Summary
This course is a joint initiative between the School of Engineering and the College of Management to encourage and promote entrepreneurship and management skills, engineering design, hands-on experience, teamwork, and awareness of social and ethical implications in engineering and management.

Content
The material is taught in four modules, including Systems Engineering, Product Design Principles, Business Economics, and Prototyping Practice. A key component of the course consists of a team project, usually conducted in collaboration with an industry partner, addressing a significant commercial need and/or societal issue. Lectures will be given by domain experts. The first part of the course focuses on product design. Students will be working in multidisciplinary teams to define a product concept, draft a prototype and propose a plan for product commercialization. At the conclusion of the course, the projects will be entered in a prize competition, judged by a panel of industry experts and faculty. Topics include: Design Criteria * Modularity * Project Planning * Lifecycle Analysis * Investment Criteria * Real Options * Electric Circuits * Reliability Engineering * Materials * Robotics * Software Development * Intellectual Property * Machining, 3D printing and Assembling a Prototype * Environmental Sustainability * Ergonomics

Keywords
Business economics, product design, systems engineering, technology commercialization, hands-on practice

Learning Outcomes
By the end of the course, the student must be able to:
• Translate specifications into product design
• Assess / Evaluate the economic viability of product at different development phases
• Manage the production of a prototype
• Develop a plan for the commercialisation of the product

Transversal skills
• Communicate effectively, being understood, including across different languages and cultures.
• Evaluate one's own performance in the team, receive and respond appropriately to feedback.
• Set objectives and design an action plan to reach those objectives.

Assessment methods
• 40% Presentation
• 50% Report/prototype
• 10% Collaboration

Supervision

Office hours  No
Assistants     Yes
Forum         Yes