damien Motte, LTH Jun Jin SoM, Qinmin Yang, CSE Luo Shijian, ID
	Sunday 29/9			Working day in China	
Sept. 30- October 4	30/9				
	1/10			Holliday in China	
	2/10			Holliday in China	
	3/10			Holliday in China	
	4/10			Holliday in China	
October 7-11	7/10			Holiday in China	
	9/10	L7	9-12	Business plans	Jun Jin, SoM Carl-Henric Nilsson, LUSEM
	11/10	L8	9-12	Marketing and Sales	Weiqing XU, SoM Carl-Henric Nilsson, LUSEM
	Saturday 12/10			Working day in China	
October 14-18	14/10	Coaching	9-12	1 hour coaching per group	
	17/10	L9	9-17 (All day)	Final presentations	All teachers Note: to be coordinated with LU-ZJU-days
	18/10	L10	9-13	End of course	All teachers