

ME 446.672 국제협업제품설계
Global Product Development
Fall 2007

Course Description:

This class is offered from 3 representative universities (University of Michigan, Technische Universität Berlin, and Seoul National University) in 3 continents simultaneously. Students learn design methodology and product realization method to develop products for global market. The class discusses marketing, conceptual design, design embodiment, prototyping, case study, product evaluation and technical presentation. Students form design teams to complete product design projects. Student teams will travel at the beginning of the class to have a face to face kick-off meeting at one of the participating university and 1st design review session for the class project. In the middle of the semester, student teams will have 2nd design review session via multimedia communication using internet. During the final week, student teams will travel again to demonstrate the final prototypes of global products each team developed at the final exhibition and 3rd design review.

Prerequisites:

Undergraduate level mechanics and dynamics.

Audience:

Graduate students interested in product design in global environment.

Instructor:

Prof. Suk Won Cha, Office: 303-1417, Email:swcha@snu.ac.kr

Teaching Assistant:

Seungbum Ha, Office: 314-304, Email: withyou2@snu.ac.kr

Text:

Lecture handouts

Lecture schedule: Every Tue and Thu 9:00pm~11:30pm

Stage 1: Marketing, conceptual design, design methodology and kick-off meeting

Stage 2: Design embodiment, robust design, industrial design, and case-study

Stage 3: Global manufacturing, global chain and supply, rapid prototyping, and case-study

Stage 4: Summary and final exhibition

Grading:

Project prototypes and technical presentations will be evaluated among instructors. Peer evaluation of each student by project team members will be collected to assist the grading decisions of individual students.

Homework and Term Project :

Usually no homework is assigned during the class. At the beginning of the class, term project will be announced after the project team is formed by instructors.