



# Technology Innovation and Industrial Management 2011



**BUSINESS SEMINAR**  
28.6.2011 Oulu, Finland

## **MANAGING COMPLEX PRODUCT DEVELOPMENT PROJECTS**

**Prof. Steven Eppinger,**  
*a world expert in product design and development*

This seminar discusses the management of complexity in product development. Prof. Eppinger will present the design structure matrix (DSM) method and its applications. The DSM approach has been used in many industries to help understand the structure of complex processes and technical systems in order to better manage their development.



UNIVERSITY of OULU  
OULUN YLIOPISTO



OULU UNIVERSITY OF  
APPLIED SCIENCES



Kasetart University



**Speaker** Prof. Steven Eppinger, Massachusetts Institute of Technology (MIT)

Steven Eppinger is professor of technology management and engineering systems at the Massachusetts Institute of Technology. He teaches product design and development in graduate courses and executive programs and has written the most widely used textbook on the topic. His research is applied to managing the development of complex products and systems and he has been a pioneer in development of the design structure matrix method. He has worked extensively with the automotive, aerospace, electronics, medical devices, and capital equipment industries.

### **To whom**

The seminar is intended for managers working in product development and design, e.g. research and product development managers, product managers, product program or project managers and to all who strive for more efficient product design and development practices.

### **Seminar content**

- Managing complexity in product development projects
- Design Structure Matrix method (DSM)
- Case studies on Managing process complexity and iterations Intel microprocessor design application and Managing architectural complexity and organizations in General Motors and Pratt & Whitney applications
- Two local cases: processing them
- Globally distributed product development

### **Time and place**

Tuesday 28.6.2011, 9.00 – 16.00 University of Oulu

The reception jointly with the TIIM 2011 conference starting at 19.00 is held in the Oulu City Hall.

### **Fee and registration**

Participation fee is 400 €/person (VAT 0%) including materials, refreshments, lunch and the reception.

Registration via <http://www.tiimconference.org> by 15.6.2011.

### **Further information**

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