

Course:**BAE 4173 Value Based Product Development**

2 hrs per week, 3 credits

Language: English

Level: advanced (B2-C1)

SG WI International, 7. Semester

Location and schedule

Please check on e-learning/LSF, as the lecture dates will be combined and re-scheduled. It is a key requirement to participate in the first lecture of the term. Upon this occasion, all subsequent lecture dates will be agreed upon.

The initial lecture as scheduled in LSF will be held online in

<https://app.alfaview.com/#/join/alfaview-technik/c15e2587-db1c-4395-a2f4-1b1478ba456b/a11ad794-74a2-41a7-a631-d8d17c59ed1d> (Prof. Woidaskys room).

COVID 19 Information:

As of August 24, 2020, it is expected that the **lecture** will be held in a hybrid format.

Lecturer:

Dipl.-Ing. Sascha Ott, Institut für Produktentwicklung, KIT/Karlsruhe

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Overview (catalogue description):

During this seminar, students learn about procedures for product development and learn and apply miscellaneous methods for assessment, improvement, and creativity in product design.

No.	VBPD
1	Introduction
2	Value concept
3	Target costing
4	Value stream analysis
5	Value stream analysis
6	Standardization approaches
7	Life cycle costing
8	Calculation LCC
9	Value stream mapping
10	VDI 2800
11	VDI 2801
12	VDI 2803
13	VDI 2804
14	Conclusions, Exam preparation

Lecture overview may be subject to change

Prerequisites:

You should have good command over the English language.

Learning Objectives:

After completing this course students

- know different product design methods like MKM, VDI 2206
- have learned about and applied different problem solving schemes, FMEA, QFD, and creativity techniques
- are able to present their works results orally and in writing

Course topics:

- Introduction and implication of product design in businesses
- VDI 2206
- Münchener Produktkonkretisierungsmodell (MKM) or Karlsruher SPALTEN process
- miscellaneous management techniques

Teaching and learning approach:

Learning will be achieved through presentation and to a larger extent through group work, discussion, and additional students presentation.

Contribution to program goals:

	Learning outcome	Contribution	Assessment
1.3	Students demonstrate key knowledge in Business Administration.	Strategic decisions, theories and instruments of International Management	Participation in class + outcome of assignment
1.4	Students demonstrate key knowledge in Economics.	Background to international economics and international trade	Participation in class + outcome of assignment
2.2	Students demonstrate the ability to use information systems effectively in real world business settings.	Research on different countries	Participation in class + outcome of assignment
3.1	Students are able to apply analytical and critical thinking skills to complex problems.	Develop own case study in international business	Class work, presentations
4.1	Students are able to develop business ethics-based strategies and are able to apply them to typical business decision-making problems	Ethical decision making in international management	Discussion in Class + outcome of assignment
5.1	Students demonstrate their ability to express complex issues in writing.	assignments	assignments
5.2	Students demonstrate their oral communication skills in presentations and lectures.	Communication of knowledge in International Management and Cross-Cultural Management	Discussion in class
6.1	Students show that they are able to work successfully in a team by performing practical tasks.	Conducting group work	Outcome of group work

Course Material:

- Handouts (e-learning based)

Background reading:

- Ehrlenspiel, K.: Integrierte Produktentwicklung. Hanser Verlag, München, 2009, ca. 80,-€ / 770 S.
- Engeln, W.: Methoden der Produktentwicklung. Oldenbourg, München, 2011, ca. 25,- € / 230 S.
- Schäppi, B. et al.: Handbuch Produktentwicklung. Hanser Verlag, München, 2005; ca. 150,- € / 840 S.
- Ponn, J.; Lindemann, U.: Konzeptentwicklung und Gestaltung technischer Produkte. Springer Verlag/VDI, 2011; ca. 70,- € / 460 S.
- Wimmer, W., et al.: Ecodesign – the competitive advantage. Springer Verlag, Dordrecht, 2011; 60,- € / 230 S.
- Fleischer, G. (Hrsg.): Eco-Design – Effiziente Entwicklung nachhaltiger Produkte mit euroMat. Springer Verlag, Berlin, 2000
- Behrend, S. et al.: Umweltgerechte Produktgestaltung – ECO Design in der elektronischen Industrie. Springer Verlag, Berlin, 1996
- VDI-Richtlinien, u. a.
2206 (V-Modell/Mechatronik),
2221 (Entwicklungsmethodik),
2243 (Recyclinggerechte Produktentwicklung)
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Assessment:

- Individual assessments, based on presentations, paper, and discussion results in class
OR written test (upon discretion of the lecturer)

Recommendations: Observe the requirements and assessment table items below:

Presentations	formal	Overview over the presentation (table of contents)
		Change of methods (e.g. video, use of board...)
		free speech
		inclusion of audience
		appropriate information on slides (little text)
		no typos/mistakes on slides
		identification of references
		summary
	contents	attractive opening
		continuous line of thought and arguments
		sufficient depth of argumentation
		give quantitative information as much as possible
	Discussion	familiarity with topics
Papers	formal	X pages max.
		Submission due date kept
		paper printout
		identification of references (in text AND as foot/endnotes): Without references never better than "good"
		picture and table captions
		page numbers
		Introduction
		summary
		title
		date
		Identification of type of document
	contents	continuous line of thought and arguments
		sufficient depth of argumentation
		appropriate use of graphs and tables
		give quantitative information as much as possible

Grading: based on seminar / assignment results

- 'Sehr gut' represents exceptional work, far above average.
- 'Gut' represents good work, above average.
- 'Befriedigend' represents average work.
- 'Ausreichend' represents below average work with considerable shortcomings.
- And 'mangelhaft' is just exceptional work in the wrong direction or with unacceptable shortcomings.