



# II2300 Product Realization Processes I 7.5 credits

## Processer för produktrealisering I

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Course syllabus for II2300 valid from Autumn 11

This is a translation of the Swedish, legally binding, course syllabus.

**Grading scale:** A, B, C, D, E, FX, F

**Education cycle:** Second cycle

**Main field of study:** -

### Intended learning outcomes

*Product Realization Processes is a two part course. The first part covers processes, skills and technologies leading to the realization of ICT products intended for the commercial marketplace. Students will become familiar with idea generation, product design, prototyping methods and the steps necessary to show that a potential product can be commercially viable. In addition to the technical aspects of product realization, project processes and methods are also covered. Students will acquire skills for working with and managing groups of technical contributors, and processes for the effective application of technology development in a business environment. These include understanding and working with business components such as marketing, and management.*

- *To know how to describe and perform all required steps to visualize, model and develop an ICT product.*
- *To know how to lead innovation and idea generation sessions. To be able to describe and use methods to derive maximum output from such sessions.*
- *To know how to quantitatively analyze business forces on ICT product realization. This includes using cost analysis, customer analysis and resource constraints that involve human resources, material and time.*

### Course main content

- *Idea generation, brainstorming processes and team consensus building*
- *Product visualization, modeling and prototyping techniques*
- *Consensus building outside the engineering team*
- *Business processes for product development*
- *Cost Analysis*
- *Customer analysis and marketing*
- *Technical project management*
- *Resource management of human, material, money and time*
- *Effective communication*
- *Dealing with failure. Failure analysis, constructively moving forward*
- *Building on success for continued product and group progress*

### Language of instruction

Language of instruction is specified in the course offering information in the course and programme directory.

## Eligibility

## Literature

The required textbook for this course is:

"Product Design and Development" by Karl T. Ulrich and Steven D. Eppinger, 4th edition, McGraw-Hill, 2007

## Examination

- INL1 - Problem Assignments, 4.5 credits, grading scale: A, B, C, D, E, FX, F
- TEN1 - Examination, 3.0 credits, grading scale: A, B, C, D, E, FX, F

*Passed written exam TEN1: 3 hp, Grade A-F Problem assignments INL1: 4,5 hp, Grade A-F The grade for the course is calculated as a weighted average where the grade E-A are given a value of 1-5. Round halves up.*