

# iMDE: international Market-Driven Engineering

Lecture 1: Introduction

2013-09-09



ZHEJIANG UNIVERSITY



LUND UNIVERSITY

# Agenda

- 13.15-13.20: Welcome!
- 13.15-13.45: Presentation of the course-overview (Charlotta)
- 13.45-14.00: Introduction of the teachers
- 14.00-14.15: Break for 15 minutes
- 14.15-15.00: Presentation by students of their universities, cities and countries
- 15.00-15.15: Break for 15 minutes
- 15.15-15.30: Presentation of the project-idea, theme, film, and the groups (Charlotta)
- 15.30-15.45: Why Business and Technology (Charlotta+Yang)
- 15.45-16.00: Why Internationalization (JunJin/Charlotta)



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# Welcome

39 Swedish students

42 Chinese students

Team of teachers (5 Swedish and 5 Chinese)

Welcome everyone to the course "international  
Market Driven Engineering (iMDE)"



# Welcome

## iMDE – international Market-Driven Engineering

This course will take you from “how to generate innovations”, through “the writing of Business Plans, and understanding Product development and Production” to the “how to sell and market a product”.



# iMDE

## iMDE – international Market Driven Engineering

*“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.”*



# iMDE

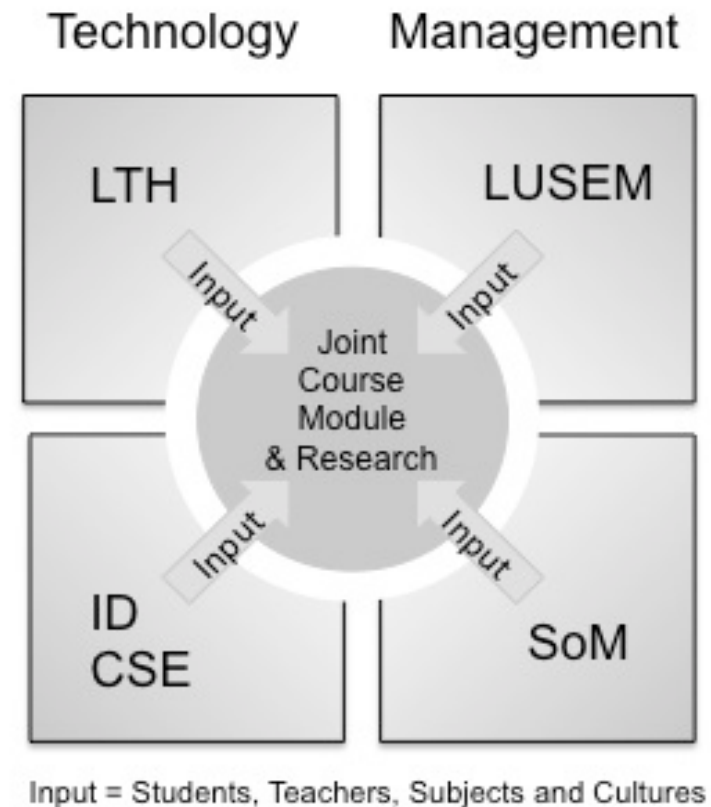
## iMDE is a unique course!

It is a joint course that is truly international (Sweden and China) and cross disciplinary (Management and Engineering) .

-  **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, Industrial Design (ID) and Department of Control Science and Engineering (CSE).

Lund University, Sweden

Zhejiang University, China



# iMDE

## **iMDE is a unique course!**

iMDE is a joint course collaboration. It intertwines the two disciplines Technology and Management, in Sweden and in China, in four ways; Students, Teachers, Subjects and Cultures.

**Students:** 39 students from Sweden and 42 students from China.

35 students from Management/Economics and 46 students from Engineering

**Teachers:** 5 Swedish teachers and 5 Chinese teachers. A minimum of 2 teachers with different aspects of the subject matter will be present at each lecture. The course will contain both lectures and a project.

**Subjects:** Innovation and Product Development will be treated from the marketing/management perspective as well as from the Engineering perspective.

**Cultures:** China and Sweden. 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 Content

Course start: Monday September 9th, 2013

The course will consist of:

- 10 Lectures
- 1 Project (performed in groups of 10-11 student)
- 2 Company visits

The examination of the course will consist of:

- Written project report, oral project presentation, short film

Course termination: Thursday October 17th, 2013



# Course Schedule

## Lectures:

- Mondays at 9:00am-12:00am
- Wednesday at 9:00am-12:00am
- Friday at 9:00am-12:00am
- The lectures are held at Xixi campus, lecturehall D201, Art building

## Project

- The project will be done as a groupwork. Teamwork to be managed by the team. There will be 3 coaching sessions.

## Company visit

- There will be 2 company visits as part of the course.



# Lectures

The course will take you from “how to generate innovations”, through “the writing of Business Plans, and understanding Product development and Production” to the “how to sell and market a product”.

- Lecture 1: Introduction
- Lecture 2: Innovation-1 (Inspiration)
- Lecture 3: Innovation-2 (Ideation)
- Lecture 4: Innovation-3 (Implementation)
- Lecture 5: Innovation-4 (Innovation climate and Examples)
- Lecture 6: Product Development and Production Business plan
- Holliday
- Lecture 7: Business plan
- Lecture 8: Marketing and Sales
- Lecture 9: Final presentation
- Lecture 10: Final presentation



# Coaching

There will be 3 coaching sessions.

Time: 9:00am – 12:00am

All teachers available all the time.

Coaching-slots (20 min) for the project-groups to book.

The coaching-sessions should provide help to the project-groups in managing the project.



# Project

- Projects to be performed in groups of 10-11 students
- The project should focus on Innovation and Product Development (prototypes)
- Project-theme 2013: "Inclusion"
- 1 group – 1 project – 1 innovation – 1 prototype
- Final presentation: written report, oral presentation, film
- More about the projects later



# Company visits

2 company visits:

- Wednesday September 18th: Alipay
- Thursday September 26th: Supcon



# Course Schedule

Week	Date	Lecture	Time	Content
September 10-13	9/9	L1	13-16	Introduction
	11/9	L2	9-12	Innovation-1 (Inspiration)
	13/9	Coaching	9-12	1 hour coaching per group
September 16-20	16/9	L3	9-12	Innovation-2 (Ideation)
	18/9	L4	9-12	Innovation-3 (Implementation)
	18/9	Visit to company	Afternoon	All-pay
	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)
	23/9	Coaching (extra)	<del>afternoon</del>	
	25/9	L6	9-12	Product Development, Sourcing and Production
	26/9	Visit to company	Morning	<del>Sun/10</del>
	27/9	Coaching	9-14	1 hour coaching per group <del>and</del> visit to <del>Zilingang</del> Campus
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
	11/10	L8	9-12	Marketing and Sales
	Saturday 12/10			Working day in China
	October 14-18	14/10	Coaching	9-12
17/10		L9	9-17 (All day)	Final presentations
18/10		L10	9-13	End of course

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# Teachers

## The Swedish troupe:

- Anders Warell
- Damien Motte
- Carl-Henric Nilsson
- Charlotta Johnsson
- Gabriel Somesfalean



# Anders Warell

- PhD, 2002, Industrial Design Engineering
- Associate Professor, Industrial Design
- Research interests: design and innovation practices, product form and visual brand identity, and user experience centered design
- Wife Johanna, 2 sons (3 and 7)
- Enjoys long-distance running, high-altitude mountaineering and home building projects



# Damien Motte



- Post-doc at the Department of Design Sciences LTH, Lund University
- MSc in Industrial Engineering, PhD in Machine Design
- Research interest:  
alternative engineering design and product development methodologies



# Carl-Henric Nilsson

- Founder of Technology Management, 1997
- PhD Industrial Engineering
- Strategy, process-orientation, team-building and leadership
- Wife Guggy and three children
- Tennis, squash, sailing and golf
- Motto: Live, learn, deliver!



# Charlotta Johnsson



- Responsible Technology Management Program 2008-present
- Ass.Prof. in Automatic Control (Ph.D. in 1999).
- Research interest: manufacturing operations, production control, process control and international standards
- Husband Hans and three kids (14, 12 and 6).



# Gabriel Somesfalean



- Researcher at Lund University
- Responsible for Joint Centre for Innovation and Entrepreneurship (JCIE) together with Aiqi WU.
- Research interest: Atomic Physics
- Has lived in China for several years.



# Teachers

## The Chinese troupe:

- Jun Jin
- Qinmin Yang
- Shijian Luo
- Weiqing Xu
- Aiqi Wu



# Jun Jin

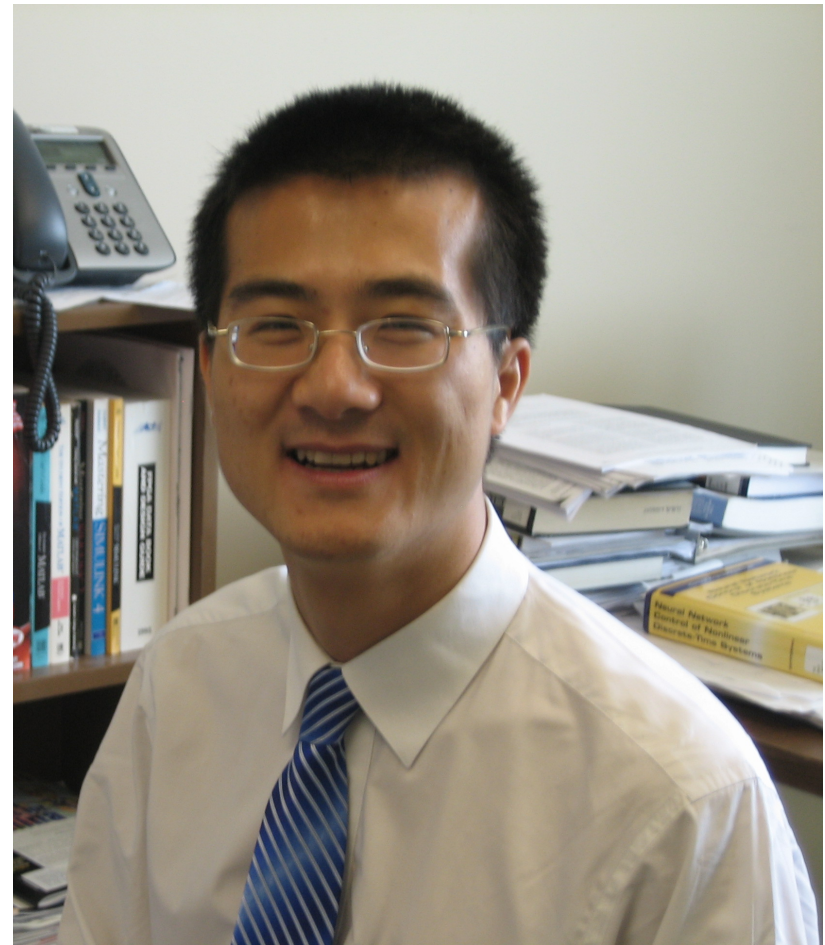


- Ass.Prof. In Innovation and Technology Management (Ph.D. in 2005)
- Visiting Professor of UNU-MERIT (the Netherlands), PSU (US)
- Research interest: open innovation, reverse innovation, innovation capability, innovation and sustainable development



# Qinmin Yang

- Ass. Prof. in Control Science and Engineering, ZJU
- Ph.D. in Electrical Engineering, 2007
- Co-Founder of ColTiTech Inc., 2003
- System Engineer, Caterpillar Inc., 2008
- Adaptive control theory, nano-robotics, wind power systems
- Hobbies: soccer, football, and zuqiu



# Shijian LUO



- Ph.D. and Ass. Professor at Industrial Design (part of Dept. of Computer Science)



# Weiqing XU

- Ass. Prof. at School of Management, ZJU
- Ph.D. in Business Administration, 2005
- Deputy director of department of business administration, SoM, ZJU
- Research interest : services marketing, customer relationship management, user innovation



# Aiqi WU

- Ass. Prof. at School of Management, ZJU
- Ph.D. in Business Administration, 2005
- Deputy director of department of business administration, SOM, ZJU
- Director of Joint Centre for Innovation and Entrepreneurship
- Research interest: entrepreneurship and strategic management



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# Sweden

20 minutes presentation by the Swedish students about:

- Lund, Sweden
- Lund University
- Technology Management



# China

25 minutes presentation by the Chinese students about:

- ID: the department
- CSE: the department
- SoM: the department



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# Project

The course will take you from “how to generate innovations”, through “the writing of Business Plans, and understanding Product development and Production” to the “how to sell and market a product”.

- Projects to be performed in groups of 10-11 students
- The project should focus on Innovation and Product Development (prototypes)
- Project-theme 2013: “**Inclusion**”
- 1 group – 1 project – 1 innovation – 1 prototype
- Final presentation: written report, oral presentation, film



# Theme 2013: Inclusion



- Participation
  - Collaboration
  - Equality
  - Togetherness
  - Diversity
  - People
  - Places
  - Environments
  - Services
  - Products
  - Thoughts and ideas
  - Societies
- What does “inclusion” mean to you?
  - What do you see around you which is not inclusive?
  - Have you ever felt “un-included”?





Isabel Heubl: Inclusive Cutlery



Inclusive Play (UK) Ltd



Playdale.co.uk: Inclusive Orbit



ZHEJIANG UNIVERSITY



Technology Management



LUND UNIVERSITY



ABOUT  
CAREERS  
RESPONSIBILITY  
INVESTORS

SEARCH

# DIVERSITY & INCLUSION

*The mission is to harness diversity and inclusion to inspire ideas and ignite innovation.*

**“Diversity & Inclusion is fundamental to Nike’s performance. It’s what makes us better. It’s what makes us smarter. It helps our business grow and helps us connect with consumers.”**

—GINA A. WARREN, VP Global Diversity & Inclusion



ABOUT NIKE, INC.  
 HISTORY & HERITAGE  
 EXECUTIVES  
 OUR PORTFOLIO OF BRANDS  
 THE NIKE FOUNDATION

Most companies embrace diversity.

Not Nike.

We soak it up. We squeeze it out. We want it to drip over everything Nike does. Because without diversity of opinion, diversity of background, diversity of perspective, the Idea grows fallow. Or worse, it vanishes altogether. The mission is to harness diversity and inclusion to inspire ideas and ignite

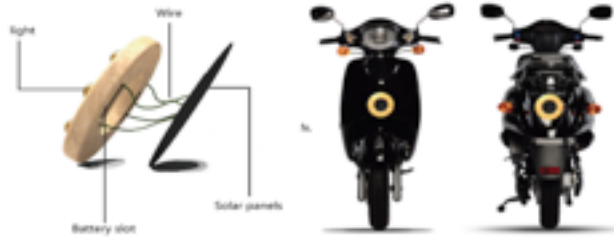
# Project

- Work in groups of 10-11
- Practice teamwork – learn from each other
- Get inspiration from your daily life, come up with an idea, and realize it as a prototype.
- Coaching sessions will be offered.
- While working together, create a short (3 minutes) film about your work
- At the final presentations you should present:
  - your prototype
  - written report including the business plan
  - The film "this is how we did it"

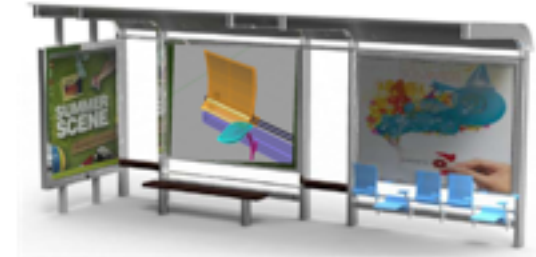


# Theme 2012: Helping everyday life





**iMDE**  
the 8 prototypes



# Groups 2013

Group	Swedish Students		Chinese Students		
	LUSEM	LTH	SoM	CSE	ID
1	Robin Thinberg (M) Johanna Leonard (F)	Anna Kojlsted Svedu (F) Jacob Gustafsson (M)	Hui ZHAO (F) Lianguang Yuan (M)	Hao XING (M) Jinghong HU (?)	Meiying SHEN (F) Hongyu CHEN (M)
2	Stefan Wideland (M) Kristoffer Ronnels (M)	Helena Sörensson (F) Karim Mabrouk (M) Sara Hastig (F)	Bo YU (M) Yan WU (F)	Sheng ZHAO (M)	Wen CENG (F) Ziyang CHEN (M)
3	Sara Melin (F) Fredrik de Craene Johansson (M) Frida Hugne (F)	Stefan Einarsson (M) Gustav Henriksson (M)	<i>Jishuai LI (M-canceled)</i> Dandan WU (F)	Ning LIU (M) Fenglin YAN (F)	Mingya WEI (F)
4	Erik Lindberg (M) Caroline Lilja (F)	Caroline Sjudahl (F) Pauline Lidberg (F) Johan Fredriksson (M)	Min ZHONG (F) Xuelin DONG (M)	Xu TAN (M) Bin WANG (M)	Xiaolin HUANG (F)
5	Knut Artman (M) Michaela Kamp (F) Elisabeth Lam (F)	Elin Wennerstrom (F) Victor Petersson (M)	Yidong WAN (M) Jia LOU (M)	Xuechao JIA (M) Qiao WU (F)	Yiyang TAO (M) Yu PAN (F)
6	Per Nilsson (M) Miriam Chakir (F)	Hanna Svenstrup (F) Hugo Martinsson (M) Gabrielle Lindesvard (F)	Wenling XIA (F) Xiao BAO (M)	Haomin WEI (M)	Lei HAN (M) Kuan CHENG (M)
7	Thomas Hallstrom (M) Sofie Tapper Jansson (F) Adam Carlsson (M)	Nina Gustafsson (F) Eric Jonsson (M)	Yaqian JIAO (F)	Zhaochen ZHAN (M) Kai FENG (F)	Xiaoneng JIN (M) Yu CAO (F)
8	Christian Green (M) Jonathan Roxenheim (M)	Erik Ahlmann (M) Souzan Meana (F) Fanny Nordin (F)	Yingying MAO (F) Peng ZHOU (M)	Yuting MU (?) Peng SUN (M)	Wenshi ZHONG (F)



# Groups 2013 (updated)

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2	Stefan Wideland (M) Kristoffer Ronnels (M)	Helena Sörensson (F) Karim Mabrouk (M) Sara Hastig (F)	Bo YU (M) Yan WU (F)	Sheng ZHAO (M) Chong LIN (M)- new	Wen CENG (F) Ziyang CHEN (M) -missing
3	Sara Melin (F) Fredrik de Craene Johansson (M) Frida Hugne (F)	Stefan Einarsson (M) Gustav Henriksson (M)	Han DONG (M)- new Dandan WU (F)	Ning LIU (M) Fenglin YAN (F)	Yingbin SHUAI (M)
4	Erik Lindberg (M) Caroline Lilja (F)	Caroline Sjudahl (F) Pauline Lidberg (F) Johan Fredriksson (M)	Min ZHONG (F) Xuelin DONG (M)	Xu TAN (M) Bin WANG (M)	Xiaolin HUANG (F)
5	Knut Artman (M) Michaela Kamp (F) Elisabeth Lam (F)	Elin Wennerstrom (F) Victor Petersson (M)	Yidong WAN (M) Jia LOU (M)- missing	Xuechao JIA (M) - missing Qiao WU (F)	Yiyang TAO (M) Yu PAN (F)
6	Per Nilsson (M) Miriam Chakir (F)	Hanna Svenstrup (F) Hugo Martinsson (M) Gabrielle Lindesvard (F)	Wenling XIA (F) Xiao BAO (M)	Haomin WEI (M)	Lei HAN (M) Kuan CHENG (M)
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# Business, management and technology

*“It is a great advantage to be able to employ people who are doubly qualified within technology and management. Connecting the technical aspects to the commercial ones is a very good basis on which to stand in order to contribute to the success of a company.*”

*It is equally important for an engineer to master economics and management as it is for an economist to understand the underlying technical basis of a company’s products.”*

Michael Treschow, Chairman of the board, Unilever (former chairman of Ericsson)



# Business, Management and Technology

If you are interested in building, developing and leading technical organizations and companies you need an understanding of

- 1) the technology that your company is working with
- 2) how to manage people and create successful environments
- 3) how you do business

In this course we will combine these three core aspects – business, management and technology.

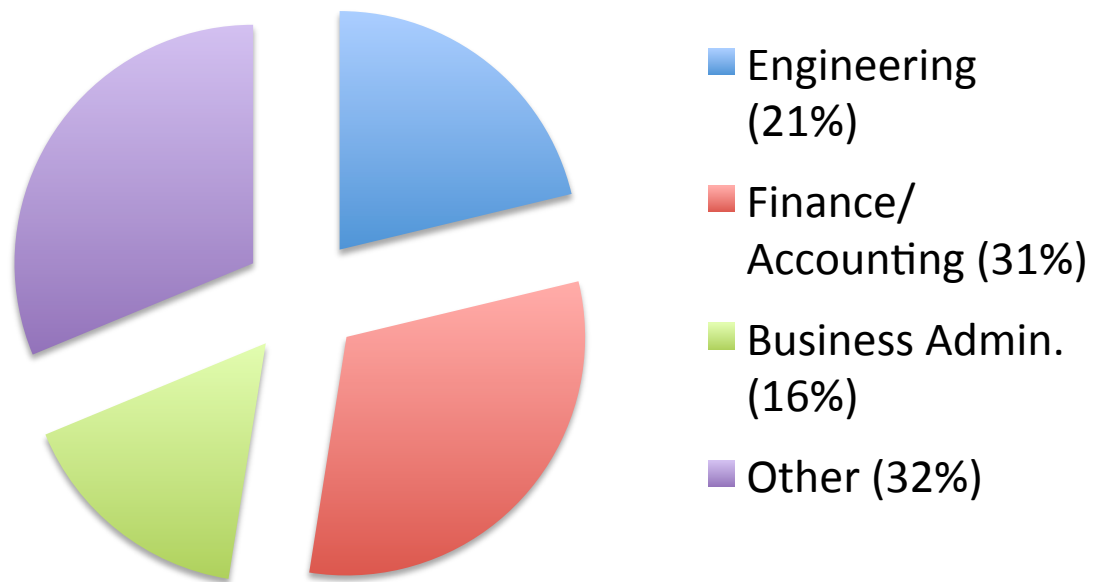
Our focus will be on Innovation and Product Development.



# The education of Fortune 100 CEO

CEO = Chief Executive Officer

## Education



More than 50% of Fortune 100 CEO's have an Engineering or Financial background

Referens:

<http://www.slideshare.net/sheilacurran/the-education-of-fortune-100-ce-os-sheet1>

# The path to Fortune 500 CEO

How did CEOs become CEOs – what did they do?

## 1. Develop Financial Acumen

- Companies want a person that can create value for the company.
- A person that understands the financial drivers of the company.

## 2. Settle in – Eventually – and climb the ladder

- Most CEOs are recruited internally, but were not “lifers”.

## 3. Time to CEO appointment

- Nominal time to appointment is 18 years experience.
- Technology companies have shorter time to appointment (14 years)



# The path to Fortune 500 CEO

## 4. Board experience

- 45% served as non-executive directors on public company boards before being CEO.

## 5. General observations

- More than 50% of the CEOs were recruited from COO position (Chief Operating Officer – i.e. Use the financial understanding to create excellence in operation)

=> Financial and Technical understanding is important

Reference: "The path to becoming a fortune 500 CEO" Forbes Magazine June 2011.

<http://www.forbes.com/sites/ciocentral/2011/12/05/the-path-to-becoming-a-fortune-500-ceo/>

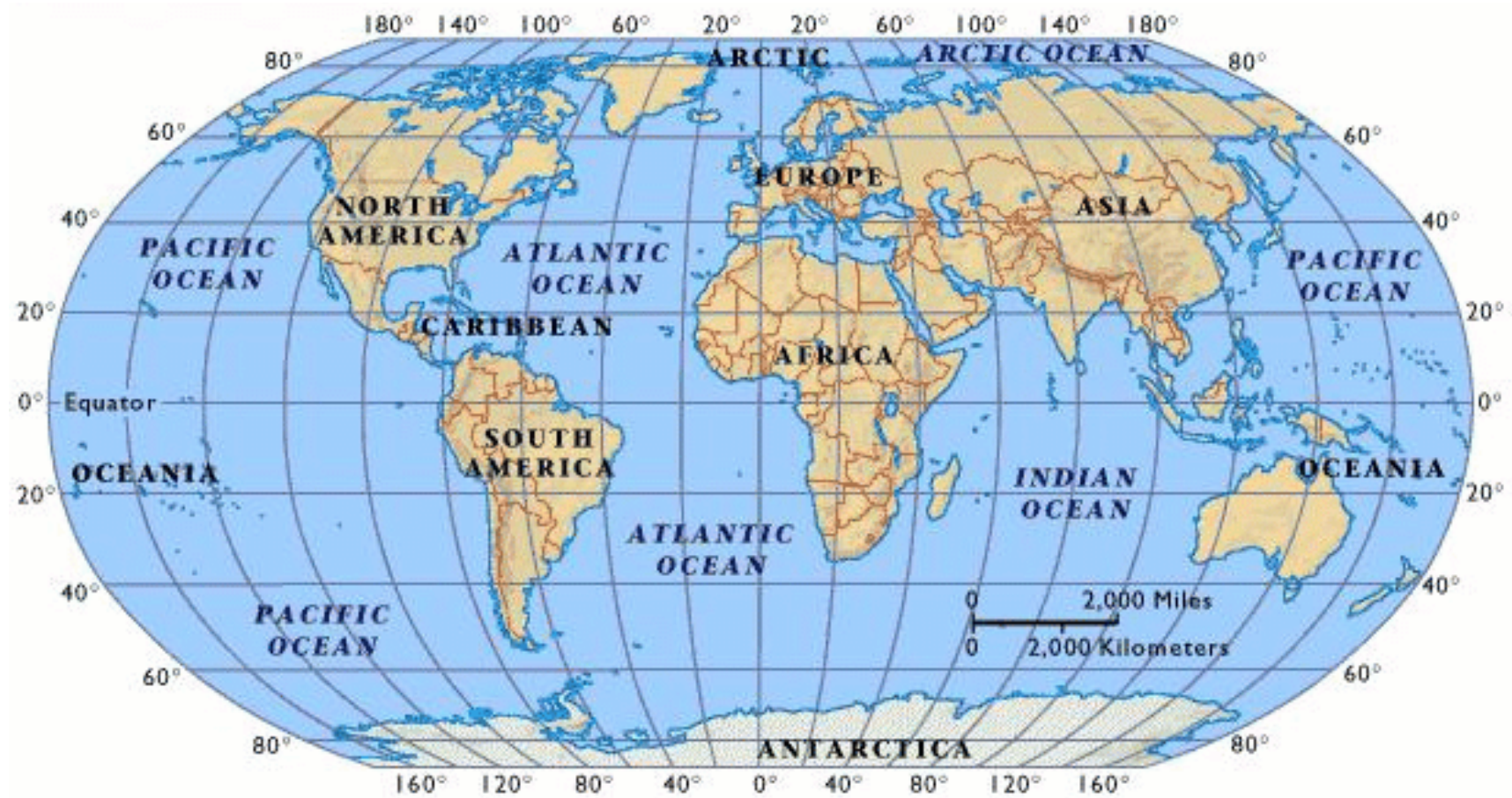


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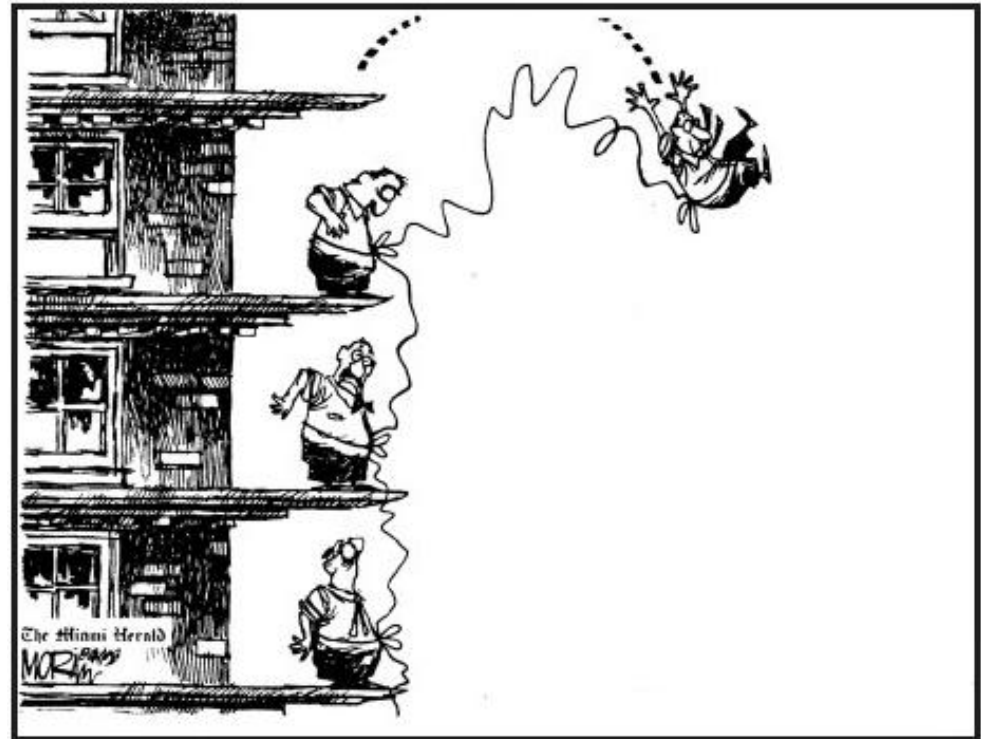
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# Globalization and Interdependence



# Local vs Global



**Which country owns the brand?**

**Where a product is made?**

**Where a product is designed?**

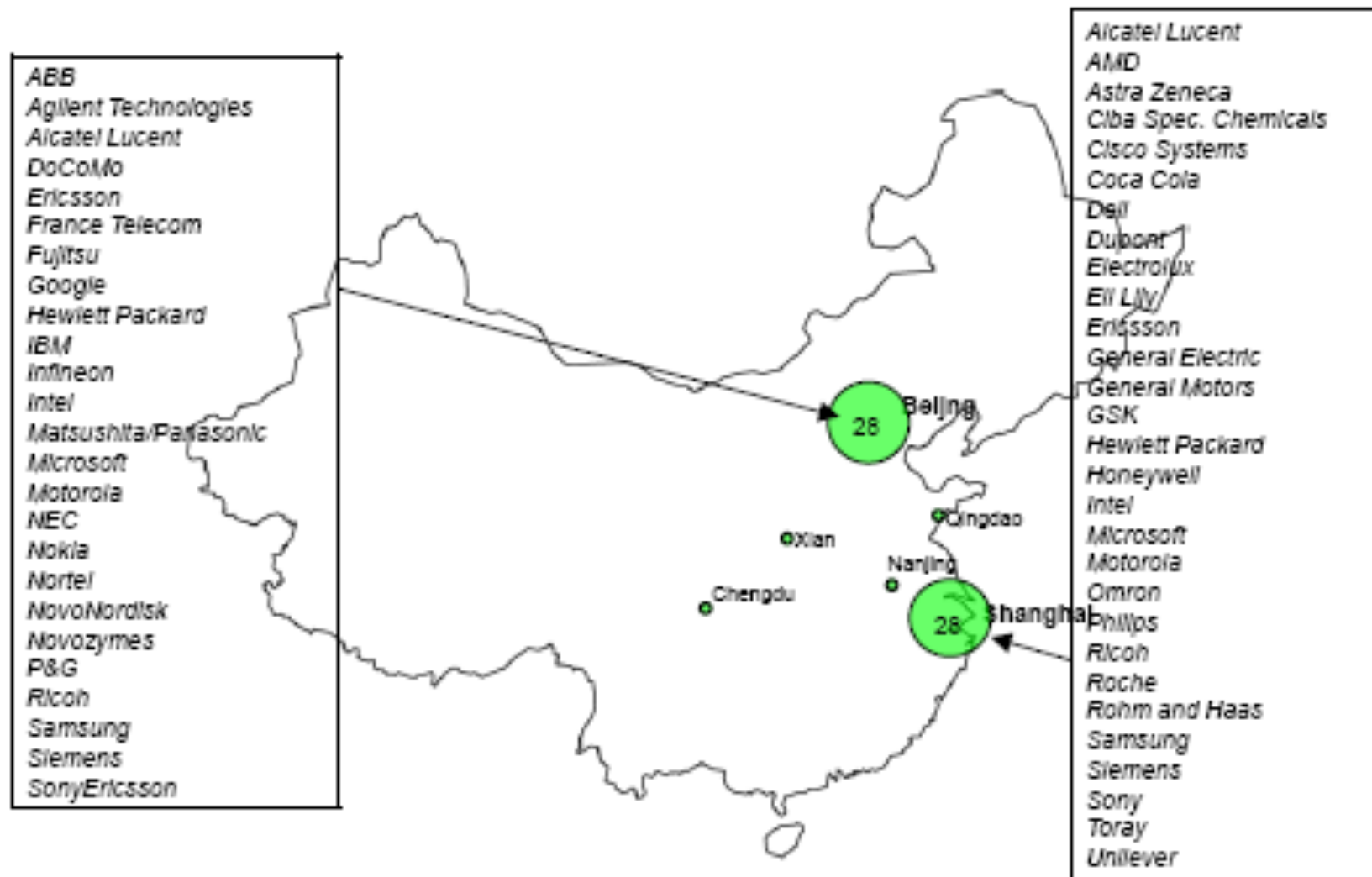
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**lenovo**

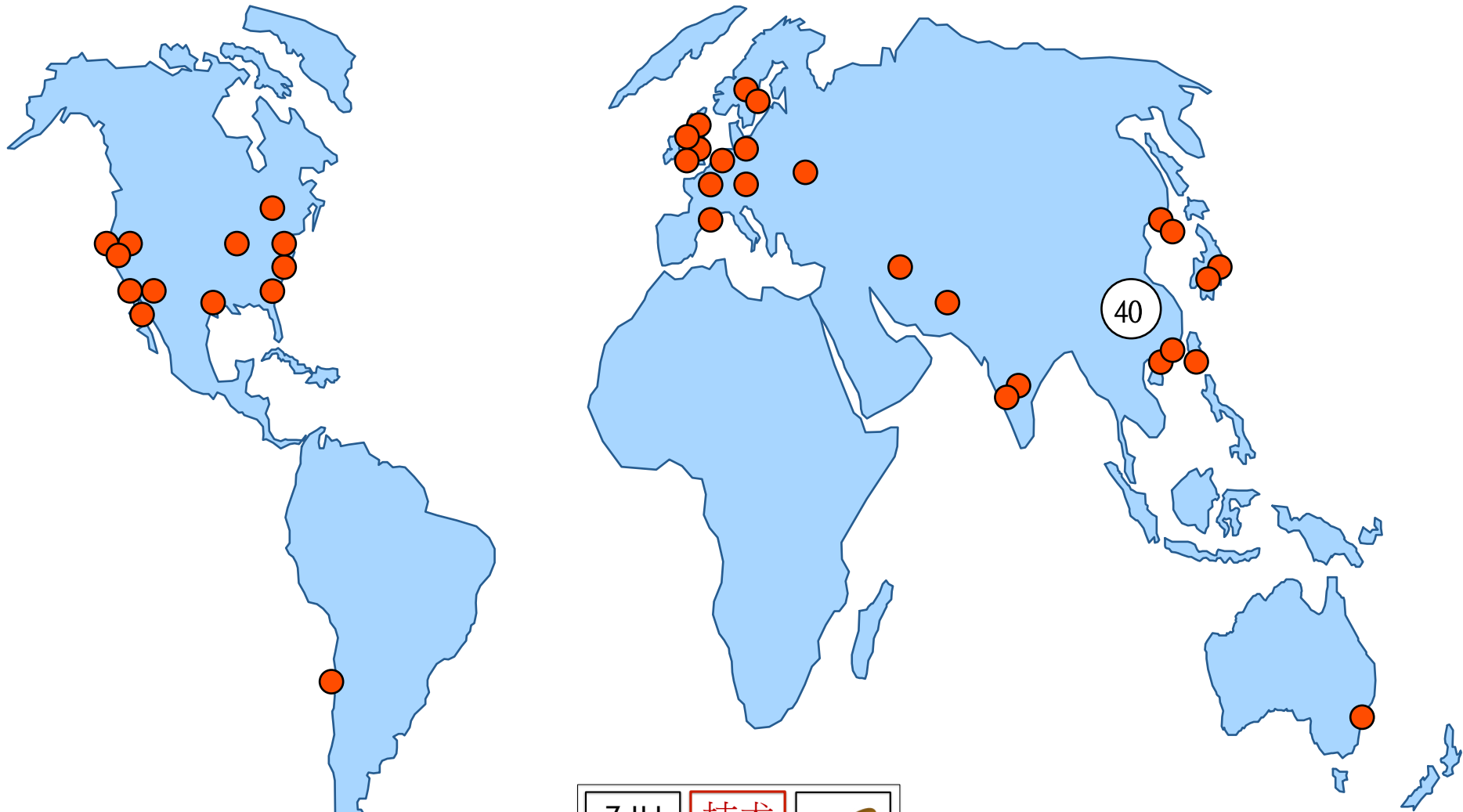


# Global R&D centers in China



Schwaag Serger (2007) forthcoming

# Chinese R&D in the World



Zedtwitz (2005):  
R&D from Developing Countries. UNCTAD



© Jun Jin, SOM-ZJU

# Huawei Worldwide

Please select your location and language



## Africa

[Algeria \(English\)](#)  
[Cameroon \(English\)](#)  
[Congo \(English\)](#)  
[Egypt \(العربية\)](#)  
[Ghana \(English\)](#)  
[Kenya \(English\)](#)  
[Morocco \(English\)](#)  
[Nigeria \(English\)](#)  
[South Africa \(English\)](#)  
[Sudan \(English\)](#)  
[Tanzania \(English\)](#)  
[Uganda \(English\)](#)  
[Zambia \(English\)](#)  
[Zimbabwe \(English\)](#)

## Asia Pacific

[Australia \(English\)](#)  
[Bangladesh \(English\)](#)  
[Cambodia \(English\)](#)  
[China \(简体中文\)](#)  
[HongKong, China \(English\)](#)  
[India \(English\)](#)  
[Indonesia \(English\)](#)  
[Japan \(日本語\)](#)  
[Kazakhstan \(English\)](#)  
[Korea \(English\)](#)  
[Malaysia \(English\)](#)  
[Myanmar \(English\)](#)  
[New Zealand \(English\)](#)  
[Philippines \(English\)](#)  
[Singapore \(English\)](#)  
[Sri Lanka \(English\)](#)  
[Taiwan, China \(English\)](#)  
[Thailand \(English\)](#)  
[Turkey \(English\)](#)  
[Uzbekistan \(English\)](#)  
[Vietnam \(English\)](#)

## Europe

[Austria \(English\)](#)  
[Belarus \(English\)](#)  
[Czech \(English\)](#)  
[Finland \(English\)](#)  
[Germany \(Deutsch\)](#)  
[Greece \(English\)](#)  
[Italy \(English\)](#)  
[Netherlands \(English\)](#)  
[Norway \(English\)](#)  
[Poland \(English\)](#)  
[Portugal \(English\)](#)  
[Romania \(English\)](#)  
[Russia \(русский\)](#)  
[Spain \(Español\)](#)  
[Sweden \(English\)](#)  
[United Kingdom \(English\)](#)

## Latin America

[Argentina \(English\)](#)  
[Brazil \(português\)](#)  
[Central America and Caribbean \(Español\)](#)  
[Chile \(English\)](#)  
[Colombia \(Español\)](#)  
[Costa Rica \(English\)](#)  
[Ecuador \(Español\)](#)  
[Guatemala \(English\)](#)  
[Mexico \(Español\)](#)  
[Peru \(English\)](#)  
[Venezuela \(Español\)](#)

## Middle East

[Qatar \(English\)](#)  
[Saudi Arabia \(English\)](#)  
[United Arab Emirates \(English\)](#)

## North America

[United States \(English\)](#)  
  
[Go to Huawei Global](#)





# Welcome

## iMDE – international Market-Driven Engineering

This course will take you from “how to generate innovations”,  
though “the writing of Business Plans, and understanding  
Product development and Production” to the “how to sell and  
market a product”.

Enjoy!



# References

- Lund university: <http://www.lu.se>
- Zhejiang university: <http://www.zju.edu.cn>
- <http://www.slideshare.net/sheilacurran/the-education-of-fortune-100-ceos-sheet1>
- "The path to becoming a fortune 500 CEO", Forbes Magazine June 2011.  
<http://www.forbes.com/sites/ciocentral/2011/12/05/the-path-to-becoming-a-fortune-500-ceo/>
- Zedtwitz (2005): R&D from Developing Countries. UNCTAD



Thank you for your attention

See you again on Wednesday!

